

Under the Paperwork Reduction Act of 1995 no persons are required to respond to a collection of information unless it displays a valid OMB control number

|                                                                                                                                     |  |                                                                                                                           |  |
|-------------------------------------------------------------------------------------------------------------------------------------|--|---------------------------------------------------------------------------------------------------------------------------|--|
| <b>UTILITY<br/>PATENT APPLICATION<br/>TRANSMITTAL</b><br><br><i>(Only for new nonprovisional applications under 37 CFR 1.53(b))</i> |  | Attorney Docket No. <b>14-EP-CON7</b>                                                                                     |  |
|                                                                                                                                     |  | First Named Inventor <b>Shkedi, Roy</b>                                                                                   |  |
|                                                                                                                                     |  | Title <small>Media properties selection method and system based on expected profit from profile-based ad delivery</small> |  |
|                                                                                                                                     |  | Express Mail Label No. <b>n/a - filed via EFS-Web</b>                                                                     |  |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                   |                           |      |                   |                   |                         |                                   |              |      |       |          |  |         |           |       |  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|---------------------------|------|-------------------|-------------------|-------------------------|-----------------------------------|--------------|------|-------|----------|--|---------|-----------|-------|--|
| <b>APPLICATION ELEMENTS</b><br><i>See MPEP chapter 600 concerning utility patent application contents.</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <b>Commissioner for Patents</b><br><b>P.O. Box 1450</b><br><b>Alexandria, VA 22313-1450</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                   |                           |      |                   |                   |                         |                                   |              |      |       |          |  |         |           |       |  |
| 1. <input type="checkbox"/> <b>Fee Transmittal Form</b><br><small>(PTO/SB/17 or equivalent)</small><br>2. <input type="checkbox"/> <b>Applicant asserts small entity status.</b><br><small>See 37 CFR 1.27</small><br>3. <input type="checkbox"/> <b>Applicant certifies micro entity status.</b> See 37 CFR 1.29.<br><small>Applicant must attach form PTO/SB/15A or B or equivalent.</small><br>4. <input checked="" type="checkbox"/> <b>Specification</b> [Total Pages <u>26</u> ]<br><small>Both the claims and abstract must start on a new page.<br/>         (See MPEP § 608.01(a) for information on the preferred arrangement)</small><br>5. <input checked="" type="checkbox"/> <b>Drawing(s)</b> (35 U.S.C. 113) [Total Sheets <u>3</u> ]<br>6. <input checked="" type="checkbox"/> <b>Inventor's Oath or Declaration</b> [Total Pages <u>1</u> ]<br><small>(including substitute statements under 37 CFR 1.64 and assignments<br/>         serving as an oath or declaration under 37 CFR 1.63(e))</small><br>a. <input type="checkbox"/> Newly executed (original or copy)<br>b. <input checked="" type="checkbox"/> A copy from a prior application (37 CFR 1.63(d))<br>7. <input checked="" type="checkbox"/> <b>Application Data Sheet</b> * See note below.<br><small>See 37 CFR 1.76 (PTO/AIA/14 or equivalent)</small><br>8. <input type="checkbox"/> <b>CD-ROM or CD-R</b><br><small>in duplicate, large table, or Computer Program (Appendix)</small><br><input type="checkbox"/> Landscape Table on CD<br>9. <b>Nucleotide and/or Amino Acid Sequence Submission</b><br><small>(if applicable, items a. – c. are required)</small><br>a. <input type="checkbox"/> Computer Readable Form (CRF)<br>b. <input type="checkbox"/> Specification Sequence Listing on:<br>i. <input type="checkbox"/> CD-ROM or CD-R (2 copies); or<br>ii. <input type="checkbox"/> Paper<br>c. <input type="checkbox"/> Statements verifying identity of above copies | <b>ACCOMPANYING APPLICATION PAPERS</b><br>10. <input checked="" type="checkbox"/> <b>Assignment Papers</b><br><small>(cover sheet &amp; document(s))</small><br><small>Name of Assignee <u>AlmondNet, Inc.</u></small><br>11. <input type="checkbox"/> <b>37 CFR 3.73(c) Statement</b> <input checked="" type="checkbox"/> <b>Power of Attorney</b><br><small>(when there is an assignee)</small><br>12. <input type="checkbox"/> <b>English Translation Document</b><br><small>(if applicable)</small><br>13. <input checked="" type="checkbox"/> <b>Information Disclosure Statement</b><br><small>(PTO/SB/08 or PTO-1449)</small><br><input type="checkbox"/> Copies of citations attached<br>14. <input checked="" type="checkbox"/> <b>Preliminary Amendment</b><br>15. <input type="checkbox"/> <b>Return Receipt Postcard</b><br><small>(MPEP § 503) (Should be specifically itemized)</small><br>16. <input type="checkbox"/> <b>Certified Copy of Priority Document(s)</b><br><small>(if foreign priority is claimed)</small><br>17. <input type="checkbox"/> <b>Nonpublication Request</b><br><small>Under 35 U.S.C. 122(b)(2)(B)(i). Applicant must attach form PTO/SB/35<br/>         or equivalent.</small><br>18. <input type="checkbox"/> <b>Other:</b> _____<br>_____<br>_____<br>_____ |                                   |                           |      |                   |                   |                         |                                   |              |      |       |          |  |         |           |       |  |
| <b>*Note:</b> (1) Benefit claims under 37 CFR 1.78 and foreign priority claims under 1.55 <b>must</b> be included in an Application Data Sheet (ADS).<br>(2) For applications filed under 35 U.S.C. 111, the application must contain an ADS specifying the applicant if the applicant is an assignee, person to whom the inventor is under an obligation to assign, or person who otherwise shows sufficient proprietary interest in the matter. See 37 CFR 1.46(b).                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                   |                           |      |                   |                   |                         |                                   |              |      |       |          |  |         |           |       |  |
| <b>19. CORRESPONDENCE ADDRESS</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                   |                           |      |                   |                   |                         |                                   |              |      |       |          |  |         |           |       |  |
| <input checked="" type="checkbox"/> The address associated with Customer Number: <u>26362</u> OR <input type="checkbox"/> Correspondence address below                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                   |                           |      |                   |                   |                         |                                   |              |      |       |          |  |         |           |       |  |
| <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td colspan="2">Name</td> <td colspan="2"></td> </tr> <tr> <td colspan="2">Address</td> <td colspan="2"></td> </tr> <tr> <td>City</td> <td>State</td> <td>Zip Code</td> <td></td> </tr> <tr> <td>Country</td> <td>Telephone</td> <td>Email</td> <td></td> </tr> </table>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Name                              |                           |      |                   | Address           |                         |                                   |              | City | State | Zip Code |  | Country | Telephone | Email |  |
| Name                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                   |                           |      |                   |                   |                         |                                   |              |      |       |          |  |         |           |       |  |
| Address                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                   |                           |      |                   |                   |                         |                                   |              |      |       |          |  |         |           |       |  |
| City                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | State                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Zip Code                          |                           |      |                   |                   |                         |                                   |              |      |       |          |  |         |           |       |  |
| Country                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Telephone                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Email                             |                           |      |                   |                   |                         |                                   |              |      |       |          |  |         |           |       |  |
| <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td>Signature</td> <td><u>/Louis J. Hoffman/</u></td> <td>Date</td> <td><u>11/23/2016</u></td> </tr> <tr> <td>Name (Print/Type)</td> <td><u>Louis J. Hoffman</u></td> <td>Registration No. (Attorney/Agent)</td> <td><u>38918</u></td> </tr> </table>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Signature                         | <u>/Louis J. Hoffman/</u> | Date | <u>11/23/2016</u> | Name (Print/Type) | <u>Louis J. Hoffman</u> | Registration No. (Attorney/Agent) | <u>38918</u> |      |       |          |  |         |           |       |  |
| Signature                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <u>/Louis J. Hoffman/</u>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Date                              | <u>11/23/2016</u>         |      |                   |                   |                         |                                   |              |      |       |          |  |         |           |       |  |
| Name (Print/Type)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <u>Louis J. Hoffman</u>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Registration No. (Attorney/Agent) | <u>38918</u>              |      |                   |                   |                         |                                   |              |      |       |          |  |         |           |       |  |

This collection of information is required by 37 CFR 1.53(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

*If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.*

## **MEDIA PROPERTIES SELECTION METHOD AND SYSTEM BASED ON EXPECTED PROFIT FROM PROFILE-BASED AD DELIVERY**

### **CROSS REFERENCE TO RELATED APPLICATIONS**

5           This application claims the benefit of provisional application Serial No. 60/804,937, filed June 16, 2006, and provisional application Serial No. 60/805,119, filed June 19, 2006, which are herein incorporated by reference.

### **FIELD OF THE INVENTION**

10           The present invention generally relates to profile-based behavioral targeting advertisement placement methods. More specifically, the present invention relates to electronic advertisement placement based on expected profit from the placement.

### **BACKGROUND OF THE INVENTION**

15           DoubleClick's "Boomerang" is a service for advertisers that places a cookie on computers of visitors to an advertiser's site for the purpose of finding those visitors on other sites where DoubleClick is the ad server ("ad" is short for advertisement). When the same visitors are found on those other sites, additional advertiser's ads are served to them by the DoubleClick ad sever or by the advertiser's ad server following a redirect  
20 from the DoubleClick ad server.

          The only server that can read a cookie on a user's computer is a server operating under the same domain as the server that placed the cookie on a user's computer to begin with. In other words, a cookie placed by a server operating under one domain cannot be read by another server working under a separate domain. That is why the  
25 advertiser cannot expect to place a cookie of its own (e.g., ford.com cookie) on a visitor to its site and then later expect the DoubleClick ad server (doubleclick.com) to be able to recognize the visitor when that visitor is visiting sites where DoubleClick serves ads by reading the ford.com cookies. Only a server operating under the DoubleClick domain can read a cookie placed by a server operating under the DoubleClick domain. So,  
30 DoubleClick needs to place a doubleclick.com cookie on visitors to the ford.com site for

DoubleClick to later find those visitors within other sites, i.e., where the DoubleClick ad server is used to serve ads.

For a site to have its ad served by an ASP-hosted ad server, such as the one operated by DoubleClick, the site needs to redirect visitors from the site to the DoubleClick ad server, to fetch the ad from the server. Following the redirect from the site, the visitor accesses the DoubleClick ad server. Because the DoubleClick server is operating under the DoubleClick domain, it can read the DoubleClick cookie or cookies and then recognize that it encountered the same visitor in the past. In this example, the DoubleClick ad server recognizes the visitor as someone who visited the ford.com site.

AlmondNet, Tacoda, RevenueScience, and other companies (herein “BT companies”; “BT” stands for behavioral targeting) specialize in targeting ads based on observed behavior of sites’ visitors. BT companies place a cookie (or cookies) on the computers of visitors to specific sections of a publisher’s website or on the computers of visitors of the publisher who conducted a specific action such as search, click content, click an ad, request information, acquire a product, etc.

The placement of cookies allows those publishers or the BT company itself to sell ads to advertisers. Those ads will be presented to the visitors when they are found later on the same site or on other sites. Such sites can be either a site where the BT company’s software is used or a site where the BT company has bought media. The BT company may buy the media on behalf of itself or on behalf of the publisher, who is interested in delivering ads to its audience outside the publisher’s site.

Although a BT company (AlmondNet, Tacoda, RevenueScience, etc.) acts as an agent that places cookies on the computers of publisher’s visitors for the purpose of delivering targeted ads to the publisher’s visitors on other sites, the publisher can work without an agent and place cookies or tags on the computers of the publisher’s own visitors for the purpose of delivering ads to those visitors on other sites where the publisher buys ad space. Such a publisher, acting without an agent, is also included in the definition of a BT company.

A publisher may also be referred to as a “profile supplier” when it transfers profile information, such as behavioral information, demographic information, etc., to a

BT company. Therefore, a publisher that is a BT company may also be its own profile supplier. Furthermore, although the name "BT company" implies the targeting of ads is based on collected behavioral profiles, a BT company may also collect other kinds of profile information, such as demographic information or user-provided information, and target ads to those visitors wherever found based on the collected profile information.

Another kind of a BT company is a company that has software installed on a person's computer, such as toolbar software, desktop search software, weather software, or any kind of software that is used by the computer's user. Such software also monitors the computer user's visits to different publishers' sites and media properties and collects profile information about the computer user for the purpose of delivering ads to the user within ad space of sites and media properties that the user visits based on the collected profiles.

A BT company using software installed on a user's computer does not need the cooperation of a visited media property to collect information about the visitor's visit because that software monitors whatever the user is doing on his or her computer. A BT company that has software installed on a user's computer is therefore its own profile supplier. Such software can place a cookie or another kind of tag on the user's computer. Because the software is installed on the user's computer, it can write cookies readable by any domain. That means that the BT company can place a tag or cookie of a second media property, if the BT company would like the second media property to recognize the visitor when the visitor visits that second media property site, by simply having the software place a cookie operating under the domain of the second property on the visitor's computer. The software may also report the collected profiles to a central server of the BT company.

The central server may also tag the visitor or arrange for the visitor to be tagged by operators of other media properties. A BT company can place a cookie on a site's section when a visitor's computer visits that section, if a code of the company was integrated into the page of that section by the site that owns the page. The code (e.g., HTML or Java) redirects to the BT company's server all visitors to the page. Also, in the

case that the BT company is the publisher itself, the publisher will simply “cookie” (by itself) all visitors that either read a specific content, search, click, ask for information, make a phone call, etc.

5 The BT company’s server, which either gave the site a unique code for a page, received from the page its URL, or received access to the page’s content that could be analyzed by the BT company’s server, etc., identifies the content read by the page’s visitor or the keyword searched for by the user, or an ad clicked on the page, etc. The content read by the page visitor could be identified by the BT company’s server whether the content was reported by the site or whether the content was identified  
10 following the analysis of the page. The server then places a cookie on the user’s computer indicating what content was read by the visitor on the page, what keyword was searched for by the user, or what ad was clicked on the page, etc. The placed cookie indicates that information (1) in the cookie per se, (2) in a central database operated by the server where the cookie ID is used as a record finder, or (3) both in the cookie and in  
15 the database.

Although the above description relates to cookies, a cookie is only one example of a possible tag. A tag generally is a unique identifier used to mark a person electronically visiting a media property, such as a web site, TV channel, radio show, or the like, using a computer, a mobile device, a TV set, a TV set top box, or any other  
20 device.

The tag is used for the purpose of delivering additional ads to a visitor to one media property when that visitor is found later on other media properties, based on the visitor’s profile collected on the first media property. The profile could be the observed behavior of the visitor on the media property, demographic information collected on  
25 the media property, profile information provided by the visitor to the media property, etc.

Because the purpose of the tag is to enable the delivery of additional ads on other media properties visited by the visitor, and because the delivery of an ad requires only control of the ad space and not necessarily control of the entire media property visited  
30 by the visitor, a media property (in the present context) can also be defined as any

equipment that controls an ad space viewed by a visitor, including a web site, an ad network's site (where the ad network represents the ad space of different sites), a TV program, some of the ad space within TV programs or TV channels (represented by a cable company), a TV network, or any ad space for which an entity is allowed to sell an advertisement and deliver it within the ad space; whether the ad space is owned by that entity, or whether the entity pays the owner of the ad space when using its ad space to deliver an ad sold by the entity. Ad space can be on a web site, in a TV program, in a text message, in a radio show, in any broadcasted material, in any streaming video or audio, etc. An ad space can be a fixed position on a page, or the ad space can be made available by a web site to an ad network (for example) only when the web site did not sell all of the site's ad inventory and therefore wishes to make some of the inventory available to the ad network.

In the case of a media property controlling an ad space viewed by a visitor, a specific ad space on a page might be controlled only temporarily. For example, in the case of the web site that did not sell all the ad impressions available to be delivered within an ad space on a page and therefore makes the unsold ad space available to the ad network to fill, the ad network will have temporary control of the ad space, i.e., when that ad space is given to it by the web site. Once the site redirects the ad space on the page to the ad network (so the ad network could fill the ad space with an ad sold by the ad network), the ad network controls the ad space and has access to the visitor viewing the ad space that was redirected to the ad network by the site, and therefore the ad network's equipment is considered a media property, as it controls an ad space viewed by a visitor.

The tag can be placed on the device used by the user to access the first media property where the user's profile was collected (in case of observed behavior, that behavior can be reading a specific content, searching, clicking an ad or content, making a phone call, asking for product information, acquiring a product, or taking any other kind of action). A tag placed on the device (1) could be read only by a server operating under the same domain as the server that placed the tag on the device to begin with as in the case of a cookie for example, (2) could be placed on the device when the user

visited the first media property, and then the tag can be read by any second media property visited by the visitor, or (3) could be encrypted and, while accessed by any second media property visited by the visitor, the tag could be deciphered only by second media property computers that received the deciphering code from the first media property. In case of a tag placed by software installed on a user's computer, the tag could be whatever the software wants it to be, including a cookie of any domain.

A tag does not have to be placed on the user's device. A tag can also be used in a central database of a BT company or a central database of any second media property visited by the visitor, where the tag could be a unique identifier either of the device or of the user. In the case where the tag identifies the device, the tag might denote an IP address, a phone number, a device's manufacturer serial number, etc. A cookie placed on the device can also uniquely identify the device and the cookie therefore can be used as a tag in a central database. In the case where the tag identifies the user, the tag might denote the username and password used to access a media property, a user's name and address, a user's e-mail, a user's social security number, or any other personal identifiable information.

As already mentioned, the observed behavior of a visitor to a first media property is referred to as profile information about a specific visitor. A visitor's profile might be enhanced by the visitors' observed behavior on other media properties or by other profile information collected on other media properties.

A visitor's profile can be represented by a unique tag, or the profile can be stored with the tag, whether the tag is placed on the device, on a central database, or both. For example, the profile can be stored within a cookie (tag) on a visitor's device, or the profile can be stored in a central database where the tag connected to the profile is used as a unique identifier of the visitor's device or of the visitor personally. The profile can also be saved on both the device and a central database.

One of the major challenges in targeting a first site visitor on another site with an ad based on his observed behavior on sites visited by him previously (such as the first site) is actually finding the visitor on other sites.

Depending on the tag placed (or arranged to be placed) by the BT companies, the visitor could be recognized either by the entity that placed the tag to begin with (which requires access by that entity to the tag when the visitor visits a second media property) or by the second media property reading the tag (in which case the tag can be placed by the second media property if the BT company so arranges).

BT companies, acting as an agent, can find visitors tagged by them, when the tagged visitors are present on sites that use the BT companies' software (either to serve ads or in conjunction with those sites' ad servers). BT companies (whether it is acting as an agent, is the publisher itself, or is operating with any other BT company) can find visitors tagged by them, when the visitors are present on sites and ad networks where the BT companies buy media.

To make the process of finding people who visited a first media property on other media properties more efficient, BT companies enable sites and ad networks (from whom the BT companies buy media) to also place their cookies on the computers of people (visitors) on whose computers the BT company has placed its own cookie. That technique is similar to the way DoubleClick's Boomerang system places cookies on visitors to an advertiser site for the purpose of finding those visitors later on other sites where Doubleclick serves ads.

An ad network ad server (or any other server of the ad network) or a site's ad server (or any other server of the site) can place their own cookies on the computers of visitors that are redirected to them by the BT companies, for the purpose of later recognizing those visitors within their own ad space (i.e., the ad space of the ad networks or the sites).

This process – where sites and ad networks place cookies on visitors' computers redirected to them by BT companies (or other entities interested in additional ads presented to their audience elsewhere) – is sometimes referred to as "cookie matching."

For example, weather.com might place a weather.com cookie on a user's computer marking him or her as a visitor to BT company #1, following a redirect from BT company #1 server. Later, if and when the weather.com ad server recognizes that the same visitor (previously redirected to him by BT company #1) happened to visit

weather.com (weather.com will recognize the visitor by reading its own weather.com cookie, which marked the visitor as a BT company #1 visitor), the weather.com ad server can, if it wishes, redirect the visitor's computer to the BT company #1 server, to have an ad served to the visitor, either by BT company #1's ad server or another ad server to which BT company #1 ad server further redirects the visitor. The weather.com ad server's decision, whether or not to redirect the visitor's computer to BT company #1's server can be based on the price that BT company #1 promised to pay weather.com for the presentation of an ad within weather.com's ad space, to a visitor previously redirected to weather.com by BT company #1's server.

Although the above-described processes enable a second media property to recognize a first media property visitor, it is still a very inefficient process for the following reasons:

(1) Media properties' ad space prices vary.

(2) Profiles of media properties' visitors are worth different amounts to advertisers depending on the profiles. For example, a person who searched for a "mortgage" on a search engine might be presented with a mortgage-related ad, for which the advertiser is willing to pay \$3 if that person clicks on that ad. A person who searched for "socks" on a search engine might be presented with a socks-related ad, for which the advertiser is willing to pay \$0.50 if that person clicks on that ad. A person who visited the mutual fund section of a site might be presented with a mutual-fund related ad (wherever the person is found, i.e., either on the same site or on other sites), in which case the advertiser is willing to pay \$25 for every thousand ads (CPM) presented to people who visited that mutual fund section.

(3) The same person might have several profile attributes in his or her profile (as a result, for example, of that person conducting several different searches and visiting different sites). Different advertisers might be willing to pay different amounts for delivering ads to the person based on the specific profile attribute or attributes that the respective advertisers are looking to target.

In summary, the cost of ad space at a second media property might not be covered by revenues generated for a BT company buying the space, i.e., from an ad

delivered within the second media property ad space based on a profile collected in a first media property or properties. Alternatively, the revenues might cover the media cost but not deliver satisfactory margins to the BT company, when taking into account other costs, such as ad sales people cost, ad serving cost etc.

5

## SUMMARY OF THE INVENTION

According to various aspects of the invention, therefore, an automatic system is described to facilitate selection of media properties on which to display an advertisement, responsive to a profile collected on a first media property, where a BT  
10 company calculates expected profit for an ad correlated with the profile and arranges for the visitor to be tagged with a tag readable by the selected media property.

The profit can be calculated by deducting, from the revenues that are expected to be generated from an ad delivered based on the collected profile, at least the price of ad space at a media property where the BT company might like to deliver ads to the  
15 profiled visitor. When the calculated profit is positive (i.e., not a loss), the BT company arranges for the visitor to be tagged with a tag readable by the selected media property through which the BT company expects to profit.

The above summary does not include an exhaustive list of all aspects of the present invention, Indeed, the inventor contemplates that the invention may include all  
20 systems and methods that can be practices from all suitable combinations of the various aspects summarized above, as well as those disclosed in the detailed description below and particularly pointed out in the claims filed with the application. Such combinations have particular advantages not specifically recited in the above summary.

25

## BRIEF DESCRIPTION OF THE DRAWINGS

Figure 1 is a flow diagram of an exemplary embodiment of a profit-based selection method.

Figure 2 is a flow diagram of an exemplary embodiment of a profit-based selection method.

Figure 3 is a schematic of an exemplary embodiment of entities and associated equipment used with a profit-based selection method.

#### DESCRIPTION OF PREFERRED EXEMPLARY EMBODIMENTS

5 Referring to the embodiment of Fig. 1, responsive to receiving (1000) profile information (e.g., actions) of an electronic visitor with respect to a first media property, the instant method includes (i) determining (2000) anticipated revenues and/or profit resulting from placing an advertisement targeted to the visitor based on the received profile, and (ii) automatically selecting (3000) at least one media property for which it is  
10 anticipated that there will be a positive profit in delivering an ad to the profiled visitor. The method includes, via an electronic communications media, for each of the selected media properties, arranging (4000) for electronic storage of a tag readable by said media property, wherein the tag is associated with the visitor.

Profit can be defined as:

15 (1) revenues expected to be generated, from an ad delivered based on the collected profile, minus the ad space cost at a specific media property (i.e.,  $Pr = Rev(\text{profile}) - P(\text{mp})$ , where "Pr" is profit, "Rev" is revenue generated from advertising to a visitor with a particular profile, and "P" is the price charged by media property "mp" for advertising in an ad space);

20 (2) revenues expected to be generated, from an ad delivered based on the collected profile, minus the sum of (a) the price for buying ad space on the specific media property, (b) ad serving cost, (c) ad sales associated cost, and (d) desired profit margin (i.e.,  $Pr = Rev(\text{profile}) - P(\text{mp}) - C - \text{Mar}$ , where "C" represents costs and "Mar" represents desired profit margin), or

25 (3) in other ways.

If the calculated profit indicates that the BT company will lose (negative profit) from delivering an ad, based on the received profile on any of the possible media properties where it is buying ad space, the BT company won't arrange for the visitor to be tagged by a tag readable by any of those media properties, and the BT company  
30 might even decide not to collect the profile (so the visitor's profile will not be stored).

Using the equation defining profit in item (2) just above, the question of whether the profit is positive or negative, as stated in this paragraph, equates to testing (4) whether  $\text{Rev}(\text{profile}) - P(\text{mp}) - C - \text{Mar} > 0$ , which is the same as (5) whether  $\text{Rev}(\text{profile}) - P(\text{mp}) - C > \text{Mar}$ , or (6) whether  $\text{Rev}(\text{profile}) > P(\text{mp}) + C + \text{Mar}$ , or (7) whether  $P(\text{mp}) < \text{Rev}(\text{profile}) - C - \text{Mar}$ . Grouping the terms on the right-hand side of the equation in item (7) reduces that equation to the same as testing whether the price charged by a media property is less than a price cap, with the price cap being defined as the difference determined by subtracting from the revenue generated from advertising to a visitor with a particular profile a selected amount, here defined by the costs and desired profit margin.

Likewise, using the equation defining profit in item (1) just above, the question of whether the profit is positive or negative equates to testing (8) whether  $\text{Rev}(\text{profile}) - P(\text{mp}) > 0$ , which equates to testing (9) whether  $P(\text{mp}) < \text{Rev}(\text{profile})$ , which again is the same as testing whether the price charged by a media property is less than a price cap, with the price cap being defined in this instance simply as the available revenue generated from advertising to a visitor with a particular profile.

The method includes the following basic steps, shown in Figs. 2 and 3:

1. A profile supplier 20 redirects (100) a visitor 10 to a BT company 30 along with the visitor's profile. In case the profile supplier 20 is also the BT company 30, this step either does not take place or takes place internally, for example via an internal redirect from one server to another server operating under the same domain that belongs to the publisher/BT Company. In case the BT company 30 has software on a user's computer 11 that enables it to monitor the user's visits to media properties (e.g., 20, 40, 50) without the cooperation of the media properties, this step either does not take place or takes place internally, e.g., by the software on the user's computer communicating the collected profile to the BT company's central server.

2. The BT company 30 recognizes (200) the content read by the user 10, the category to which the content read by the user 10 belongs, the keyword searched for by the user 10, an ad clicked by the user 10, or any other action conducted on the page/site 20 by the user 10 (such as click on an item of content or an ad, purchase of a product,

request for more information, etc) during the site visit (110). The recognizing might be as simple as pulling a keyword for which the visitor 10 searched from a URL used by the profile supplier 20 to redirect the visitor 10 to the BT company 30, for example.

3. The BT company 30 optionally can categorize (300) specific content read  
5 by the user 10, or an action conducted by a user 10. An example action might be a search for a keyword. To illustrate, suppose a person searched for an airline ticket to Florida on a travel site. When the BT company 30 receives that information, in addition to recording the search for the flight to Florida in the visitor's profile (whether the profile is stored in the cookie or tag, the BT company's central database 31, or both of  
10 those places), the BT company 30 may further categorize the person under the "Travel" category and in the "Search for Flights" subcategory of "Travel."

4. The BT company 30 calculates (400) expected revenues from delivering ads based on the collected profile (Rev(profile) in the equations above). The revenues are calculated based on the kind of collected profile: (a) Expected revenues from content  
15 read by the visitor 10 can be calculated by checking, for example, how much advertisers are willing to pay for delivering ads to visitors who read specific content. (b) Expected revenues from delivering ads based on a keyword searched by the visitor 10 can be calculated by checking, for example, how much advertisers are willing to pay for each click on an ad related to the keyword for which the visitor searched and multiplying  
20 that price per click by an assumed click-through rate on ads related to the searched-for keyword, up to 14 days after the visitor's search. In general, expected revenues can be calculated for the delivery of ads based on a category of content read by the visitor 10, for specific content read by the visitor 10, or for action taken by the visitor 10 (e.g., made a phone call, clicked an ad, clicked specific content, asked for information, acquired  
25 product, etc.).

5. The BT company 30 selects (500) media properties (e.g., 40) for the delivery of an advertisement based on a profile collected on a first media property 20. The BT company 30 makes the selection based on a calculated expected profit and then arranges for the visitor 10 to be tagged (610 or 620) with a tag readable by the selected

media property 40. The profit is calculated in any of the alternative manners stated above.

The BT company's arranging placement of the tag can be achieved in different ways:

5           A.     The BT company 30 can redirect (630) a visitor to the selected media property 40, 50 with a request to have the selected media property 40, 50 tag (620) the visitor with the media property's own tag, which obviously is readable by the selected media property 40, 50 (such a tag could be a cookie on the visitor's storage device 12).

          B.     The BT company 30 can itself place (610) a tag that will be readable by the  
10   selected media property 40.

          C.     The BT company 30 can place an encoded tag that, although accessible by any media property (e.g., 40, 50), can be read only by a selected media property 40 to which the BT company gave a deciphering code.

          D.     In cases when the BT company 30 has software installed on a user's  
15   computer 10, the BT company 30 can arrange for the software to place (not shown) a tag readable by the selected media property 40 (such a tag could be a cookie operating under the selected media property domain).

          E.     The BT company 30 can arrange for the selected media property 40 to place a tag in the selected media property's central database 41, in which case the tag  
20   can uniquely identify (1) the device 11 that the visitor 10 will use to access the selected media (IP address, set-top box ID, mobile phone number, manufacturer serial number, cookie readable by the selected media property, etc.), or (2) the user as a person (personal identifiable information).

          When a selected media property 40 recognizes a tagged visitor 10 (tagged  
25   previously, at time t1) later (at time t2) visiting (710) its ad space, the media property 40 will arrange for the BT company 30 to serve an ad (720) to the visitor 10 (which will appear with the media content (730) requested by the visitor), by redirecting (700) a visitor to the BT company 30, for example.

          The media properties can be of the same kind of media (e.g., two web sites 40, 60  
30   on the Internet 80) or of different media (e.g., first media property can be a web site 40

on the Internet 80, and the second media property can be a TV channel on TV or a text message system on a mobile phone, etc.). In the case (not shown) where the second media property operates within a different media than the first media, the tagging of the visitor with a tag readable by the second media property (which is arranged by the BT company 30) might include finding the device used by the visitor 10 to access the second media by using personal identifiable information about the visitor 10. As there may be no connection between the device used by the visitor to access the first media property (computer 11, for example) and the device used by the visitor to access the second media property (TV, for example) besides the commonality of the user (visitor) 10, personal identifiable information about the visitor 10 could be used to allow the second media property to learn which device the visitor 10 uses to access the second media property and tag the visitor 10. The second media property could tag the device used by the visitor 10 to access the second media property by placing a tag on the device itself or in a central database of the second media property, for example).

Although the BT company 30 stores the visitor's collected profile, in the above-described implementation it does not transfer the collected profile to the second media property 40, 50 but simply asks the second media property 40, 50 to tag the visitor as a BT company visitor or arrange for a tag to be placed (620) that is readable by the second media property 40 and that marks the visitor as a BT company visitor. As the BT company 30 buys ad space from the proprietor of the second media property 40 and delivers therein an ad based on the collected profile, the BT company 30 has no economic incentive to transfer the profile information itself (such as the fact that the visitor searched for "car insurance") to the second media property 40. The second media company's proprietor is being paid for the ad space and therefore just needs to know that the visitor 10 has been profiled by the BT company 30, which will pay the second media property's proprietor for an opportunity to deliver an ad to this visitor 10 within the ad space of the second media property 40.

Suppose, for example, a person searches for "mortgage" on Google (Google is a BT company 30 in this example). Using the method above, Google calculates that advertisers are willing to pay \$3 per click on a mortgage-related ad, that the expected

click-through on a mortgage-related ad is 0.3%, and therefore Google will earn \$9 for every thousand mortgage-related ads delivered to people that searched for “mortgage” on Google when those people are found later, anywhere on the web (i.e., this is “Rev(profile”). Google further knows that it costs Google \$3 CPM to deliver a thousand ads on weather.com (i.e., “P(mp)”) to computers that were tagged by weather.com as Google visitors. Google therefore can calculate a profit of \$6 CPM (without taking into account other costs, i.e., “C”) for delivering a thousand mortgage-related ads to Google visitors who searched for “mortgage” on Google when found later within the ad space of weather.com. Google will therefore arrange for weather.com to tag the person who searched for “mortgage” on Google as a Google visitor (by redirecting the visitor to weather.com with the request to tag the person as a Google visitor, for example).

In the case where a second media property controls ad space with prices that fall within a range, the BT company 30 – in addition to arranging for the second media property (e.g., 50) to tag (620) its visitor – may also provide the second media property 50 with the price the BT company 30 is willing to pay the second media property 50 for delivering an ad within the second media property’s ad space. In Fig. 3, second media property 50 is shown as an ad network’s site (where the ad network represents the ad space of different sites, 60, 61), as described above. The price delivered from the BT company 30 enables the second media property 50 to determine which ad space it should allocate to the BT company 30 when the tagged visitor 10 visits the second media property 50. Although some of the ad space (e.g., on site 60) might be too expensive, i.e., above the cap defined by the price the BT company 30 is willing to pay, other ad space (e.g., on site 61) might have a cost that would be covered by the price the BT company 30 is willing to pay. However, obviously, the BT company 30 will not arrange for tag placement if the price it is willing to pay for delivering an ad to the profiled visitor 10 is less than the lowest price demanded by a second media property 50 for delivering an ad within that ad space, i.e.,  $\text{price cap} < \min[P(\text{mp})]$ .

Given that some kind of profiles such as behavioral profiles are time-sensitive (in other words, their value diminishes with time), the BT company 30 – in addition to arranging the placement of a tag readable by the second media property 40, 50 – may

also provide the second media property 40, 50 (via the tag, for example) with a time period within which the BT company 30 will agree to deliver ads to the profiled visitor 10 within the ad space of the second media property 40, 50. Suppose, for example, a BT company 30 collected a profile of a visitor 10 who searched for “flowers.” The BT company 30 might arrange for the visitor 10 to be tagged with a tag, readable by a second media property 40, marking the visitor 10 as the BT company’s visitor and setting a time limit of two days, which means that the second media property 40 can call upon the BT company 30 to serve an ad to the tagged visitor 10 only when the visitor 10 is found within the second media property’s ad space up to two days after the visitor 10 was tagged (the tag may have a time stamp identifying the date and time the tag was placed to help the second media property 40 calculate the date before which the second media property 40 can call upon the BT company 30 to serve an ad).

The calculation that takes place in steps 4 and 5 of the above-described method may take place not at the time of profile collection as described above but beforehand. Conducting the calculation before the profile is collected can shorten the time it takes the server 30 to select the media properties. The calculation might be done beforehand for other reasons.

Specifically, step 4 (which states that the BT company 30 calculates the expected revenues from delivering ads based on the collected profile, where the revenues are calculated based on the kind of collected profile, i.e., “Rev(profile)”) may take place in advance. If for example, a collected profile describes the content read by a visitor, then, if other profiles were previously collected of the same kind of profile, there is no need to check how much advertisers are willing to pay for delivering ads, as it was already checked for profiles of the same kind.

The word “calculating” expected revenues can encompass a scenario in which there are no arithmetic calculations, but rather simply an act of locating the correct information. In this example, the information concerning how much advertisers are willing to pay for delivering their ads to visitors 10 that read a specific content is located, and no arithmetic calculation is needed.

For another example, if the expected revenues for delivering an ad for someone who searched for “mortgage” has recently been calculated, then there is no need to calculate it again, and the information can simply be located.

5 Although the examples describe calculation of revenues from delivering an ad at a media property 40, 50, depending on the method of payment for the media property, different calculations of expected revenues can take place.

If the media property only gets paid for when a visitor visiting it takes action, then the revenues per profile-based ad delivery should also be based on an action. Such a visitor action can be a click on an ad, a request for information from the advertiser  
10 (following a click on the ad), a registration with the advertiser, an act of buying a product or service from the advertiser, etc.

For example, if the media property 40 is paid at the rate of \$0.40 per click on an ad presented to the media property’s visitor, the BT company 30 will check how much the advertiser will pay the BT company 30 per visitor click when viewing an ad based  
15 on the collected profile. If the price per click paid by the advertiser at least exceeds the price per click paid for the media property, then the BT company 30 can arrange for the tagging of the visitor 10 with a tag readable by the selected media property (the one that will cost \$0.40 per click).

In some scenarios, the BT company 30 might be paid for every ad delivered to a  
20 visitor, but the media property might trigger payment for every visitor click on an ad. Conversely, the BT company 30 might be paid for a visitor click on an ad, but the media property might trigger payment for every delivered ad regardless of whether a click took place or not. In those scenarios, so as not to expose itself to the risk of loss, the BT company 30 preferably translates the payment it receives (whether per ad delivery or ad  
25 click or per action) to the payment method applied to the media property. For example, if the BT company 30 is paid \$0.25 per click on an ad by a visitor who searched for a “DVD” but a media property triggers payment for every ad delivery at \$0.50 CPM (regardless of whether a click took place), the BT company 30 can translate the payment per click it receives to payment for ad delivery. In this example, the BT company 30 can  
30 calculate that, with an expected click-through of 0.4% on DVD-related ads by people

who searched for “DVD” up to seven days before they are presented with an ad, the BT company 30 will generate \$1 CPM ( $0.4\% \text{ CTR} * 1,000 \text{ ads} * \$0.25 \text{ per click} = \$1$ ), i.e.,  $\text{Rev}(\text{profile}) \approx \$1 \text{ CPM}$ . Because \$1 CPM is more than the \$0.50 cost of the media property (i.e.,  $\text{Rev}(\text{profile}) > P(\text{mp})$ ), the BT company 30 will make a gross profit of  
5 \$0.50 CPM and therefore (assuming costs are low or ignored) arrange for tag placement.

Likewise with respect to step 5 (which states that the BT company 30 selects media properties for delivery of an advertisement based on a profile collected on a first media property where the selection is made by the BT company 30 based on a calculated expected profit), the calculation on which the media property selection is  
10 based could be a calculation done beforehand. If the collected profile is of the same kind as another profile that was collected recently (for example, both profiles describe “searching for flights”) then the information concerning how much revenues would be generated from such a profile is already available, and there is no need to recalculate. Also, the profit has also been calculated, because the cost of ad space at the different  
15 media properties probably does not change in a short period of time. A look-up table can be used that lists, based on the kind of profile, the media properties that should be selected. In such a scenario, the steps of the method will be:

1. The BT company 30 calculates expected revenues from delivering ads based on different collected profiles.
- 20 2. The BT company 30 calculates expected profits (or losses) for the delivery of ads based on different collected profiles within the ad space of different available media properties 40, 50.
3. The BT company 30 builds a table wherein each kind of profile is assigned media properties where ads will be delivered based on the profile, and wherein the  
25 selection of media properties is made based on the previously calculated profit. The table is updated on a regular basis to make sure it is up to date.
4. The BT company 30 collects a profile.
5. The BT company 30 arranges for placement of a tag readable by a selected media property, where the selected media properties are taken from the table described  
30 in step 3 above.

The above is just one possible implementation. Instead of a table, a database or any other data structure can be used. The calculation could be done entirely in advance, entirely when the profile is collected, or a combination wherein some of the calculation is done in advance and some when the profile is collected.

5           Accordingly, the method can be described in the following more general steps:

1.       The BT company 30 collects a profile.
  2.       The BT company 30 arranges (610, 620) for a tag (readable by a selected media property 40, 50, or both) to be placed, where the media property is selected based on the expected profit from the delivery of an ad (720) based on the collected profile
- 10       within the ad space of the media property.

          Although the above method focuses on profit calculation that takes into account expected revenues from delivery of an ad based on a collected profile, media property ad space cost and other costs, other parameters beyond costs and revenues might be taken into account. For example, an advertiser might insist that its ads appear on media

15       properties that have certain content and not on other media properties, a media property might not agree to show ads from a certain category (for example, a sports media property might not agree to show sports-related ads, to avoid promoting competitors), etc.

## 20       PUBLIC NOTICE REGARDING THE SCOPE OF THE INVENTION AND CLAIMS

          The inventor considers various elements of the aspects and methods recited in the claims filed with the application as advantageous, perhaps even critical to certain implementations of the invention. However, the inventor regards no particular element as being “essential,” except as set forth expressly in any particular claim.

25       Although the invention has been described in terms of preferred embodiments and generally associated methods, the inventor contemplates that alterations and permutations of the preferred embodiments and methods will become apparent to those skilled in the art upon a reading of the specification and a study of the drawings.

I claim:

1. A method of directing electronic advertisements, the method comprising:
  - (a) determining a profile-attribute-dependent revenue available for display of a profile-attribute-related advertisement; and
  - (b) for each of a multitude of different electronic visitors to a first media property, responsive to receiving information about at least one of a plurality of profile attributes possibly applicable to the visitor, automatically electronically authorizing a second media property to allow display, to the electronic visitor when later visiting the second media property, of an advertisement correlated with the profile-attribute information received about the visitor, for a price that does not exceed a price cap that is a selected amount less than the revenue available for display of the advertisement.
2. The method of claim 1 further comprising selecting at least one of a plurality of second media properties for the authorizing step in part (b).
3. The method of claim 1 wherein authorizing for a price that does not exceed a price cap comprises ensuring that (i) the revenue available for display of the advertisement is not less than (ii) a sum of the price for allowing display of the advertisement to the electronic visitor when later visiting the second media property and an amount that depends on cost or desired profit.
4. The method of claim 3:
  - (i) wherein part (a) is done before part (b);
  - (ii) further comprising building a look-up data structure associating at least one selected of a plurality of possible profile attributes with at least one selected of a plurality of second media properties; and
  - (iii) wherein part (b) comprises, responsive to receiving an electronic redirect of a visitor computer accompanied by profile-attribute information about the visitor, authorizing said at least one selected second media property on the lookup data structure associated with the profile-attribute information received about the visitor, only during a specified time period after receiving

profile-attribute information about the visitor, by arranging for placement of a tag readable by said at least one selected second media property.

5        5.        The method of claim 3 wherein authorizing for a price that does not exceed a price cap comprises calculating the selected amount and wherein calculating the selected amount is done responsive to receiving the profile-attribute information about the visitor.

6.        The method of claim 1 wherein part (a) is done before part (b).

7.        The method of claim 6 further comprising building a look-up data structure associating at least one selected of a plurality of possible profile attributes with at least one selected of a plurality of second media properties, and wherein part (b) comprises authorizing those selected second media properties on the lookup data structure associated with the profile-attribute information received about the visitor.

8.        The method of claim 1 wherein authorizing responsive to receiving information comprises authorizing responsive to receiving an electronic redirect of a visitor computer accompanied by profile-attribute information about the visitor.

9.        The method of claim 1 wherein authorizing responsive to receiving information comprises recognizing an action conducted on the first media property by the visitor.

10        10.        The method of claim 1 wherein authorizing responsive to receiving profile-attribute information comprises authorizing responsive to receiving a search request by the visitor to the first media property.

11.        The method of claim 1 wherein authorizing responsive to receiving profile-attribute information comprises authorizing responsive to receiving information about a characteristic of the visitor.

25        12.        The method of claim 1 wherein authorizing responsive to receiving profile-attribute information comprises authorizing responsive to receiving information about a profile attribute of the visitor and categorizing the profile attribute within at least one of a plurality of predefined categories.

13. The method of claim 1 wherein authorizing comprises redirecting the visitor's computer to the second media property for the second media property to place a tag on the visitor's computer readable by the second media property.

14. The method of claim 1 wherein authorizing comprises placing a tag on the visitor's computer readable by the second media property.

15. The method of claim 1 wherein authorizing comprises delivering the price cap to a second media property that controls ad space on a plurality of different media properties, with understanding that second media property will allow placement of the advertisement only into ad space having a price that does not exceed the price cap.

16. The method of claim 15 wherein authorizing comprises locating previously determined information concerning the profile-attribute-dependent revenue available for display of the advertisement.

17. The method of claim 16 wherein: (i) part (a) is done before part (b), (ii) part (b) comprises, responsive to receiving an electronic redirect of a visitor computer accompanied by profile-attribute information about the visitor, authorizing display of the advertisement by arranging for placement of a tag readable by the second media property, and (iii) authorizing comprises authorizing display of the advertisement only during a specified time period after receiving profile-attribute information about the visitor.

18. The method of claim 1 wherein authorizing comprises authorizing display of the advertisement only during a specified time period after receiving profile-attribute information about the visitor.

19. The method of claim 1 wherein the second media property comprises media-property equipment controlling ad space that is in a different media than the media of the first media property.

20. The method of claim 1 wherein the second media property comprises equipment controlling ad space only temporarily.

21. The method of claim 1 wherein the second media property comprises equipment controlling ad space at different Internet sites.

22. The method of claim 21 wherein the second media property comprises equipment controlling ad space on Internet sites not owned by the second media property.

5 23. The method of claim 1 further comprising, in the course of authorizing for a price that does not exceed a price cap, translating the revenue determined in part (a) in accordance with a first payment method to a second, different payment method utilized by the second media property.

24. A computer server programmed to implement a method of directing electronic advertisements comprising:

10 (a) determining a profile-attribute-dependent revenue available for display of a profile-attribute-related advertisement; and  
(b) for each of a multitude of different electronic visitors to a first media property, responsive to receiving information about at least one of a plurality of profile attributes possibly applicable to the visitor, automatically  
15 electronically authorizing a second media property to allow display, to the electronic visitor when visiting the second media property, of an advertisement correlated with the profile-attribute information received about the visitor, for a price that does not exceed a price cap that is a selected amount less than the revenue available for display of the advertisement.

20 25. The server of claim 24 wherein the server is programmed to implement a method wherein authorizing for a price that does not exceed a price cap comprises ensuring that (i) the revenue available for display of the advertisement is not less than (ii) a sum of the price for allowing display of the advertisement to the electronic visitor when later visiting the second media property and an amount that depends on cost or  
25 desired profit.

26. The server of claim 25 wherein the server is programmed to implement a method:

(i) wherein part (a) is done before part (b);

(ii) further comprising building a look-up data structure associating at least one selected of a plurality of possible profile attributes with at least one selected of a plurality of second media properties; and

5 (iii) wherein part (b) comprises, responsive to receiving an electronic redirect of a visitor computer accompanied by profile-attribute information about the visitor, authorizing said at least one selected second media property on the lookup data structure associated with the profile-attribute information received about the visitor, only during a specified time period after receiving profile-attribute information about the visitor, by arranging for placement of a tag readable by said at least one selected second media property.

10 27. The server of claim 24 wherein the server is programmed to implement a method wherein part (a) is done before part (b).

28. The server of claim 27 wherein the server is programmed to implement a method further comprising building a look-up data structure associating at least one  
15 selected of a plurality of possible profile attributes with at least one selected of a plurality of second media properties, and wherein part (b) comprises authorizing those selected second media properties on the lookup data structure associated with the profile-attribute information received about the visitor.

29. The server of claim 24 wherein the server is programmed to implement a  
20 method wherein authorizing responsive to receiving information comprises authorizing responsive to receiving an electronic redirect of a visitor computer accompanied by profile-attribute information about the visitor.

30. The server of claim 24 wherein the server is programmed to implement a method wherein authorizing responsive to receiving profile-attribute information  
25 comprises authorizing responsive to receiving information about a profile attribute of the visitor and categorizing the profile attribute within at least one of a plurality of predefined categories.

31. The server of claim 24 wherein the server is programmed to implement a method wherein authorizing comprises delivering the price cap to a second media  
30 property that controls ad space on a plurality of different media properties, with

understanding that second media property will allow placement of the advertisement only into ad space having a price that does not exceed the price cap.

32. The server of claim 31 wherein the server is programmed to implement a method wherein authorizing comprises locating previously determined information  
5 concerning the profile-attribute-dependent revenue available for display of the advertisement.

33. The server of claim 32 wherein the server is programmed to implement a method wherein: (i) part (a) is done before part (b), (ii) part (b) comprises, responsive to receiving an electronic redirect of a visitor computer accompanied by profile-attribute  
10 information about the visitor, authorizing display of the advertisement by arranging for placement of a tag readable by the second media property, and (iii) authorizing comprises authorizing display of the advertisement only during a specified time period after receiving profile-attribute information about the visitor.

34. The server of claim 24 wherein the server is programmed to implement a  
15 method wherein authorizing comprises authorizing display of the advertisement only during a specified time period after receiving profile-attribute information about the visitor.

35. The server of claim 24 wherein the server is programmed to implement a method wherein the second media property comprises media-property equipment  
20 controlling ad space that is in a different media than the media of the first media property.

36. The server of claim 24 wherein the server is programmed to implement a method further comprising, in the course of authorizing for a price that does not exceed a price cap, translating the revenue determined in part (a) in accordance with a first  
25 payment method to a second, different payment method utilized by the second media property.

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14

## ABSTRACT

An automatic system facilitates selection of media properties on which to display an advertisement, responsive to a profile collected on a first media property, where a behavioral-targeting company calculates expected profit for an ad correlated with the profile and arranges for the visitor to be tagged with a tag readable by the selected media property. The profit can be calculated by deducting, from the revenues that are expected to be generated from an ad delivered based on the collected profile, at least the price of ad space at a media property where the BT company might like to deliver ads to the profiled visitor. When the calculated profit is positive (i.e., not a loss), the BT company arranges for the visitor to be tagged with a tag readable by the selected media property through which the BT company expects to profit.

1/3

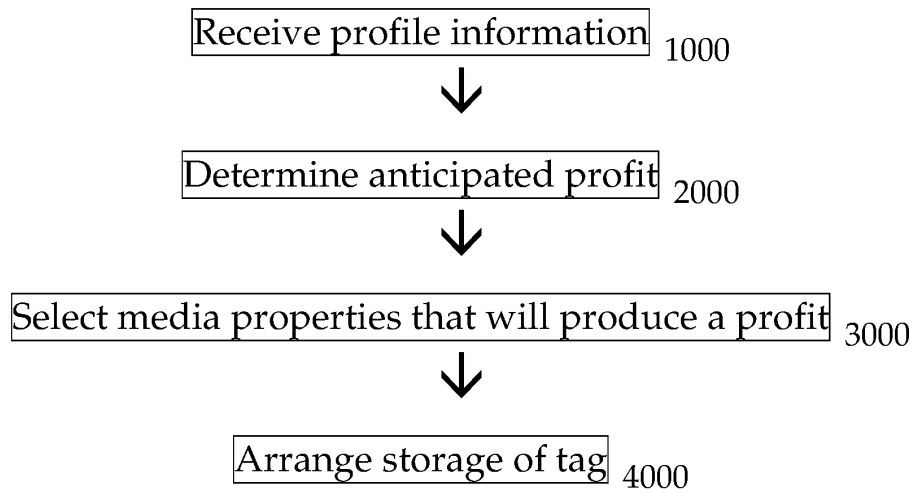


FIG. 1

2/3

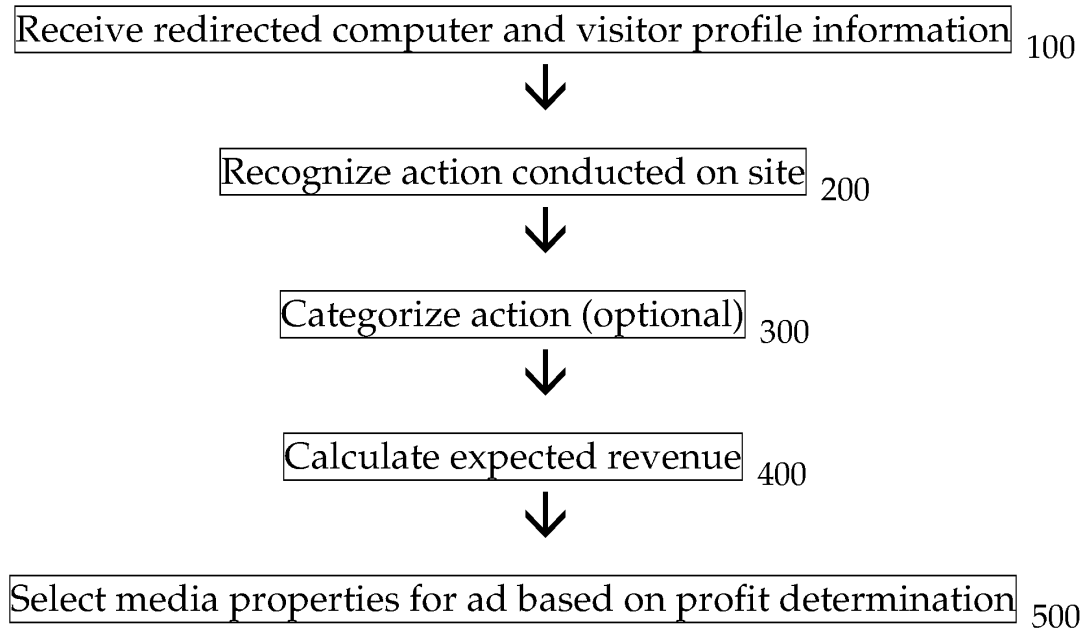


FIG. 2

3/3

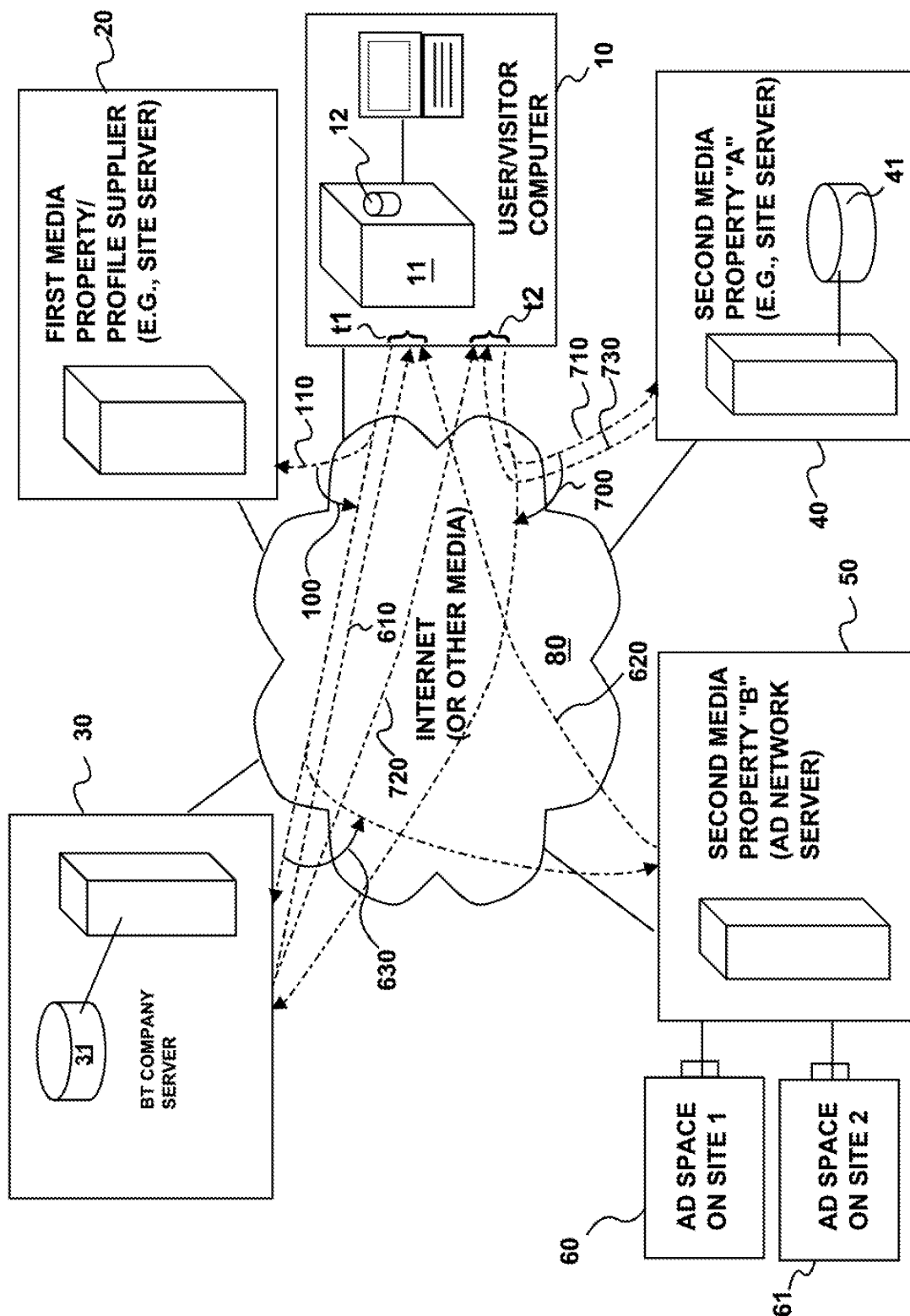


FIG. 3

**DECLARATION (37 CFR 1.63) FOR UTILITY OR DESIGN APPLICATION USING AN  
APPLICATION DATA SHEET (37 CFR 1.76)**

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                         |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|
| <b>Title of<br/>Invention</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Media properties selection method and system based on expected profit from<br>profile-based ad delivery |
| <p>As the below named inventor, I hereby declare that:</p> <p>This declaration is directed to: <input type="checkbox"/> The attached application, or<br/><input checked="" type="checkbox"/> United States application or PCT international application number <u>14/201,494</u><br/>filed on <u>03/07/2014</u></p> <p>The above-identified application was made or authorized to be made by me.</p> <p>I believe that I am the original inventor or an original joint inventor of a claimed invention in the application.</p> <p>I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years, or both.</p> <p style="text-align: center;"><b>WARNING:</b></p> <p>Petitioner/applicant is cautioned to avoid submitting personal information in documents filed in a patent application that may contribute to identity theft. Personal information such as social security numbers, bank account numbers, or credit card numbers (other than a check or credit card authorization form PTO-2038 submitted for payment purposes) is never required by the USPTO to support a petition or an application. If this type of personal information is included in documents submitted to the USPTO, petitioners/applicants should consider redacting such personal information from the documents before submitting them to the USPTO. Petitioner/applicant is advised that the record of a patent application is available to the public after publication of the application (unless a non-publication request in compliance with 37 CFR 1.213(a) is made in the application) or issuance of a patent. Furthermore, the record from an abandoned application may also be available to the public if the application is referenced in a published application or an issued patent (see 37 CFR 1.14). Checks and credit card authorization forms PTO-2038 submitted for payment purposes are not retained in the application file and therefore are not publicly available.</p> |                                                                                                         |
| <p>LEGAL NAME OF INVENTOR <i>Roy Shkedi</i></p> <p>Inventor: _____ Date (Optional) : _____</p> <p>Signature: <u>Roy Shkedi</u></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                         |
| <p><small>Note: An application data sheet (PTO/SB/14 or equivalent), including naming the entire inventive entity, must accompany this form or must have been previously filed. Use an additional PTO/AIA/01 form for each additional inventor.</small></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                         |

This collection of information is required by 35 U.S.C. 115 and 37 CFR 1.63. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 1 minute to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                      |                        |            |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|------------------------|------------|
| <b>Application Data Sheet 37 CFR 1.76</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                      | Attorney Docket Number | 14-EP-CON7 |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                      | Application Number     |            |
| Title of Invention                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Media properties selection method and system based on expected profit from profile-based ad delivery |                        |            |
| <p>The application data sheet is part of the provisional or nonprovisional application for which it is being submitted. The following form contains the bibliographic data arranged in a format specified by the United States Patent and Trademark Office as outlined in 37 CFR 1.76.</p> <p>This document may be completed electronically and submitted to the Office in electronic format using the Electronic Filing System (EFS) or the document may be printed and included in a paper filed application.</p> |                                                                                                      |                        |            |

**Secrecy Order 37 CFR 5.2:**

☐ Portions or all of the application associated with this Application Data Sheet may fall under a Secrecy Order pursuant to 37 CFR 5.2 (Paper filers only. Applications that fall under Secrecy Order may not be filed electronically.)

**Inventor Information:**

|                                                                                                                                             |                                     |                |             |                      |        |
|---------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|----------------|-------------|----------------------|--------|
| Inventor                                                                                                                                    | 1                                   |                |             |                      | Remove |
| Legal Name                                                                                                                                  |                                     |                |             |                      |        |
| Prefix                                                                                                                                      | Given Name                          | Middle Name    | Family Name | Suffix               |        |
| Mr. ▾                                                                                                                                       | Roy                                 |                | Shkedi      | ▾                    |        |
| Residence Information (Select One) • US Residency Non US Residency Active US Military Service                                               |                                     |                |             |                      |        |
| City                                                                                                                                        | Forest Hills                        | State/Province | NY          | Country of Residence | US     |
| Mailing Address of Inventor:                                                                                                                |                                     |                |             |                      |        |
| Address 1                                                                                                                                   | 37-18 Northern Boulevard, Suite 404 |                |             |                      |        |
| Address 2                                                                                                                                   |                                     |                |             |                      |        |
| City                                                                                                                                        | Long Island City                    | State/Province | NY          |                      |        |
| Postal Code                                                                                                                                 | 11101                               | Country        | US          |                      |        |
| All Inventors Must Be Listed - Additional Inventor Information blocks may be generated within this form by selecting the <b>Add</b> button. |                                     |                |             |                      |        |

**Correspondence Information:**

|                                                                                                                                    |                            |           |              |
|------------------------------------------------------------------------------------------------------------------------------------|----------------------------|-----------|--------------|
| Enter either Customer Number or complete the Correspondence Information section below. For further information see 37 CFR 1.33(a). |                            |           |              |
| <input type="checkbox"/> An Address is being provided for the correspondence information of this application.                      |                            |           |              |
| Customer Number                                                                                                                    | 26362                      |           |              |
| Email Address                                                                                                                      | Louis@valuablepatents.com  | Add Email | Remove Email |
| Email Address                                                                                                                      | Donald@valuablepatents.com | Add Email | Remove Email |

**Application Information:**

|                                         |                                                                                                      |                                           |                          |
|-----------------------------------------|------------------------------------------------------------------------------------------------------|-------------------------------------------|--------------------------|
| Title of the Invention                  | Media properties selection method and system based on expected profit from profile-based ad delivery |                                           |                          |
| Attorney Docket Number                  | 14-EP-CON7                                                                                           | Small Entity Status Claimed               | <input type="checkbox"/> |
| Application Type                        | Nonprovisional ▾                                                                                     |                                           |                          |
| Subject Matter                          | Utility ▾                                                                                            |                                           |                          |
| Total Number of Drawing Sheets (if any) | 3                                                                                                    | Suggested Figure for Publication (if any) |                          |

|                                           |                                                                                                      |                        |            |
|-------------------------------------------|------------------------------------------------------------------------------------------------------|------------------------|------------|
| <b>Application Data Sheet 37 CFR 1.76</b> |                                                                                                      | Attorney Docket Number | 14-EP-CON7 |
|                                           |                                                                                                      | Application Number     |            |
| Title of Invention                        | Media properties selection method and system based on expected profit from profile-based ad delivery |                        |            |

**Filing By Reference:**

Only complete this section when filing an application by reference under 35 U.S.C. 111(c) and 37 CFR 1.57(a). Do not complete this section if application papers including a specification and any drawings are being filed. Any domestic benefit or foreign priority information must be provided in the appropriate section(s) below (i.e., "Domestic Benefit/National Stage Information" and "Foreign Priority Information").

For the purposes of a filing date under 37 CFR 1.53(b), the description and any drawings of the present application are replaced by this reference to the previously filed application, subject to conditions and requirements of 37 CFR 1.57(a).

|                                                        |                          |                                            |
|--------------------------------------------------------|--------------------------|--------------------------------------------|
| Application number of the previously filed application | Filing date (YYYY-MM-DD) | Intellectual Property Authority or Country |
|                                                        |                          |                                            |

**Publication Information:**

☐ Request Early Publication (Fee required at time of Request 37 CFR 1.219)

☐ **Request Not to Publish.** I hereby request that the attached application not be published under 35 U.S.C. 122(b) and certify that the invention disclosed in the attached application **has not and will not** be the subject of an application filed in another country, or under a multilateral international agreement, that requires publication at eighteen months after filing.

**Representative Information:**

Representative information should be provided for all practitioners having a power of attorney in the application. Providing this information in the Application Data Sheet does not constitute a power of attorney in the application (see 37 CFR 1.32). Either enter Customer Number or complete the Representative Name section below. If both sections are completed the customer Number will be used for the Representative Information during processing.

|                    |                                                  |                                              |                                                         |
|--------------------|--------------------------------------------------|----------------------------------------------|---------------------------------------------------------|
| Please Select One: | <input checked="" type="radio"/> Customer Number | <input type="radio"/> US Patent Practitioner | <input type="radio"/> Limited Recognition (37 CFR 11.9) |
| Customer Number    | 26362                                            |                                              |                                                         |

**Domestic Benefit/National Stage Information:**

This section allows for the applicant to either claim benefit under 35 U.S.C. 119(e), 120, 121, 365(c), or 386(c) or indicate National Stage entry from a PCT application. Providing benefit claim information in the Application Data Sheet constitutes the specific reference required by 35 U.S.C. 119(e) or 120, and 37 CFR 1.78.

When referring to the current application, please leave the "Application Number" field blank.

|                          |                 |                          |                          |               |                         |
|--------------------------|-----------------|--------------------------|--------------------------|---------------|-------------------------|
| Prior Application Status | Patented        |                          | Remove                   |               |                         |
| Application Number       | Continuity Type | Prior Application Number | Filing Date (YYYY-MM-DD) | Patent Number | Issue Date (YYYY-MM-DD) |
|                          | Continuation of | 14960237                 | 2015-12-04               | 9508089       | 2016-11-29              |

|                                           |  |                                                                                                      |                        |  |            |  |
|-------------------------------------------|--|------------------------------------------------------------------------------------------------------|------------------------|--|------------|--|
| <b>Application Data Sheet 37 CFR 1.76</b> |  |                                                                                                      | Attorney Docket Number |  | 14-EP-CON7 |  |
|                                           |  |                                                                                                      | Application Number     |  |            |  |
| Title of Invention                        |  | Media properties selection method and system based on expected profit from profile-based ad delivery |                        |  |            |  |

|                                                                                                                       |                               |                          |                                    |               |                         |        |
|-----------------------------------------------------------------------------------------------------------------------|-------------------------------|--------------------------|------------------------------------|---------------|-------------------------|--------|
| Prior Application Status                                                                                              |                               | Patented                 |                                    |               |                         | Remove |
| Application Number                                                                                                    | Continuity Type               | Prior Application Number | Filing Date (YYYY-MM-DD)           | Patent Number | Issue Date (YYYY-MM-DD) |        |
| 14960237                                                                                                              | Continuation of               | 14620502                 | 2015-02-12                         | 9208514       | 2015-12-08              |        |
| Prior Application Status                                                                                              |                               | Patented                 |                                    |               |                         | Remove |
| Application Number                                                                                                    | Continuity Type               | Prior Application Number | Filing Date (YYYY-MM-DD)           | Patent Number | Issue Date (YYYY-MM-DD) |        |
| 14620502                                                                                                              | Continuation of               | 14201494                 | 2014-03-07                         | 8959146       | 2015-02-17              |        |
| Prior Application Status                                                                                              |                               | Patented                 |                                    |               |                         | Remove |
| Application Number                                                                                                    | Continuity Type               | Prior Application Number | Filing Date (YYYY-MM-DD)           | Patent Number | Issue Date (YYYY-MM-DD) |        |
| 14201494                                                                                                              | Continuation of               | 13491454                 | 2012-06-07                         | 8671139       | 2014-03-11              |        |
| Prior Application Status                                                                                              |                               | Patented                 |                                    |               |                         | Remove |
| Application Number                                                                                                    | Continuity Type               | Prior Application Number | Filing Date (YYYY-MM-DD)           | Patent Number | Issue Date (YYYY-MM-DD) |        |
| 13491454                                                                                                              | Continuation of               | 12823709                 | 2010-06-25                         | 8204783       | 2012-06-19              |        |
| Prior Application Status                                                                                              |                               | Patented                 |                                    |               |                         | Remove |
| Application Number                                                                                                    | Continuity Type               | Prior Application Number | Filing Date (YYYY-MM-DD)           | Patent Number | Issue Date (YYYY-MM-DD) |        |
| 12823709                                                                                                              | Continuation of               | 11763286                 | 2007-06-14                         | 7747745       | 2010-06-29              |        |
| Prior Application Status                                                                                              |                               | Expired                  |                                    |               |                         | Remove |
| Application Number                                                                                                    | Continuity Type               | Prior Application Number | Filing or 371(c) Date (YYYY-MM-DD) |               |                         |        |
| 11763286                                                                                                              | Claims benefit of provisional | 60805119                 | 2006-06-19                         |               |                         |        |
| Prior Application Status                                                                                              |                               | Expired                  |                                    |               |                         | Remove |
| Application Number                                                                                                    | Continuity Type               | Prior Application Number | Filing or 371(c) Date (YYYY-MM-DD) |               |                         |        |
| 11763286                                                                                                              | Claims benefit of provisional | 60804937                 | 2006-06-16                         |               |                         |        |
| Additional Domestic Benefit/National Stage Data may be generated within this form by selecting the <b>Add</b> button. |                               |                          |                                    |               |                         | Add    |

## Foreign Priority Information:

This section allows for the applicant to claim priority to a foreign application. Providing this information in the application data sheet constitutes the claim for priority as required by 35 U.S.C. 119(b) and 37 CFR 1.55. When priority is claimed to a foreign application that is eligible for retrieval under the priority document exchange program (PDX)<sup>1</sup> the information will be used by the Office to automatically attempt retrieval pursuant to 37 CFR 1.55(i)(1) and (2). Under the PDX program, applicant bears the ultimate responsibility for ensuring that a copy of the foreign application is received by the Office from the participating foreign intellectual property office, or a certified copy of the foreign priority application is filed, within the time period specified in 37 CFR 1.55(g)(1).

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

|                                           |                                                                                                      |                        |            |
|-------------------------------------------|------------------------------------------------------------------------------------------------------|------------------------|------------|
| <b>Application Data Sheet 37 CFR 1.76</b> |                                                                                                      | Attorney Docket Number | 14-EP-CON7 |
|                                           |                                                                                                      | Application Number     |            |
| Title of Invention                        | Media properties selection method and system based on expected profit from profile-based ad delivery |                        |            |

|                                                                                                        |                      |                          |                                          |                                       |
|--------------------------------------------------------------------------------------------------------|----------------------|--------------------------|------------------------------------------|---------------------------------------|
| Application Number                                                                                     | Country <sup>i</sup> | Filing Date (YYYY-MM-DD) | Access Code <sup>j</sup> (if applicable) | <input type="button" value="Remove"/> |
|                                                                                                        |                      |                          |                                          |                                       |
| Additional Foreign Priority Data may be generated within this form by selecting the <b>Add</b> button. |                      |                          |                                          | <input type="button" value="Add"/>    |

## Statement under 37 CFR 1.55 or 1.78 for AIA (First Inventor to File) Transition Applications

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> This application (1) claims priority to or the benefit of an application filed before March 16, 2013 and (2) also contains, or contained at any time, a claim to a claimed invention that has an effective filing date on or after March 16, 2013.<br>NOTE: By providing this statement under 37 CFR 1.55 or 1.78, this application, with a filing date on or after March 16, 2013, will be examined under the first inventor to file provisions of the AIA. |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

|                                           |                                                                                                      |                        |            |
|-------------------------------------------|------------------------------------------------------------------------------------------------------|------------------------|------------|
| <b>Application Data Sheet 37 CFR 1.76</b> |                                                                                                      | Attorney Docket Number | 14-EP-CON7 |
|                                           |                                                                                                      | Application Number     |            |
| Title of Invention                        | Media properties selection method and system based on expected profit from profile-based ad delivery |                        |            |

## Authorization or Opt-Out of Authorization to Permit Access:

When this Application Data Sheet is properly signed and filed with the application, applicant has provided written authority to permit a participating foreign intellectual property (IP) office access to the instant application-as-filed (see paragraph A in subsection 1 below) and the European Patent Office (EPO) access to any search results from the instant application (see paragraph B in subsection 1 below).

Should applicant choose not to provide an authorization identified in subsection 1 below, applicant **must opt-out** of the authorization by checking the corresponding box A or B or both in subsection 2 below.

**NOTE:** This section of the Application Data Sheet is **ONLY** reviewed and processed with the **INITIAL** filing of an application. After the initial filing of an application, an Application Data Sheet cannot be used to provide or rescind authorization for access by a foreign IP office(s). Instead, Form PTO/SB/39 or PTO/SB/69 must be used as appropriate.

### 1. Authorization to Permit Access by a Foreign Intellectual Property Office(s)

**A. Priority Document Exchange (PDX)** - Unless box A in subsection 2 (opt-out of authorization) is checked, the undersigned hereby **grants the USPTO authority** to provide the European Patent Office (EPO), the Japan Patent Office (JPO), the Korean Intellectual Property Office (KIPO), the State Intellectual Property Office of the People's Republic of China (SIPO), the World Intellectual Property Organization (WIPO), and any other foreign intellectual property office participating with the USPTO in a bilateral or multilateral priority document exchange agreement in which a foreign application claiming priority to the instant patent application is filed, access to: (1) the instant patent application-as-filed and its related bibliographic data, (2) any foreign or domestic application to which priority or benefit is claimed by the instant application and its related bibliographic data, and (3) the date of filing of this Authorization. See 37 CFR 1.14(h)(1).

**B. Search Results from U.S. Application to EPO** - Unless box B in subsection 2 (opt-out of authorization) is checked, the undersigned hereby **grants the USPTO authority** to provide the EPO access to the bibliographic data and search results from the instant patent application when a European patent application claiming priority to the instant patent application is filed. See 37 CFR 1.14(h)(2).

The applicant is reminded that the EPO's Rule 141(1) EPC (European Patent Convention) requires applicants to submit a copy of search results from the instant application without delay in a European patent application that claims priority to the instant application.

### 2. Opt-Out of Authorizations to Permit Access by a Foreign Intellectual Property Office(s)

☐ A. Applicant **DOES NOT** authorize the USPTO to permit a participating foreign IP office access to the instant application-as-filed. If this box is checked, the USPTO will not be providing a participating foreign IP office with any documents and information identified in subsection 1A above.

☐ B. Applicant **DOES NOT** authorize the USPTO to transmit to the EPO any search results from the instant patent application. If this box is checked, the USPTO will not be providing the EPO with search results from the instant application.

**NOTE:** Once the application has published or is otherwise publicly available, the USPTO may provide access to the application in accordance with 37 CFR 1.14.

|                                           |                                                                                                      |                        |            |
|-------------------------------------------|------------------------------------------------------------------------------------------------------|------------------------|------------|
| <b>Application Data Sheet 37 CFR 1.76</b> |                                                                                                      | Attorney Docket Number | 14-EP-CON7 |
|                                           |                                                                                                      | Application Number     |            |
| Title of Invention                        | Media properties selection method and system based on expected profit from profile-based ad delivery |                        |            |

## Applicant Information:

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                          |                                                  |                                       |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------|--------------------------------------------------|---------------------------------------|
| Providing assignment information in this section does not substitute for compliance with any requirement of part 3 of Title 37 of CFR to have an assignment recorded by the Office.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                          |                                                  |                                       |
| <b>Applicant</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 1                                        |                                                  | <input type="button" value="Remove"/> |
| <p>If the applicant is the inventor (or the remaining joint inventor or inventors under 37 CFR 1.45), this section should not be completed. The information to be provided in this section is the name and address of the legal representative who is the applicant under 37 CFR 1.43; or the name and address of the assignee, person to whom the inventor is under an obligation to assign the invention, or person who otherwise shows sufficient proprietary interest in the matter who is the applicant under 37 CFR 1.46. If the applicant is an applicant under 37 CFR 1.46 (assignee, person to whom the inventor is obligated to assign, or person who otherwise shows sufficient proprietary interest) together with one or more joint inventors, then the joint inventor or inventors who are also the applicant should be identified in this section.</p> |                                          |                                                  |                                       |
| <input type="button" value="Clear"/>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                          |                                                  |                                       |
| <input checked="" type="radio"/> Assignee                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Legal Representative under 35 U.S.C. 117 |                                                  | Joint Inventor                        |
| Person to whom the inventor is obligated to assign.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                          | Person who shows sufficient proprietary interest |                                       |
| If applicant is the legal representative, indicate the authority to file the patent application, the inventor is:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                          |                                                  |                                       |
| <div style="border: 1px solid black; height: 15px; width: 100%;"></div>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                          |                                                  |                                       |
| Name of the Deceased or Legally Incapacitated Inventor: <div style="border: 1px solid black; width: 400px; height: 20px;"></div>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                          |                                                  |                                       |
| If the Applicant is an Organization check here. <input checked="" type="checkbox"/>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                          |                                                  |                                       |
| Organization Name                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | AlmondNet, Inc.                          |                                                  |                                       |
| <b>Mailing Address Information For Applicant:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                          |                                                  |                                       |
| Address 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 37-18 Northern Boulevard, Suite 404      |                                                  |                                       |
| Address 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                          |                                                  |                                       |
| City                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Long Island City                         | State/Province                                   | NY                                    |
| Country                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | US                                       | Postal Code                                      | 11101                                 |
| Phone Number                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 646-217-0930                             | Fax Number                                       |                                       |
| Email Address                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | roy@almondnet.com                        |                                                  |                                       |
| Additional Applicant Data may be generated within this form by selecting the Add button. <input type="button" value="Add"/>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                          |                                                  |                                       |

## Assignee Information including Non-Applicant Assignee Information:

Providing assignment information in this section does not substitute for compliance with any requirement of part 3 of Title 37 of CFR to have an assignment recorded by the Office.

|                                           |                                                                                                      |                        |            |
|-------------------------------------------|------------------------------------------------------------------------------------------------------|------------------------|------------|
| <b>Application Data Sheet 37 CFR 1.76</b> |                                                                                                      | Attorney Docket Number | 14-EP-CON7 |
|                                           |                                                                                                      | Application Number     |            |
| Title of Invention                        | Media properties selection method and system based on expected profit from profile-based ad delivery |                        |            |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                        |            |                |             |        |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|----------------|-------------|--------|
| <b>Assignee</b>                                                                                                                                                                                                                                                                                                                                                                                                                                        | 1          |                |             |        |
| Complete this section if assignee information, including non-applicant assignee information, is desired to be included on the patent application publication. An assignee-applicant identified in the "Applicant Information" section will appear on the patent application publication as an applicant. For an assignee-applicant, complete this section only if identification as an assignee is also desired on the patent application publication. |            |                |             |        |
| <input type="button" value="Remove"/>                                                                                                                                                                                                                                                                                                                                                                                                                  |            |                |             |        |
| If the Assignee or Non-Applicant Assignee is an Organization check here. <input type="checkbox"/>                                                                                                                                                                                                                                                                                                                                                      |            |                |             |        |
| Prefix                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Given Name | Middle Name    | Family Name | Suffix |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                        |            |                |             |        |
| <b>Mailing Address Information For Assignee including Non-Applicant Assignee:</b>                                                                                                                                                                                                                                                                                                                                                                      |            |                |             |        |
| Address 1                                                                                                                                                                                                                                                                                                                                                                                                                                              |            |                |             |        |
| Address 2                                                                                                                                                                                                                                                                                                                                                                                                                                              |            |                |             |        |
| City                                                                                                                                                                                                                                                                                                                                                                                                                                                   |            | State/Province |             |        |
| Country <sup>i</sup>                                                                                                                                                                                                                                                                                                                                                                                                                                   |            | Postal Code    |             |        |
| Phone Number                                                                                                                                                                                                                                                                                                                                                                                                                                           |            | Fax Number     |             |        |
| Email Address                                                                                                                                                                                                                                                                                                                                                                                                                                          |            |                |             |        |
| Additional Assignee or Non-Applicant Assignee Data may be generated within this form by selecting the Add button. <input type="button" value="Add"/>                                                                                                                                                                                                                                                                                                   |            |                |             |        |

**Signature:**

**NOTE:** This Application Data Sheet must be signed in accordance with 37 CFR 1.33(b). However, if this Application Data Sheet is submitted with the **INITIAL** filing of the application and either box A or B is **not** checked in subsection 2 of the "Authorization or Opt-Out of Authorization to Permit Access" section, then this form must also be signed in accordance with 37 CFR 1.14(c).

This Application Data Sheet **must** be signed by a patent practitioner if one or more of the applicants is a **juristic entity** (e.g., corporation or association). If the applicant is two or more joint inventors, this form must be signed by a patent practitioner, **all** joint inventors who are the applicant, or one or more joint inventor-applicants who have been given power of attorney (e.g., see USPTO Form PTO/AIA/81) on behalf of **all** joint inventor-applicants.

See 37 CFR 1.4(d) for the manner of making signatures and certifications.

|                                                                                                                        |                    |           |                   |                     |
|------------------------------------------------------------------------------------------------------------------------|--------------------|-----------|-------------------|---------------------|
| <b>Signature</b>                                                                                                       | /Louis J. Hoffman/ |           | Date (YYYY-MM-DD) | 2016-11-23          |
| First Name                                                                                                             | Louis              | Last Name | Hoffman           | Registration Number |
|                                                                                                                        |                    |           |                   | 38918               |
| Additional Signature may be generated within this form by selecting the Add button. <input type="button" value="Add"/> |                    |           |                   |                     |

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

|                                           |                                                                                                      |                        |            |
|-------------------------------------------|------------------------------------------------------------------------------------------------------|------------------------|------------|
| <b>Application Data Sheet 37 CFR 1.76</b> |                                                                                                      | Attorney Docket Number | 14-EP-CON7 |
|                                           |                                                                                                      | Application Number     |            |
| Title of Invention                        | Media properties selection method and system based on expected profit from profile-based ad delivery |                        |            |

This collection of information is required by 37 CFR 1.76. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 23 minutes to complete, including gathering, preparing, and submitting the completed application data sheet form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

## Privacy Act Statement

The Privacy Act of 1974 (P.L. 93-579) requires that you be given certain information in connection with your submission of the attached form related to a patent application or patent. Accordingly, pursuant to the requirements of the Act, please be advised that: (1) the general authority for the collection of this information is 35 U.S.C. 2(b)(2); (2) furnishing of the information solicited is voluntary; and (3) the principal purpose for which the information is used by the U.S. Patent and Trademark Office is to process and/or examine your submission related to a patent application or patent. If you do not furnish the requested information, the U.S. Patent and Trademark Office may not be able to process and/or examine your submission, which may result in termination of proceedings or abandonment of the application or expiration of the patent.

The information provided by you in this form will be subject to the following routine uses:

1. The information on this form will be treated confidentially to the extent allowed under the Freedom of Information Act (5 U.S.C. 552) and the Privacy Act (5 U.S.C. 552a). Records from this system of records may be disclosed to the Department of Justice to determine whether the Freedom of Information Act requires disclosure of these records.
2. A record from this system of records may be disclosed, as a routine use, in the course of presenting evidence to a court, magistrate, or administrative tribunal, including disclosures to opposing counsel in the course of settlement negotiations.
3. A record in this system of records may be disclosed, as a routine use, to a Member of Congress submitting a request involving an individual, to whom the record pertains, when the individual has requested assistance from the Member with respect to the subject matter of the record.
4. A record in this system of records may be disclosed, as a routine use, to a contractor of the Agency having need for the information in order to perform a contract. Recipients of information shall be required to comply with the requirements of the Privacy Act of 1974, as amended, pursuant to 5 U.S.C. 552a(m).
5. A record related to an International Application filed under the Patent Cooperation Treaty in this system of records may be disclosed, as a routine use, to the International Bureau of the World Intellectual Property Organization, pursuant to the Patent Cooperation Treaty.
6. A record in this system of records may be disclosed, as a routine use, to another federal agency for purposes of National Security review (35 U.S.C. 181) and for review pursuant to the Atomic Energy Act (42 U.S.C. 218(c)).
7. A record from this system of records may be disclosed, as a routine use, to the Administrator, General Services, or his/her designee, during an inspection of records conducted by GSA as part of that agency's responsibility to recommend improvements in records management practices and programs, under authority of 44 U.S.C. 2904 and 2906. Such disclosure shall be made in accordance with the GSA regulations governing inspection of records for this purpose, and any other relevant (i.e., GSA or Commerce) directive. Such disclosure shall not be used to make determinations about individuals.
8. A record from this system of records may be disclosed, as a routine use, to the public after either publication of the application pursuant to 35 U.S.C. 122(b) or issuance of a patent pursuant to 35 U.S.C. 151. Further, a record may be disclosed, subject to the limitations of 37 CFR 1.14, as a routine use, to the public if the record was filed in an application which became abandoned or in which the proceedings were terminated and which application is referenced by either a published application, an application open to public inspections or an issued patent.
9. A record from this system of records may be disclosed, as a routine use, to a Federal, State, or local law enforcement agency, if the USPTO becomes aware of a violation or potential violation of law or regulation.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor : Shkedi, Roy                      Art Unit : 2441\*  
Serial No. : \_\_\_\_\_                      Examiner : Katsikis, Kostas J.\*  
Filing Date : 11/23/2016                      \* *In parent application S.N. 14/960,237*  
Title : Media properties selection method and system based on expected  
profit from profile-based ad delivery

---

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

Filed via EFS-Web – November 23, 2016

**PRELIMINARY AMENDMENT**

Dear Sir:

Assignee requests entry of the following amendments and consideration of the following remarks in this continuation application.

**Amendments to the specification** are on page 2.

**Amendments to the claims** begin on page 3.

**Remarks** are on page 7.

## Amendments

### IN THE SPECIFICATION

At page 1, line 5, please replace the paragraph as follows:

This application is a continuation of application Serial No. 14/960,237, filed December 4, 2015, now U.S. Patent 9,508,089, which is a continuation of application Serial No. 14/620,502, filed February 17, 2015, which is a continuation of application Serial No. 14/201,494, filed March 7, 2014, now U.S. Patent 8,959,146, which is a continuation of application Serial No. 13/491,454, filed June 7, 2012, now U.S. Patent 8,671,139, which is a continuation of application Serial No. 12/823,709, filed June 25, 2010, now U.S. Patent 8,204,783, which is a continuation of application Serial No. 11/763,286, filed June 14, 2007, now U.S. Patent 7,747,745, which claims the benefit of provisional application Serial No. 60/804,937, filed June 16, 2006, and provisional application Serial No. 60/805,119, filed June 19, 2006, which are herein incorporated by reference.

IN THE CLAIMS:

Please amend the claims as follows:

1. (Original) A method of directing electronic advertisements, the method comprising:

(a) determining a profile-attribute-dependent revenue available for display of a profile-attribute-related advertisement; and

(b) for each of a multitude of different electronic visitors to a first media property, responsive to receiving information about at least one of a plurality of profile attributes possibly applicable to the visitor, automatically electronically authorizing a second media property to allow display, to the electronic visitor when later visiting the second media property, of an advertisement correlated with the profile-attribute information received about the visitor, for a price that does not exceed a price cap that is a selected amount less than the revenue available for display of the advertisement.

2. (Original) The method of claim 1 further comprising selecting at least one of a plurality of second media properties for the authorizing step in part (b).

3. (Original) The method of claim 1 wherein authorizing for a price that does not exceed a price cap comprises ensuring that (i) the revenue available for display of the advertisement is not less than (ii) a sum of the price for allowing display of the advertisement to the electronic visitor when later visiting the second media property and an amount that depends on cost or desired profit.

4. (Original) The method of claim 3:

(i) wherein part (a) is done before part (b);

(ii) further comprising building a look-up data structure associating at least one selected of a plurality of possible profile attributes with at least one selected of a plurality of second media properties; and

(iii) wherein part (b) comprises, responsive to receiving an electronic redirect of a visitor computer accompanied by profile-attribute information

about the visitor, authorizing said at least one selected second media property on the lookup data structure associated with the profile-attribute information received about the visitor, only during a specified time period after receiving profile-attribute information about the visitor, by arranging for placement of a tag readable by said at least one selected second media property.

5. (Original) The method of claim 3 wherein authorizing for a price that does not exceed a price cap comprises calculating the selected amount and wherein calculating the selected amount is done responsive to receiving the profile-attribute information about the visitor.

6. (Original) The method of claim 1 wherein part (a) is done before part (b).

7. (Original) The method of claim 6 further comprising building a look-up data structure associating at least one selected of a plurality of possible profile attributes with at least one selected of a plurality of second media properties, and wherein part (b) comprises authorizing those selected second media properties on the lookup data structure associated with the profile-attribute information received about the visitor.

8. (Original) The method of claim 1 wherein authorizing responsive to receiving information comprises authorizing responsive to receiving an electronic redirect of a visitor computer accompanied by profile-attribute information about the visitor.

9. (Original) The method of claim 1 wherein authorizing responsive to receiving information comprises recognizing an action conducted on the first media property by the visitor.

10. (Original) The method of claim 1 wherein authorizing responsive to receiving profile-attribute information comprises authorizing responsive to receiving a search request by the visitor to the first media property.

11. (Original) The method of claim 1 wherein authorizing responsive to receiving profile-attribute information comprises authorizing responsive to receiving information about a characteristic of the visitor.

12. (Original) The method of claim 1 wherein authorizing responsive to receiving profile-attribute information comprises authorizing responsive to receiving information about a profile attribute of the visitor and categorizing the profile attribute within at least one of a plurality of predefined categories.

13. (Original) The method of claim 1 wherein authorizing comprises redirecting the visitor's computer to the second media property for the second media property to place a tag on the visitor's computer readable by the second media property.

14. (Original) The method of claim 1 wherein authorizing comprises placing a tag on the visitor's computer readable by the second media property.

15. (Original) The method of claim 1 wherein authorizing comprises delivering the price cap to a second media property that controls ad space on a plurality of different media properties, with understanding that second media property will allow placement of the advertisement only into ad space having a price that does not exceed the price cap.

16. (Original) The method of claim 15 wherein authorizing comprises locating previously determined information concerning the profile-attribute-dependent revenue available for display of the advertisement.

17. (Original) The method of claim 16 wherein: (i) part (a) is done before part (b), (ii) part (b) comprises, responsive to receiving an electronic redirect of a visitor computer accompanied by profile-attribute information about the visitor, authorizing display of the advertisement by arranging for placement of a tag readable by the second media property, and (iii) authorizing comprises authorizing display of the advertisement only during a specified time period after receiving profile-attribute information about the visitor.

18. (Original) The method of claim 1 wherein authorizing comprises authorizing display of the advertisement only during a specified time period after receiving profile-attribute information about the visitor.

19. (Original) The method of claim 1 wherein the second media property comprises media-property equipment controlling ad space that is in a different media than the media of the first media property.

20. (Original) The method of claim 1 wherein the second media property comprises equipment controlling ad space only temporarily.

21-36. (Cancelled)

Remarks

Upon entry of this amendment, there will be twenty (20) total claims pending, of which, one (1) is an independent claim. Therefore, pursuant to 37 CFR § 1.53(f)(3), no excess claims fees are due.

Assignee cancels all but twenty claims from the parent application, to avoid excess claims fees, and plans to file a Supplemental Preliminary Amendment as soon as possible to present new claims for prosecution in this application.

Please feel free to telephone the undersigned if it would in any way advance prosecution of this application.

Respectfully submitted,  
ALMONDNET, INC.  
by its attorney

Dated: November 23, 2016

/Louis J. Hoffman/  
Louis J. Hoffman  
Reg. No. 38,918

LOUIS J. HOFFMAN, P.C.  
7689 East Paradise Lane, Suite 2  
Scottsdale, Arizona 85260  
(480) 948-3295

| Electronic Patent Application Fee Transmittal      |          |                                                                                                      |        |                      |
|----------------------------------------------------|----------|------------------------------------------------------------------------------------------------------|--------|----------------------|
| <b>Application Number:</b>                         |          |                                                                                                      |        |                      |
| <b>Filing Date:</b>                                |          |                                                                                                      |        |                      |
| <b>Title of Invention:</b>                         |          | Media properties selection method and system based on expected profit from profile-based ad delivery |        |                      |
| <b>First Named Inventor/Applicant Name:</b>        |          | Roy Shkedi                                                                                           |        |                      |
| <b>Filer:</b>                                      |          | Louis J. Hoffman/Donald Hertz                                                                        |        |                      |
| <b>Attorney Docket Number:</b>                     |          | 14-EP-CON7                                                                                           |        |                      |
| Filed as Large Entity                              |          |                                                                                                      |        |                      |
| <b>Filing Fees for Utility under 35 USC 111(a)</b> |          |                                                                                                      |        |                      |
| Description                                        | Fee Code | Quantity                                                                                             | Amount | Sub-Total in USD(\$) |
| <b>Basic Filing:</b>                               |          |                                                                                                      |        |                      |
| UTILITY APPLICATION FILING                         | 1011     | 1                                                                                                    | 280    | 280                  |
| UTILITY SEARCH FEE                                 | 1111     | 1                                                                                                    | 600    | 600                  |
| UTILITY EXAMINATION FEE                            | 1311     | 1                                                                                                    | 720    | 720                  |
| <b>Pages:</b>                                      |          |                                                                                                      |        |                      |
| <b>Claims:</b>                                     |          |                                                                                                      |        |                      |
| <b>Miscellaneous-Filing:</b>                       |          |                                                                                                      |        |                      |
| <b>Petition:</b>                                   |          |                                                                                                      |        |                      |
| <b>Patent-Appeals-and-Interference:</b>            |          |                                                                                                      |        |                      |

| Description                              | Fee Code | Quantity | Amount | Sub-Total in USD(\$) |
|------------------------------------------|----------|----------|--------|----------------------|
| <b>Post-Allowance-and-Post-Issuance:</b> |          |          |        |                      |
| <b>Extension-of-Time:</b>                |          |          |        |                      |
| <b>Miscellaneous:</b>                    |          |          |        |                      |
| <b>Total in USD (\$)</b>                 |          |          |        | <b>1600</b>          |

| Electronic Acknowledgement Receipt          |                                                                                                      |
|---------------------------------------------|------------------------------------------------------------------------------------------------------|
| <b>EFS ID:</b>                              | 27608687                                                                                             |
| <b>Application Number:</b>                  | 15360762                                                                                             |
| <b>International Application Number:</b>    |                                                                                                      |
| <b>Confirmation Number:</b>                 | 7247                                                                                                 |
| <b>Title of Invention:</b>                  | Media properties selection method and system based on expected profit from profile-based ad delivery |
| <b>First Named Inventor/Applicant Name:</b> | Roy Shkedi                                                                                           |
| <b>Customer Number:</b>                     | 26362                                                                                                |
| <b>Filer:</b>                               | Louis J. Hoffman/Donald Hertz                                                                        |
| <b>Filer Authorized By:</b>                 | Louis J. Hoffman                                                                                     |
| <b>Attorney Docket Number:</b>              | 14-EP-CON7                                                                                           |
| <b>Receipt Date:</b>                        | 23-NOV-2016                                                                                          |
| <b>Filing Date:</b>                         |                                                                                                      |
| <b>Time Stamp:</b>                          | 17:53:36                                                                                             |
| <b>Application Type:</b>                    | Utility under 35 USC 111(a)                                                                          |

### Payment information:

|                                                                                                                |                       |
|----------------------------------------------------------------------------------------------------------------|-----------------------|
| Submitted with Payment                                                                                         | yes                   |
| Payment Type                                                                                                   | CARD                  |
| Payment was successfully received in RAM                                                                       | \$1600                |
| RAM confirmation Number                                                                                        | 112516INTEFSW17542400 |
| Deposit Account                                                                                                |                       |
| Authorized User                                                                                                |                       |
| The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows: |                       |

|                 |                                                     |                                            |                                           |                  |                  |
|-----------------|-----------------------------------------------------|--------------------------------------------|-------------------------------------------|------------------|------------------|
|                 |                                                     |                                            |                                           |                  |                  |
| File Listing:   |                                                     |                                            |                                           |                  |                  |
| Document Number | Document Description                                | File Name                                  | File Size(Bytes)/ Message Digest          | Multi Part /.zip | Pages (if appl.) |
| 1               | Transmittal of New Application                      | 16-11-23-AN-EP_CON7-App_trans.pdf          | 216916                                    | no               | 1                |
|                 |                                                     |                                            | d881534a034e078e818554aa2445dddebed57f757 |                  |                  |
| Warnings:       |                                                     |                                            |                                           |                  |                  |
| Information:    |                                                     |                                            |                                           |                  |                  |
| 2               |                                                     | AlmondNet-EP-Specification_from_parent.pdf | 113139                                    | yes              | 26               |
|                 |                                                     |                                            | f0357b856b26f7cb86268944a855dbf5386fe7f0  |                  |                  |
|                 | Multipart Description/PDF files in .zip description |                                            |                                           |                  |                  |
|                 | Document Description                                |                                            | Start                                     | End              |                  |
|                 | Specification                                       |                                            | 1                                         | 19               |                  |
|                 | Claims                                              |                                            | 20                                        | 25               |                  |
|                 | Abstract                                            |                                            | 26                                        | 26               |                  |
| Warnings:       |                                                     |                                            |                                           |                  |                  |
| Information:    |                                                     |                                            |                                           |                  |                  |
| 3               | Drawings-only black and white line drawings         | AlmondNet-EP-Drawings_from_parent.pdf      | 368890                                    | no               | 3                |
|                 |                                                     |                                            | 3c5b266c73603db59847ac62304ac35ed297ebcb  |                  |                  |
| Warnings:       |                                                     |                                            |                                           |                  |                  |
| Information:    |                                                     |                                            |                                           |                  |                  |
| 4               | Oath or Declaration filed                           | AlmondNet-EP-Declaration-parent_copy.pdf   | 158023                                    | no               | 1                |
|                 |                                                     |                                            | 6c97745a12527b16c2e1ab989f5e2d5fa9709011  |                  |                  |
| Warnings:       |                                                     |                                            |                                           |                  |                  |
| Information:    |                                                     |                                            |                                           |                  |                  |
| 5               | Application Data Sheet                              | 16-11-23-AN-EP_CON7-ADS.pdf                | 1823739                                   | no               | 9                |
|                 |                                                     |                                            | 0b20750766f7b741adb45f1b3685774a19551977  |                  |                  |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                       |                                      |                                                   |    |   |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|--------------------------------------|---------------------------------------------------|----|---|
| <b>Warnings:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                       |                                      |                                                   |    |   |
| <b>Information:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                       |                                      |                                                   |    |   |
| 6                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Preliminary Amendment | 16-11-23-AN-EP_CON7-Prelim_Amend.pdf | 67710<br>612b114e14edc0c1adc84c8ae83db1236dc96e0e | no | 7 |
| <b>Warnings:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                       |                                      |                                                   |    |   |
| <b>Information:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                       |                                      |                                                   |    |   |
| 7                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Fee Worksheet (SB06)  | fee-info.pdf                         | 35407<br>0de992383f6348d2c7556949caa9c79b2a86e264 | no | 2 |
| <b>Warnings:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                       |                                      |                                                   |    |   |
| <b>Information:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                       |                                      |                                                   |    |   |
| <b>Total Files Size (in bytes):</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                       |                                      | 2783824                                           |    |   |
| <p><b>This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.</b></p> <p><b><u>New Applications Under 35 U.S.C. 111</u></b><br/> If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.</p> <p><b><u>National Stage of an International Application under 35 U.S.C. 371</u></b><br/> If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.</p> <p><b><u>New International Application Filed with the USPTO as a Receiving Office</u></b><br/> If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.</p> |                       |                                      |                                                   |    |   |

## TRANSMITTAL FOR POWER OF ATTORNEY TO ONE OR MORE REGISTERED PRACTITIONERS

NOTE: This form is to be submitted with the Power of Attorney by Applicant form (PTO/AIA/82B) to identify the application to which the Power of Attorney is directed, in accordance with 37 CFR 1.5, unless the application number and filing date are identified in the Power of Attorney by Applicant form. If neither form PTO/AIA/82A nor form PTO/AIA82B identifies the application to which the Power of Attorney is directed, the Power of Attorney will not be recognized in the application.

|                        |                                                                                                      |
|------------------------|------------------------------------------------------------------------------------------------------|
| Application Number     | 15/360,762                                                                                           |
| Filing Date            | 11/23/2016                                                                                           |
| First Named Inventor   | Shkedi, Roy                                                                                          |
| Title                  | Media properties selection method and system based on expected profit from profile-based ad delivery |
| Art Unit               | 2441 (in parent app.)                                                                                |
| Examiner Name          | Katsikis, Kostas J. (in parent app.)                                                                 |
| Attorney Docket Number | 14-EP-CON7                                                                                           |

### SIGNATURE of Applicant or Patent Practitioner

|                                                                                                                                                                                               |                    |                     |            |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|---------------------|------------|
| Signature                                                                                                                                                                                     | /Louis J. Hoffman/ | Date (Optional)     | 11/23/2016 |
| Name                                                                                                                                                                                          | Louis J. Hoffman   | Registration Number | 38,918     |
| Title (if Applicant is a juristic entity)                                                                                                                                                     |                    |                     |            |
| Applicant Name (if Applicant is a juristic entity)                                                                                                                                            |                    |                     |            |
| <p><b>NOTE:</b> This form must be signed in accordance with 37 CFR 1.33. See 37 CFR 1.4(d) for signature requirements and certifications. If more than one applicant, use multiple forms.</p> |                    |                     |            |
| <input checked="" type="checkbox"/> *Total of <u>1</u> forms are submitted.                                                                                                                   |                    |                     |            |

This collection of information is required by 37 CFR 1.131, 1.32, and 1.33. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

*If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.*

## POWER OF ATTORNEY BY APPLICANT

I hereby revoke all previous powers of attorney given in the application identified in either the attached transmittal letter or the boxes below.

| Application Number | Filing Date |
|--------------------|-------------|
| 14/201,494         | 03/07/2014  |

(Note: The boxes above may be left blank if information is provided on form PTO/AIA/82A.)

- ☒ I hereby appoint the Patent Practitioner(s) associated with the following Customer Number as my/our attorney(s) or agent(s), and to transact all business in the United States Patent and Trademark Office connected therewith for the application referenced in the attached transmittal letter (form PTO/AIA/82A) or identified above:
- OR**
- ☐ I hereby appoint Practitioner(s) named in the attached list (form PTO/AIA/82C) as my/our attorney(s) or agent(s), and to transact all business in the United States Patent and Trademark Office connected therewith for the patent application referenced in the attached transmittal letter (form PTO/AIA/82A) or identified above. (Note: Complete form PTO/AIA/82C.)

**Please recognize or change the correspondence address for the application identified in the attached transmittal letter or the boxes above to:**

- ☒ The address associated with the above-mentioned Customer Number

**OR**

- ☐ The address associated with Customer Number:

**OR**

|                         |  |       |  |     |  |
|-------------------------|--|-------|--|-----|--|
| Firm or Individual Name |  |       |  |     |  |
| Address                 |  |       |  |     |  |
| City                    |  | State |  | Zip |  |
| Country                 |  |       |  |     |  |
| Telephone               |  | Email |  |     |  |

I am the Applicant (if the Applicant is a juristic entity, list the Applicant name in the box):

**AlmondNet, Inc.**

- ☐ Inventor or Joint Inventor (title not required below)
- ☐ Legal Representative of a Deceased or Legally Incapacitated Inventor (title not required below)
- ☒ Assignee or Person to Whom the Inventor is Under an Obligation to Assign (provide signer's title if applicant is a juristic entity)
- ☐ Person Who Otherwise Shows Sufficient Proprietary Interest (e.g., a petition under 37 CFR 1.46(b)(2) was granted in the application or is concurrently being filed with this document) (provide signer's title if applicant is a juristic entity)

### SIGNATURE of Applicant for Patent

The undersigned (whose title is supplied below) is authorized to act on behalf of the applicant (e.g., where the applicant is a juristic entity).

|           |                   |  |                 |  |
|-----------|-------------------|--|-----------------|--|
| Signature |                   |  | Date (Optional) |  |
| Name      | Roy Shkedi        |  |                 |  |
| Title     | President and CEO |  |                 |  |

**NOTE:** Signature - This form must be signed by the applicant in accordance with 37 CFR 1.33. See 37 CFR 1.4 for signature requirements and certifications. If more than one applicant, use multiple forms.

☐ Total of \_\_\_\_\_ forms are submitted.

This collection of information is required by 37 CFR 1.131, 1.32, and 1.33. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

*If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.*

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor : Shkedi, Roy Art Unit : 2441\*  
Serial No. : 15/360,762 Examiner : Katsikis, Kostas J.\*  
Filing Date : 11/23/2016 \* In parent application S.N. 14/960,237  
Title : Media properties selection method and system based on expected  
profit from profile-based ad delivery

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

Filed via EFS-Web – November 23, 2016

**INFORMATION DISCLOSURE STATEMENT**

Dear Sir:

Assignee discloses the reference listed on form PTO-1449 attached to this document. All foreign and non-patent literature references listed were cited in parent application Serial No. 14/960,237, therefore, copies of those references are not included here.

Assignee also wishes to direct Examiner to the applications listed in the table below (which share the same first inventor) as well as the references cited therein:

| Serial No. | Filing Date | Earliest Parent Filing Date |
|------------|-------------|-----------------------------|
| 12/536,451 | 08/05/2009  |                             |
| 12/912,726 | 10/26/2010  | 12/28/1999                  |
| 14/080,999 | 11/15/2013  | 06/19/2006 (prov.)          |
| 14/089,645 | 11/25/2013  | 12/31/2007                  |
| 14/091,285 | 11/26/2013  | 11/28/2000                  |
| 14/204,958 | 03/11/2014  | 06/14/2000                  |
| 14/763,963 | 07/28/2015  | 01/30/2013                  |
| 14/796,269 | 07/10/2015  | 06/02/2008                  |
| 14/946,623 | 11/19/2015  | 06/02/2008                  |
| 15/047,386 | 02/18/2016  | 08/03/2011 (prov.)          |
| 15/161,794 | 05/23/2016  | 06/05/2012 (prov.)          |
| 15/179,356 | 06/10/2016  | 04/17/2007                  |

If the Office has any questions, please feel free to contact assignee's undersigned attorney of record.

Respectfully submitted,  
ALMONDNET, INC.  
by its attorney

Dated: November 23, 2016

/Louis J. Hoffman/  
Louis J. Hoffman  
Reg. No. 38,918

LOUIS J. HOFFMAN, P.C.  
7689 East Paradise Lane  
Suite 2  
Scottsdale, Arizona 85260  
(480) 948-3295

**Form PTO-1449 (Modified)**  
**List of Patents and Publications For**  
**Information Disclosure Statement**

Page 1 of 9

Serial No.: 15/360,762  
Applicant: Shkedi, Roy  
Filed: 11/23/2016  
Art Unit: 2441 (in parent)  
Examiner: Katsikis, Kostas J. (in parent)  
Conf. No.: 7247

---

U.S. PATENT DOCUMENTS

---

| Examiner<br><u>Initials</u> | <u>Item</u> | Document<br><u>Number</u> | Publication Date<br><u>MM/DD/YYYY</u> | Name of Patentee or<br><u>Applicant of Cited Document</u> |
|-----------------------------|-------------|---------------------------|---------------------------------------|-----------------------------------------------------------|
|                             | 1           | 5710884                   | 01/20/1998                            | Dedrick                                                   |
|                             | 2           | 5717923                   | 02/10/1998                            | Dedrick                                                   |
|                             | 3           | 5724521                   | 03/03/1998                            | Dedrick                                                   |
|                             | 4           | 5752238                   | 05/12/1998                            | Dedrick                                                   |
|                             | 5           | 5794210                   | 08/11/1998                            | Goldhaber, et al.                                         |
|                             | 6           | 5855008                   | 12/29/1998                            | Goldhaber, et al.                                         |
|                             | 7           | 5918014                   | 06/29/1999                            | Robinson                                                  |
|                             | 8           | 5948061                   | 09/07/1999                            | Merriman, et al.                                          |
|                             | 9           | 6026368                   | 02/15/2000                            | Brown et al.                                              |
|                             | 10          | 6055513                   | 04/25/2000                            | Katz, et al.                                              |
|                             | 11          | 6073241                   | 06/06/2000                            | Rosenberg et al.                                          |
|                             | 12          | 6141010                   | 10/31/2000                            | Hoyle                                                     |
|                             | 13          | 6216129                   | 04/10/2001                            | Eldering                                                  |
|                             | 14          | 6285987                   | 09/04/2001                            | Roth et al.                                               |
|                             | 15          | 6285991                   | 09/04/2001                            | Powar                                                     |
|                             | 16          | 6324519                   | 11/27/2001                            | Eldering                                                  |
|                             | 17          | 6366298                   | 04/02/2002                            | Haitsuka et al.                                           |
|                             | 18          | 6377986                   | 04/23/2002                            | Philyaw et al.                                            |
|                             | 19          | 6385592                   | 05/07/2002                            | Angles, et al.                                            |
|                             | 20          | 6484492                   | 11/26/2002                            | Meholic, et al.                                           |
|                             | 21          | 6487538                   | 11/26/2002                            | Gupta, et al.                                             |
|                             | 22          | 6615247                   | 09/02/2003                            | Murphy                                                    |
|                             | 23          | 6868392                   | 03/15/2005                            | Ogasawara                                                 |
|                             | 24          | 6868525                   | 03/15/2005                            | Szabo                                                     |
|                             | 25          | 6983379                   | 01/03/2006                            | Spalink et al.                                            |
|                             | 26          | 7039594                   | 05/02/2006                            | Gersting                                                  |
|                             | 27          | 7043531                   | 05/09/2006                            | Seibel et al.                                             |

Examiner: \_\_\_\_\_

Date Considered: \_\_\_\_\_

---

EXAMINER: Initial if reference considered whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance *and* not considered. Include copy of this form with next communication to applicant.

**Form PTO-1449 (Modified)**  
**List of Patents and Publications For**  
**Information Disclosure Statement**

Page 2 of 9

Serial No.: 15/360,762  
Applicant: Shkedi, Roy  
Filed: 11/23/2016  
Art Unit: 2441 (in parent)  
Examiner: Katsikis, Kostas J. (in parent)  
Conf. No.: 7247

---

U.S. PATENT DOCUMENTS

---

| <u>Examiner</u><br><u>Initials</u> | <u>Item</u> | <u>Document</u><br><u>Number</u> | <u>Publication Date</u><br><u>MM/DD/YYYY</u> | <u>Name of Patentee or</u><br><u>Applicant of Cited Document</u> |
|------------------------------------|-------------|----------------------------------|----------------------------------------------|------------------------------------------------------------------|
|                                    | 28          | 7058593                          | 06/06/2006                                   | Merritt                                                          |
|                                    | 29          | 7065550                          | 06/20/2006                                   | Raghunandan                                                      |
|                                    | 30          | 7155508                          | 12/26/2006                                   | Sankuratripati, et al.                                           |
|                                    | 31          | 7181438                          | 02/20/2007                                   | Szabo                                                            |
|                                    | 32          | 7188076                          | 03/06/2007                                   | Bensemana                                                        |
|                                    | 33          | 7194424                          | 03/20/2007                                   | Greer et al.                                                     |
|                                    | 34          | 7386599                          | 06/10/2008                                   | Piersol et al.                                                   |
|                                    | 35          | 7530020                          | 05/05/2009                                   | Szabo                                                            |
|                                    | 36          | 7558795                          | 07/07/2009                                   | Malik et al.                                                     |
|                                    | 37          | 7756744                          | 07/13/2010                                   | Schiff et al.                                                    |
|                                    | 38          | 7797274                          | 09/14/2010                                   | Strathearn et al.                                                |
|                                    | 39          | 7822636                          | 10/26/2010                                   | Ferber et al.                                                    |
|                                    | 40          | 8036929                          | 10/11/2011                                   | Reisman                                                          |
|                                    | 41          | 8117068                          | 02/14/2012                                   | Shuster et al.                                                   |
|                                    | 42          | 8135799                          | 03/13/2012                                   | Mekikian                                                         |
|                                    | 43          | 8364540                          | 01/29/2013                                   | Soroca et al.                                                    |
|                                    | 44          | 8527352                          | 09/03/2013                                   | Chatwin et al.                                                   |
|                                    | 45          | 8996406                          | 03/31/2015                                   | Jain                                                             |
|                                    | 46          | 9117217                          | 08/25/2015                                   | Wilson et al.                                                    |
|                                    | 47          | 20010014868                      | 08/16/2001                                   | Herz et al.                                                      |
|                                    | 48          | 20010020242                      | 09/06/2001                                   | Gupta, et al.                                                    |
|                                    | 49          | 20020026360                      | 02/28/2002                                   | McGregor et al.                                                  |
|                                    | 50          | 20020161633                      | 10/31/2002                                   | Jacob et al.                                                     |
|                                    | 51          | 20010039515                      | 11/08/2001                                   | Mayadas                                                          |
|                                    | 52          | 20010044743                      | 11/22/2001                                   | McKinley et al.                                                  |
|                                    | 53          | 20020002541                      | 01/03/2002                                   | Williams                                                         |
|                                    | 54          | 20020046286                      | 04/18/2002                                   | Caldwell et al.                                                  |

Examiner: \_\_\_\_\_

Date Considered: \_\_\_\_\_

---

EXAMINER: Initial if reference considered whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance *and* not considered. Include copy of this form with next communication to applicant.

**Form PTO-1449 (Modified)**  
**List of Patents and Publications For**  
**Information Disclosure Statement**

Page 3 of 9

Serial No.: 15/360,762  
Applicant: Shkedi, Roy  
Filed: 11/23/2016  
Art Unit: 2441 (in parent)  
Examiner: Katsikis, Kostas J. (in parent)  
Conf. No.: 7247

---

U.S. PATENT DOCUMENTS

---

| <u>Examiner</u><br><u>Initials</u> | <u>Item</u> | <u>Document</u><br><u>Number</u> | <u>Publication Date</u><br><u>MM/DD/YYYY</u> | <u>Name of Patentee or</u><br><u>Applicant of Cited Document</u> |
|------------------------------------|-------------|----------------------------------|----------------------------------------------|------------------------------------------------------------------|
|                                    | 55          | 20020072965                      | 06/13/2002                                   | Merriman et al.                                                  |
|                                    | 56          | 20020072971                      | 06/13/2002                                   | DeBusk, et al.                                                   |
|                                    | 57          | 20020082910                      | 06/27/2002                                   | Kontogouris                                                      |
|                                    | 58          | 20020082923                      | 06/27/2002                                   | Merriman, et al.                                                 |
|                                    | 59          | 20020091568                      | 07/11/2002                                   | Kraft et al.                                                     |
|                                    | 60          | 20020099603                      | 07/25/2002                                   | Bandura                                                          |
|                                    | 61          | 20020112013                      | 08/15/2002                                   | Walsh                                                            |
|                                    | 62          | 20020123928                      | 09/05/2002                                   | Eldering et al.                                                  |
|                                    | 63          | 20020133399                      | 09/19/2002                                   | Main                                                             |
|                                    | 64          | 20020143632                      | 10/03/2002                                   | Walter et al.                                                    |
|                                    | 65          | 20020161636                      | 10/31/2002                                   | Takahashi et al.                                                 |
|                                    | 66          | 20020194058                      | 12/19/2002                                   | Eldering                                                         |
|                                    | 67          | 20030023481                      | 01/30/2003                                   | Calvert et al.                                                   |
|                                    | 68          | 20030028451                      | 02/06/2003                                   | Ananian                                                          |
|                                    | 69          | 20030036944                      | 02/20/2003                                   | Lesandrini et al.                                                |
|                                    | 70          | 20030046156                      | 03/06/2003                                   | Cromer, et al.                                                   |
|                                    | 71          | 20030050827                      | 03/13/2003                                   | Hennessey                                                        |
|                                    | 72          | 20030065558                      | 04/03/2003                                   | Shaw et al.                                                      |
|                                    | 73          | 20030083931                      | 05/01/2003                                   | Lang                                                             |
|                                    | 74          | 20030083938                      | 05/01/2003                                   | Smith et al.                                                     |
|                                    | 75          | 20030110497                      | 06/12/2003                                   | Yassin, et al.                                                   |
|                                    | 76          | 20030135413                      | 07/17/2003                                   | Nishi, et al.                                                    |
|                                    | 77          | 20030135853                      | 07/17/2003                                   | Goldman, et al.                                                  |
|                                    | 78          | 20030149938                      | 08/07/2003                                   | McElfresh, et al.                                                |
|                                    | 79          | 20030154126                      | 08/14/2003                                   | Gehlot et al.                                                    |
|                                    | 80          | 20030171990                      | 09/11/2003                                   | Rao, et al.                                                      |
|                                    | 81          | 20030208404                      | 11/06/2003                                   | Michie                                                           |

Examiner: \_\_\_\_\_

Date Considered: \_\_\_\_\_

---

EXAMINER: Initial if reference considered whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance *and* not considered. Include copy of this form with next communication to applicant.

**Form PTO-1449 (Modified)**  
**List of Patents and Publications For**  
**Information Disclosure Statement**

Page 4 of 9

Serial No.: 15/360,762  
Applicant: Shkedi, Roy  
Filed: 11/23/2016  
Art Unit: 2441 (in parent)  
Examiner: Katsikis, Kostas J. (in parent)  
Conf. No.: 7247

---

U.S. PATENT DOCUMENTS

---

| <u>Examiner</u><br><u>Initials</u> | <u>Item</u> | <u>Document</u><br><u>Number</u> | <u>Publication Date</u><br><u>MM/DD/YYYY</u> | <u>Name of Patentee or</u><br><u>Applicant of Cited Document</u> |
|------------------------------------|-------------|----------------------------------|----------------------------------------------|------------------------------------------------------------------|
|                                    | 82          | 20030220837                      | 11/27/2003                                   | Asayama                                                          |
|                                    | 83          | 20040024632                      | 02/05/2004                                   | Perry                                                            |
|                                    | 84          | 20040059632                      | 03/25/2004                                   | Kang et al.                                                      |
|                                    | 85          | 20040068436                      | 04/08/2004                                   | Boubek et al.                                                    |
|                                    | 86          | 20040117322                      | 06/17/2004                                   | Bjorksten et al.                                                 |
|                                    | 87          | 20040193488                      | 09/30/2004                                   | Khoo et al.                                                      |
|                                    | 88          | 20040260605                      | 12/23/2004                                   | McIntyre et al.                                                  |
|                                    | 89          | 20050010472                      | 01/13/2005                                   | Quatse et al.                                                    |
|                                    | 90          | 20050021397                      | 01/27/2005                                   | Cui, et al.                                                      |
|                                    | 91          | 20050028188                      | 02/03/2005                                   | Latona, et al.                                                   |
|                                    | 92          | 20050038698                      | 02/17/2005                                   | Lukose et al.                                                    |
|                                    | 93          | 20050038702                      | 02/17/2005                                   | Merriman et al.                                                  |
|                                    | 94          | 20050080772                      | 04/14/2005                                   | Bem                                                              |
|                                    | 95          | 20050120091                      | 06/02/2005                                   | Casais                                                           |
|                                    | 96          | 20050131762                      | 06/16/2005                                   | Bharat et al.                                                    |
|                                    | 97          | 20050131762                      | 06/16/2005                                   | Bharat et al.                                                    |
|                                    | 98          | 20050165644                      | 07/28/2005                                   | Beyda, et al.                                                    |
|                                    | 99          | 20050216336                      | 09/29/2005                                   | Roberts et al.                                                   |
|                                    | 100         | 20050216823                      | 09/29/2005                                   | Petersen, et al.                                                 |
|                                    | 101         | 20050222905                      | 10/06/2005                                   | Wills                                                            |
|                                    | 102         | 20050278443                      | 12/15/2005                                   | Winner, et al.                                                   |
|                                    | 103         | 20060020508                      | 01/26/2006                                   | Gorti et al.                                                     |
|                                    | 104         | 20060020510                      | 01/26/2006                                   | Vest                                                             |
|                                    | 105         | 20060026061                      | 02/02/2006                                   | Collins                                                          |
|                                    | 106         | 20060053047                      | 03/09/2006                                   | Garcia et al.                                                    |
|                                    | 107         | 20060064351                      | 03/23/2006                                   | Hamor, et al.                                                    |
|                                    | 108         | 20060069614                      | 03/30/2006                                   | Agarwal, et al.                                                  |

Examiner: \_\_\_\_\_

Date Considered: \_\_\_\_\_

---

EXAMINER: Initial if reference considered whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance *and* not considered. Include copy of this form with next communication to applicant.

**Form PTO-1449 (Modified)**  
**List of Patents and Publications For**  
**Information Disclosure Statement**

Page 5 of 9

Serial No.: 15/360,762  
Applicant: Shkedi, Roy  
Filed: 11/23/2016  
Art Unit: 2441 (in parent)  
Examiner: Katsikis, Kostas J. (in parent)  
Conf. No.: 7247

---

U.S. PATENT DOCUMENTS

---

| <u>Examiner</u><br><u>Initials</u> | <u>Item</u> | <u>Document</u><br><u>Number</u> | <u>Publication Date</u><br><u>MM/DD/YYYY</u> | <u>Name of Patentee or</u><br><u>Applicant of Cited Document</u> |
|------------------------------------|-------------|----------------------------------|----------------------------------------------|------------------------------------------------------------------|
|                                    | 109         | 20060095322                      | 05/04/2006                                   | Dierks                                                           |
|                                    | 110         | 20060106710                      | 05/18/2006                                   | Meek, et al.                                                     |
|                                    | 111         | 20060116924                      | 06/01/2006                                   | Angles, et al.                                                   |
|                                    | 112         | 20060122879                      | 06/08/2006                                   | O'Kelley                                                         |
|                                    | 113         | 20060129455                      | 06/15/2006                                   | Shah                                                             |
|                                    | 114         | 20060161553                      | 07/20/2006                                   | Woo                                                              |
|                                    | 115         | 20060183467                      | 08/17/2006                                   | Stewart                                                          |
|                                    | 116         | 20060212350                      | 09/21/2006                                   | Ellis et al.                                                     |
|                                    | 117         | 20060224496                      | 10/05/2006                                   | Sandholm et al.                                                  |
|                                    | 118         | 20060282327                      | 12/14/2006                                   | Neal et al.                                                      |
|                                    | 119         | 20060287916                      | 12/21/2006                                   | Starr et al.                                                     |
|                                    | 120         | 20070027850                      | 02/01/2007                                   | Chan et al.                                                      |
|                                    | 121         | 20070027901                      | 02/01/2007                                   | Chan et al.                                                      |
|                                    | 122         | 20070038516                      | 02/15/2007                                   | Apple et al.                                                     |
|                                    | 123         | 20070067297                      | 03/22/2007                                   | Kublickis                                                        |
|                                    | 124         | 20070088603                      | 04/19/2007                                   | Jouppi et al.                                                    |
|                                    | 125         | 20070121843                      | 05/31/2007                                   | Atazky et al.                                                    |
|                                    | 126         | 20070130015                      | 06/07/2007                                   | Starr et al.                                                     |
|                                    | 127         | 20070150457                      | 06/28/2007                                   | Goldman et al.                                                   |
|                                    | 128         | 20070150468                      | 06/28/2007                                   | Goldman et al.                                                   |
|                                    | 129         | 20070150483                      | 06/28/2007                                   | Goldman et al.                                                   |
|                                    | 130         | 20070150721                      | 06/28/2007                                   | Goldman et al.                                                   |
|                                    | 131         | 20070157228                      | 07/05/2007                                   | Bayer et al.                                                     |
|                                    | 132         | 20070157245                      | 07/05/2007                                   | Collins                                                          |
|                                    | 133         | 20070162396                      | 07/12/2007                                   | Goldman et al.                                                   |
|                                    | 134         | 20070179845                      | 08/02/2007                                   | Jain                                                             |
|                                    | 135         | 20070179846                      | 08/02/2007                                   | Jain                                                             |

Examiner: \_\_\_\_\_

Date Considered: \_\_\_\_\_

---

EXAMINER: Initial if reference considered whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance *and* not considered. Include copy of this form with next communication to applicant.

**Form PTO-1449 (Modified)**  
**List of Patents and Publications For**  
**Information Disclosure Statement**

Page 6 of 9

Serial No.: 15/360,762  
Applicant: Shkedi, Roy  
Filed: 11/23/2016  
Art Unit: 2441 (in parent)  
Examiner: Katsikis, Kostas J. (in parent)  
Conf. No.: 7247

---

U.S. PATENT DOCUMENTS

---

| <u>Examiner</u><br><u>Initials</u> | <u>Item</u> | <u>Document</u><br><u>Number</u> | <u>Publication Date</u><br><u>MM/DD/YYYY</u> | <u>Name of Patentee or</u><br><u>Applicant of Cited Document</u> |
|------------------------------------|-------------|----------------------------------|----------------------------------------------|------------------------------------------------------------------|
|                                    | 136         | 20070179848                      | 08/02/2007                                   | Jain                                                             |
|                                    | 137         | 20070179849                      | 08/02/2007                                   | Jain                                                             |
|                                    | 138         | 20070179853                      | 08/02/2007                                   | Feige et al.                                                     |
|                                    | 139         | 20070192166                      | 08/16/2007                                   | Van Luchene                                                      |
|                                    | 140         | 20070192168                      | 08/16/2007                                   | Van Luchene                                                      |
|                                    | 141         | 20070198385                      | 08/23/2007                                   | McGill et al.                                                    |
|                                    | 142         | 20070203794                      | 08/30/2007                                   | Hajdukiewicz et al.                                              |
|                                    | 143         | 20070214048                      | 09/13/2007                                   | Chan et al.                                                      |
|                                    | 144         | 20080109306                      | 05/08/2008                                   | Maigret et al.                                                   |
|                                    | 145         | 20080319850                      | 12/25/2008                                   | Shaul et al.                                                     |
|                                    | 146         | 20090106100                      | 04/23/2009                                   | Mashinsky                                                        |
|                                    | 147         | 20090222329                      | 09/03/2009                                   | Ramer et al.                                                     |
|                                    | 148         | 20090234711                      | 09/17/2009                                   | Ramer et al.                                                     |
|                                    | 149         | 20090234861                      | 09/17/2009                                   | Ramer et al.                                                     |
|                                    | 150         | 20090281954                      | 11/12/2009                                   | Waelbroeck et al.                                                |
|                                    | 151         | 20100257053                      | 10/07/2010                                   | Ferber et al.                                                    |
|                                    | 152         | 20100268605                      | 10/21/2010                                   | Waelbroeck et al.                                                |
|                                    | 153         | 20100293057                      | 11/18/2010                                   | Haveliwala et al.                                                |
|                                    | 154         | 20100293057                      | 11/18/2010                                   | Haveliwala et al.                                                |
|                                    | 155         | 20100332583                      | 12/30/2010                                   | Szabo                                                            |
|                                    | 156         | 20110112903                      | 05/12/2011                                   | Goldman et al.                                                   |
|                                    | 157         | 20110258049                      | 10/20/2011                                   | Ramer et al.                                                     |
|                                    | 158         | 20120209705                      | 08/16/2012                                   | Ramer et al.                                                     |
|                                    | 159         | 20120209706                      | 08/16/2012                                   | Ramer et al.                                                     |
|                                    | 160         | 20120209707                      | 08/16/2012                                   | Ramer et al.                                                     |
|                                    | 161         | 20120209708                      | 08/16/2012                                   | Ramer et al.                                                     |
|                                    | 162         | 20120209709                      | 08/16/2012                                   | Ramer et al.                                                     |

Examiner: \_\_\_\_\_

Date Considered: \_\_\_\_\_

---

EXAMINER: Initial if reference considered whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance *and* not considered. Include copy of this form with next communication to applicant.

**Form PTO-1449 (Modified)**  
**List of Patents and Publications For**  
**Information Disclosure Statement**

Page 7 of 9

Serial No.: 15/360,762  
Applicant: Shkedi, Roy  
Filed: 11/23/2016  
Art Unit: 2441 (in parent)  
Examiner: Katsikis, Kostas J. (in parent)  
Conf. No.: 7247

---

U.S. PATENT DOCUMENTS

---

| <u>Examiner</u><br><u>Initials</u> | <u>Item</u> | <u>Document</u><br><u>Number</u> | <u>Publication Date</u><br><u>MM/DD/YYYY</u> | <u>Name of Patentee or</u><br><u>Applicant of Cited Document</u> |
|------------------------------------|-------------|----------------------------------|----------------------------------------------|------------------------------------------------------------------|
|                                    | 163         | 20120209710                      | 08/16/2012                                   | Ramer et al.                                                     |
|                                    | 164         | 20120215635                      | 08/23/2012                                   | Ramer et al.                                                     |
|                                    | 165         | 20130097019                      | 04/18/2003                                   | Ferber et al.                                                    |
|                                    | 166         | 20130097026                      | 04/18/2003                                   | Ferber et al.                                                    |
|                                    | 167         | 6832207                          | 12/14/2004                                   | Shkedi                                                           |
|                                    | 168         | 6925440                          | 08/02/2005                                   | Shkedi                                                           |
|                                    | 169         | 6973436                          | 12/06/2005                                   | Shkedi                                                           |
|                                    | 170         | 7072853                          | 07/04/2006                                   | Shkedi                                                           |
|                                    | 171         | 7428493                          | 09/23/2008                                   | Shkedi                                                           |
|                                    | 172         | 7454364                          | 11/18/2008                                   | Shkedi                                                           |
|                                    | 173         | 7822637                          | 10/26/2010                                   | Shkedi                                                           |
|                                    | 174         | 7822639                          | 10/26/2010                                   | Shkedi                                                           |
|                                    | 175         | 7861260                          | 12/28/2010                                   | Shkedi                                                           |
|                                    | 176         | 7890609                          | 02/15/2011                                   | Shkedi                                                           |
|                                    | 177         | 7979307                          | 07/12/2011                                   | Shkedi                                                           |
|                                    | 178         | 8051444                          | 11/01/2011                                   | Shkedi                                                           |
|                                    | 179         | 8239264                          | 08/07/2012                                   | Shkedi                                                           |
|                                    | 180         | 8244574                          | 08/14/2012                                   | Shkedi                                                           |
|                                    | 181         | 8244582                          | 08/14/2012                                   | Shkedi                                                           |
|                                    | 182         | 8244583                          | 08/14/2012                                   | Shkedi                                                           |
|                                    | 183         | 8244586                          | 08/14/2012                                   | Shkedi                                                           |
|                                    | 184         | 8280758                          | 10/02/2012                                   | Shkedi                                                           |
|                                    | 185         | 8281336                          | 10/02/2012                                   | Shkedi                                                           |
|                                    | 186         | 8494904                          | 07/23/2013                                   | Shkedi                                                           |
|                                    | 187         | 8566164                          | 10/22/2013                                   | Shkedi                                                           |
|                                    | 188         | 8589210                          | 11/19/2013                                   | Shkedi                                                           |
|                                    | 189         | 8595069                          | 11/26/2013                                   | Shkedi                                                           |

Examiner: \_\_\_\_\_

Date Considered: \_\_\_\_\_

---

EXAMINER: Initial if reference considered whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance *and* not considered. Include copy of this form with next communication to applicant.

**Form PTO-1449 (Modified)**  
**List of Patents and Publications For**  
**Information Disclosure Statement**

Page 8 of 9

Serial No.: 15/360,762  
Applicant: Shkedi, Roy  
Filed: 11/23/2016  
Art Unit: 2441 (in parent)  
Examiner: Katsikis, Kostas J. (in parent)  
Conf. No.: 7247

---

U.S. PATENT DOCUMENTS

---

| <u>Examiner</u><br><u>Initials</u> | <u>Item</u> | <u>Document</u><br><u>Number</u> | <u>Publication Date</u><br><u>MM/DD/YYYY</u> | <u>Name of Patentee or</u><br><u>Applicant of Cited Document</u> |
|------------------------------------|-------------|----------------------------------|----------------------------------------------|------------------------------------------------------------------|
|                                    | 190         | 8600815                          | 12/03/2013                                   | Shkedi                                                           |
|                                    | 191         | 8607267                          | 12/10/2013                                   | Shkedi                                                           |
|                                    | 192         | 8677398                          | 03/18/2014                                   | Shkedi                                                           |
|                                    | 193         | 8683502                          | 03/25/2014                                   | Shkedi et al.                                                    |
|                                    | 194         | 8695032                          | 04/08/2014                                   | Shkedi                                                           |
|                                    | 195         | 8713600                          | 04/29/2014                                   | Shkedi                                                           |
|                                    | 196         | 8775249                          | 07/08/2014                                   | Shkedi                                                           |
|                                    | 197         | 8959146                          | 02/17/2015                                   | Shkedi                                                           |
|                                    | 198         | 8997138                          | 03/31/2015                                   | Shkedi                                                           |
|                                    | 199         | 9071886                          | 06/30/2015                                   | Shkedi                                                           |
|                                    | 200         | 9078035                          | 07/07/2015                                   | Shkedi et al.                                                    |
|                                    | 201         | 9083853                          | 07/14/2015                                   | Shkedi                                                           |
|                                    | 202         | 9131282                          | 09/08/2015                                   | Shkedi                                                           |
|                                    | 203         | 9208514                          | 12/08/2015                                   | Shkedi                                                           |
|                                    | 204         | 9226019                          | 12/29/2015                                   | Shkedi                                                           |
|                                    | 205         | 9271024                          | 02/23/2016                                   | Shkedi et al.                                                    |
|                                    | 206         | 9351053                          | 05/24/2016                                   | Shkedi                                                           |
|                                    | 207         | 9369779                          | 06/14/2016                                   | Shkedi                                                           |
|                                    | 208         | 20050086112                      | 04/21/2005                                   | Shkedi                                                           |
|                                    | 209         | 20090049468                      | 02/19/2009                                   | Shkedi                                                           |
|                                    | 210         | 20090172723                      | 07/02/2009                                   | Shkedi et al.                                                    |

Examiner: \_\_\_\_\_

Date Considered: \_\_\_\_\_

---

EXAMINER: Initial if reference considered whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance *and* not considered. Include copy of this form with next communication to applicant.

**Form PTO-1449 (Modified)**  
**List of Patents and Publications For**  
**Information Disclosure Statement**

Page 9 of 9

Serial No.: 15/360,762  
Applicant: Shkedi, Roy  
Filed: 11/23/2016  
Art Unit: 2441 (in parent)  
Examiner: Katsikis, Kostas J. (in parent)  
Conf. No.: 7247

---

FOREIGN PATENT DOCUMENTS

---

| Examiner        | Document                     | Publication Date   | Name of         | Translation              |     |
|-----------------|------------------------------|--------------------|-----------------|--------------------------|-----|
| <u>Initials</u> | <u>Item</u><br><u>Number</u> | <u>MM/DD/YYYY</u>  | <u>Patentee</u> | <u>Yes / No</u>          |     |
| _____           | 211                          | WO 2005/046237     | 05/19/2005      | Gutta et al.             | No  |
| _____           | 212                          | WO 2004/084109     | 09/30/2004      | NHN Corp.                | No  |
| _____           | 213                          | KR 10-2004-0099222 | 11/26/2004      | Echo Marketing Co., Ltd. | Yes |
| _____           | 214                          | KR 10-2001-0096343 | 11/07/2001      | MyOne Card Corp.         | Yes |
| _____           | 215                          | JP 2003-331183     | 11/21/2003      | Masuda et al             | Yes |
| _____           | 216                          | KR 20020037411     | 05/21/2002      | Sin                      | Yes |
| _____           | 217                          | JP 2012-073990     | 04/12/2012      | Takada                   | Yes |

---

OTHER ART

---

| Examiner        | Item | Author Title Date Pertinent Pages Etc.                                                                                                                          |
|-----------------|------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Initials</u> |      |                                                                                                                                                                 |
| _____           | 218  | Engage Technologies, Inc.; Form S-1A; filed with the SEC; pp. 36-50; July 19, 1999.                                                                             |
| _____           | 219  | The e-Marketing Report; Morgan Stanley Dean Whitter; May, 2000; portions.                                                                                       |
| _____           | 220  | "ClickOver, Inc. introduces ClickWise, the first intelligent, high-performance ad management system for electronic advertising", Business Wire; March 24, 1997. |

Examiner: \_\_\_\_\_ Date Considered: \_\_\_\_\_

---

EXAMINER: Initial if reference considered whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance *and* not considered. Include copy of this form with next communication to applicant.

| Electronic Acknowledgement Receipt          |                                                                                                      |
|---------------------------------------------|------------------------------------------------------------------------------------------------------|
| <b>EFS ID:</b>                              | 27608792                                                                                             |
| <b>Application Number:</b>                  | 15360762                                                                                             |
| <b>International Application Number:</b>    |                                                                                                      |
| <b>Confirmation Number:</b>                 | 7247                                                                                                 |
| <b>Title of Invention:</b>                  | Media properties selection method and system based on expected profit from profile-based ad delivery |
| <b>First Named Inventor/Applicant Name:</b> | Roy Shkedi                                                                                           |
| <b>Customer Number:</b>                     | 26362                                                                                                |
| <b>Filer:</b>                               | Louis J. Hoffman/Donald Hertz                                                                        |
| <b>Filer Authorized By:</b>                 | Louis J. Hoffman                                                                                     |
| <b>Attorney Docket Number:</b>              | 14-EP-CON7                                                                                           |
| <b>Receipt Date:</b>                        | 23-NOV-2016                                                                                          |
| <b>Filing Date:</b>                         |                                                                                                      |
| <b>Time Stamp:</b>                          | 18:02:36                                                                                             |
| <b>Application Type:</b>                    | Utility under 35 USC 111(a)                                                                          |

### Payment information:

| Submitted with Payment |                      | no                          |                                          |                  |                  |
|------------------------|----------------------|-----------------------------|------------------------------------------|------------------|------------------|
| <b>File Listing:</b>   |                      |                             |                                          |                  |                  |
| Document Number        | Document Description | File Name                   | File Size(Bytes)/<br>Message Digest      | Multi Part /.zip | Pages (if appl.) |
| 1                      | Power of Attorney    | 16-11-23-AN-EP_CON7-POA.pdf | 274629                                   | no               | 2                |
|                        |                      |                             | 71d46e18431a944597505231a881910ab0aac326 |                  |                  |
| <b>Warnings:</b>       |                      |                             |                                          |                  |                  |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                    |                                   |                                                        |    |   |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------|-----------------------------------|--------------------------------------------------------|----|---|
| <b>Information:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                    |                                   |                                                        |    |   |
| 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Transmittal Letter                                 | 16-11-23-AN-EP_CON7-IDS_Cover.pdf | 93152<br><br>48399902471d5a8c8aba019413b6875ca38828f0  | no | 2 |
| <b>Warnings:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                    |                                   |                                                        |    |   |
| <b>Information:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                    |                                   |                                                        |    |   |
| 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Information Disclosure Statement (IDS) Form (SB08) | 16-11-23-AN-EP_CON7-FORM_1449.pdf | 122999<br><br>ae3cda6b3cd3d165fa3edd60bf18d99139cd0389 | no | 9 |
| <b>Warnings:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                    |                                   |                                                        |    |   |
| <b>Information:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                    |                                   |                                                        |    |   |
| This is not an USPTO supplied IDS fillable form                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                    |                                   |                                                        |    |   |
| <b>Total Files Size (in bytes):</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                    |                                   | 490780                                                 |    |   |
| <p><b>This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.</b></p> <p><b><u>New Applications Under 35 U.S.C. 111</u></b><br/> If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.</p> <p><b><u>National Stage of an International Application under 35 U.S.C. 371</u></b><br/> If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.</p> <p><b><u>New International Application Filed with the USPTO as a Receiving Office</u></b><br/> If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.</p> |                                                    |                                   |                                                        |    |   |

|                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                               |                                  |       |                                                   |               |                                  |  |                                       |  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------|-------|---------------------------------------------------|---------------|----------------------------------|--|---------------------------------------|--|
| <b>PATENT APPLICATION FEE DETERMINATION RECORD</b><br>Substitute for Form PTO-875                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                               |                                  |       | Application or Docket Number<br><b>15/360,762</b> |               | Filing Date<br><b>11/23/2016</b> |  | <input type="checkbox"/> To be Mailed |  |
| ENTITY: <input checked="" type="checkbox"/> LARGE <input type="checkbox"/> SMALL <input type="checkbox"/> MICRO                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                               |                                  |       |                                                   |               |                                  |  |                                       |  |
| <b>APPLICATION AS FILED – PART I</b>                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                               |                                  |       |                                                   |               |                                  |  |                                       |  |
| (Column 1)                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                               | (Column 2)                       |       |                                                   |               |                                  |  |                                       |  |
| FOR                                                                                                                                                                                                                                                                                                                                                                                                               | NUMBER FILED                                                                                                                                                                                                                  | NUMBER EXTRA                     |       |                                                   | RATE (\$)     | FEE (\$)                         |  |                                       |  |
| <input type="checkbox"/> BASIC FEE<br>(37 CFR 1.16(a), (b), or (c))                                                                                                                                                                                                                                                                                                                                               | N/A                                                                                                                                                                                                                           | N/A                              |       |                                                   | N/A           |                                  |  |                                       |  |
| <input type="checkbox"/> SEARCH FEE<br>(37 CFR 1.16(k), (j), or (m))                                                                                                                                                                                                                                                                                                                                              | N/A                                                                                                                                                                                                                           | N/A                              |       |                                                   | N/A           |                                  |  |                                       |  |
| <input type="checkbox"/> EXAMINATION FEE<br>(37 CFR 1.16(o), (p), or (q))                                                                                                                                                                                                                                                                                                                                         | N/A                                                                                                                                                                                                                           | N/A                              |       |                                                   | N/A           |                                  |  |                                       |  |
| TOTAL CLAIMS<br>(37 CFR 1.16(i))                                                                                                                                                                                                                                                                                                                                                                                  | minus 20 =                                                                                                                                                                                                                    | *                                |       |                                                   | X \$          | =                                |  |                                       |  |
| INDEPENDENT CLAIMS<br>(37 CFR 1.16(h))                                                                                                                                                                                                                                                                                                                                                                            | minus 3 =                                                                                                                                                                                                                     | *                                |       |                                                   | X \$          | =                                |  |                                       |  |
| <input type="checkbox"/> APPLICATION SIZE FEE<br>(37 CFR 1.16(s))                                                                                                                                                                                                                                                                                                                                                 | If the specification and drawings exceed 100 sheets of paper, the application size fee due is \$310 (\$155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s). |                                  |       |                                                   |               |                                  |  |                                       |  |
| <input type="checkbox"/> MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                               |                                  |       |                                                   |               |                                  |  |                                       |  |
| * If the difference in column 1 is less than zero, enter "0" in column 2.                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                               |                                  |       |                                                   | TOTAL         |                                  |  |                                       |  |
| <b>APPLICATION AS AMENDED – PART II</b>                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                               |                                  |       |                                                   |               |                                  |  |                                       |  |
| (Column 1)                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                               | (Column 2)                       |       | (Column 3)                                        |               |                                  |  |                                       |  |
| <b>AMENDMENT</b>                                                                                                                                                                                                                                                                                                                                                                                                  | <b>11/23/2016</b>                                                                                                                                                                                                             | CLAIMS REMAINING AFTER AMENDMENT |       | HIGHEST NUMBER PREVIOUSLY PAID FOR                | PRESENT EXTRA | RATE (\$)                        |  | ADDITIONAL FEE (\$)                   |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                   | Total (37 CFR 1.16(i))                                                                                                                                                                                                        | * 20                             | Minus | ** 20                                             | = 0           | X \$80 =                         |  | 0                                     |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                   | Independent (37 CFR 1.16(h))                                                                                                                                                                                                  | * 1                              | Minus | ***3                                              | = 0           | X \$420 =                        |  | 0                                     |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                   | <input type="checkbox"/> Application Size Fee (37 CFR 1.16(s))                                                                                                                                                                |                                  |       |                                                   |               |                                  |  |                                       |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                   | <input type="checkbox"/> FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))                                                                                                                                      |                                  |       |                                                   |               |                                  |  |                                       |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                               |                                  |       |                                                   |               | TOTAL ADD'L FEE                  |  | <b>0</b>                              |  |
| (Column 1)                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                               | (Column 2)                       |       | (Column 3)                                        |               |                                  |  |                                       |  |
| <b>AMENDMENT</b>                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                               | CLAIMS REMAINING AFTER AMENDMENT |       | HIGHEST NUMBER PREVIOUSLY PAID FOR                | PRESENT EXTRA | RATE (\$)                        |  | ADDITIONAL FEE (\$)                   |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                   | Total (37 CFR 1.16(i))                                                                                                                                                                                                        | *                                | Minus | **                                                | =             | X \$                             |  | =                                     |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                   | Independent (37 CFR 1.16(h))                                                                                                                                                                                                  | *                                | Minus | ***                                               | =             | X \$                             |  | =                                     |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                   | <input type="checkbox"/> Application Size Fee (37 CFR 1.16(s))                                                                                                                                                                |                                  |       |                                                   |               |                                  |  |                                       |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                   | <input type="checkbox"/> FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))                                                                                                                                      |                                  |       |                                                   |               |                                  |  |                                       |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                               |                                  |       |                                                   |               | TOTAL ADD'L FEE                  |  |                                       |  |
| * If the entry in column 1 is less than the entry in column 2, write "0" in column 3.<br>** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".<br>*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".<br>The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1. |                                                                                                                                                                                                                               |                                  |       |                                                   |               |                                  |  |                                       |  |

This collection of information is required by 37 CFR 1.16. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

*If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.*



# UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office  
Address: COMMISSIONER FOR PATENTS  
P.O. Box 1450  
Alexandria, Virginia 22313-1450  
www.uspto.gov

| APPLICATION<br>NUMBER | FILING or<br>371(c) DATE | GRP ART<br>UNIT | FIL FEE REC'D | ATTY. DOCKET NO | TOT CLAIMS | IND CLAIMS |
|-----------------------|--------------------------|-----------------|---------------|-----------------|------------|------------|
| 15/360,762            | 11/23/2016               | 2447            | 1600          | 14-EP-CON7      | 20         | 1          |

CONFIRMATION NO. 7247

## FILING RECEIPT



000000087629433

26362  
LOUIS J. HOFFMAN, P.C.  
7689 East Paradise Lane  
Suite 2  
Scottsdale, AZ 85260

Date Mailed: 12/06/2016

Receipt is acknowledged of this non-provisional patent application. The application will be taken up for examination in due course. Applicant will be notified as to the results of the examination. Any correspondence concerning the application must include the following identification information: the U.S. APPLICATION NUMBER, FILING DATE, NAME OF APPLICANT, and TITLE OF INVENTION. Fees transmitted by check or draft are subject to collection. Please verify the accuracy of the data presented on this receipt. **If an error is noted on this Filing Receipt, please submit a written request for a Filing Receipt Correction. Please provide a copy of this Filing Receipt with the changes noted thereon. If you received a "Notice to File Missing Parts" for this application, please submit any corrections to this Filing Receipt with your reply to the Notice. When the USPTO processes the reply to the Notice, the USPTO will generate another Filing Receipt incorporating the requested corrections**

### Inventor(s)

Roy Shkedi, Forest Hills, NY;

### Applicant(s)

AlmondNet, Inc., Long Island City, NY;

### Assignment For Published Patent Application

AlmondNet, Inc.

**Power of Attorney:** The patent practitioners associated with Customer Number 26362

### Domestic Priority data as claimed by applicant

This application is a CON of 14/960,237 12/04/2015 PAT 9508089  
which is a CON of 14/620,502 02/12/2015 PAT 9208514  
which is a CON of 14/201,494 03/07/2014 PAT 8959146  
which is a CON of 13/491,454 06/07/2012 PAT 8671139  
which is a CON of 12/823,709 06/25/2010 PAT 8204783  
which is a CON of 11/763,286 06/14/2007 PAT 7747745  
which claims benefit of 60/805,119 06/19/2006  
and claims benefit of 60/804,937 06/16/2006

**Foreign Applications** for which priority is claimed (You may be eligible to benefit from the **Patent Prosecution Highway** program at the USPTO. Please see <http://www.uspto.gov> for more information.) - None.

*Foreign application information must be provided in an Application Data Sheet in order to constitute a claim to foreign priority. See 37 CFR 1.55 and 1.76.*

**Permission to Access Application via Priority Document Exchange:** Yes

**Permission to Access Search Results:** Yes

Applicant may provide or rescind an authorization for access using Form PTO/SB/39 or Form PTO/SB/69 as appropriate.

**If Required, Foreign Filing License Granted:** 12/02/2016

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 15/360,762**

**Projected Publication Date:** 03/16/2017

**Non-Publication Request:** No

**Early Publication Request:** No

**Title**

Media properties selection method and system based on expected profit from profile-based ad delivery

**Preliminary Class**

709

**Statement under 37 CFR 1.55 or 1.78 for AIA (First Inventor to File) Transition Applications:** No

## **PROTECTING YOUR INVENTION OUTSIDE THE UNITED STATES**

Since the rights granted by a U.S. patent extend only throughout the territory of the United States and have no effect in a foreign country, an inventor who wishes patent protection in another country must apply for a patent in a specific country or in regional patent offices. Applicants may wish to consider the filing of an international application under the Patent Cooperation Treaty (PCT). An international (PCT) application generally has the same effect as a regular national patent application in each PCT-member country. The PCT process **simplifies** the filing of patent applications on the same invention in member countries, but **does not result** in a grant of "an international patent" and does not eliminate the need of applicants to file additional documents and fees in countries where patent protection is desired.

Almost every country has its own patent law, and a person desiring a patent in a particular country must make an application for patent in that country in accordance with its particular laws. Since the laws of many countries differ in various respects from the patent law of the United States, applicants are advised to seek guidance from specific foreign countries to ensure that patent rights are not lost prematurely.

Applicants also are advised that in the case of inventions made in the United States, the Director of the USPTO must issue a license before applicants can apply for a patent in a foreign country. The filing of a U.S. patent application serves as a request for a foreign filing license. The application's filing receipt contains further information and guidance as to the status of applicant's license for foreign filing.

Applicants may wish to consult the USPTO booklet, "General Information Concerning Patents" (specifically, the section entitled "Treaties and Foreign Patents") for more information on timeframes and deadlines for filing foreign patent applications. The guide is available either by contacting the USPTO Contact Center at 800-786-9199, or it can be viewed on the USPTO website at <http://www.uspto.gov/web/offices/pac/doc/general/index.html>.

For information on preventing theft of your intellectual property (patents, trademarks and copyrights), you may wish to consult the U.S. Government website, <http://www.stopfakes.gov>. Part of a Department of Commerce initiative,

page 2 of 4

this website includes self-help "toolkits" giving innovators guidance on how to protect intellectual property in specific countries such as China, Korea and Mexico. For questions regarding patent enforcement issues, applicants may call the U.S. Government hotline at 1-866-999-HALT (1-866-999-4258).

**LICENSE FOR FOREIGN FILING UNDER**  
**Title 35, United States Code, Section 184**  
**Title 37, Code of Federal Regulations, 5.11 & 5.15**

**GRANTED**

The applicant has been granted a license under 35 U.S.C. 184, if the phrase "IF REQUIRED, FOREIGN FILING LICENSE GRANTED" followed by a date appears on this form. Such licenses are issued in all applications where the conditions for issuance of a license have been met, regardless of whether or not a license may be required as set forth in 37 CFR 5.15. The scope and limitations of this license are set forth in 37 CFR 5.15(a) unless an earlier license has been issued under 37 CFR 5.15(b). The license is subject to revocation upon written notification. The date indicated is the effective date of the license, unless an earlier license of similar scope has been granted under 37 CFR 5.13 or 5.14.

This license is to be retained by the licensee and may be used at any time on or after the effective date thereof unless it is revoked. This license is automatically transferred to any related applications(s) filed under 37 CFR 1.53(d). This license is not retroactive.

The grant of a license does not in any way lessen the responsibility of a licensee for the security of the subject matter as imposed by any Government contract or the provisions of existing laws relating to espionage and the national security or the export of technical data. Licensees should apprise themselves of current regulations especially with respect to certain countries, of other agencies, particularly the Office of Defense Trade Controls, Department of State (with respect to Arms, Munitions and Implements of War (22 CFR 121-128)); the Bureau of Industry and Security, Department of Commerce (15 CFR parts 730-774); the Office of Foreign Assets Control, Department of Treasury (31 CFR Parts 500+) and the Department of Energy.

**NOT GRANTED**

No license under 35 U.S.C. 184 has been granted at this time, if the phrase "IF REQUIRED, FOREIGN FILING LICENSE GRANTED" DOES NOT appear on this form. Applicant may still petition for a license under 37 CFR 5.12, if a license is desired before the expiration of 6 months from the filing date of the application. If 6 months has lapsed from the filing date of this application and the licensee has not received any indication of a secrecy order under 35 U.S.C. 181, the licensee may foreign file the application pursuant to 37 CFR 5.15(b).

---

***SelectUSA***

The United States represents the largest, most dynamic marketplace in the world and is an unparalleled location for business investment, innovation, and commercialization of new technologies. The U.S. offers tremendous resources and advantages for those who invest and manufacture goods here. Through SelectUSA, our nation works to promote and facilitate business investment. SelectUSA provides information assistance to the international investor community; serves as an ombudsman for existing and potential investors; advocates on behalf of U.S. cities, states, and regions competing for global investment; and counsels U.S. economic development organizations on investment attraction best practices. To learn more about why the United States is the best country in the world to develop

technology, manufacture products, deliver services, and grow your business, visit <http://www.SelectUSA.gov> or call +1-202-482-6800.

| <b>PATENT APPLICATION FEE DETERMINATION RECORD</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                               |                                    |               |              |                    | Application or Docket Number<br>15/360,762 |              |                               |                    |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|---------------|--------------|--------------------|--------------------------------------------|--------------|-------------------------------|--------------------|
| Substitute for Form PTO-875                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                               |                                    |               |              |                    |                                            |              |                               |                    |
| <b>APPLICATION AS FILED - PART I</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                               |                                    |               |              |                    |                                            |              |                               |                    |
| (Column 1)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                               | (Column 2)                         |               | SMALL ENTITY |                    | OR<br>OTHER THAN SMALL ENTITY              |              |                               |                    |
| FOR                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | NUMBER FILED                                                                                                                                                                                                                  | NUMBER EXTRA                       |               | RATE(\$)     | FEE(\$)            |                                            |              |                               |                    |
| BASIC FEE<br>(37 CFR 1.16(a), (b), or (c))                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | N/A                                                                                                                                                                                                                           | N/A                                |               | N/A          |                    |                                            | N/A          |                               |                    |
| SEARCH FEE<br>(37 CFR 1.16(k), (l), or (m))                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | N/A                                                                                                                                                                                                                           | N/A                                |               | N/A          |                    |                                            | N/A          |                               |                    |
| EXAMINATION FEE<br>(37 CFR 1.16(o), (p), or (q))                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | N/A                                                                                                                                                                                                                           | N/A                                |               | N/A          |                    |                                            | N/A          |                               |                    |
| TOTAL CLAIMS<br>(37 CFR 1.16(i))                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 20                                                                                                                                                                                                                            | minus 20 =                         | *             |              |                    |                                            | x 80 = 0.00  |                               |                    |
| INDEPENDENT CLAIMS<br>(37 CFR 1.16(h))                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 1                                                                                                                                                                                                                             | minus 3 =                          | *             |              |                    |                                            | x 420 = 0.00 |                               |                    |
| APPLICATION SIZE FEE<br>(37 CFR 1.16(s))                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | If the specification and drawings exceed 100 sheets of paper, the application size fee due is \$310 (\$155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s). |                                    |               |              |                    |                                            | 0.00         |                               |                    |
| MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                               |                                    |               |              |                    |                                            | 0.00         |                               |                    |
| * If the difference in column 1 is less than zero, enter "0" in column 2.                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                               |                                    |               | TOTAL        |                    |                                            | TOTAL 1600   |                               |                    |
| <b>APPLICATION AS AMENDED - PART II</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                               |                                    |               |              |                    |                                            |              |                               |                    |
| (Column 1)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                               | (Column 2)                         |               | (Column 3)   |                    | SMALL ENTITY                               |              | OR<br>OTHER THAN SMALL ENTITY |                    |
| AMENDMENT A                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | CLAIMS REMAINING AFTER AMENDMENT                                                                                                                                                                                              | HIGHEST NUMBER PREVIOUSLY PAID FOR | PRESENT EXTRA |              | RATE(\$)           | ADDITIONAL FEE(\$)                         |              | RATE(\$)                      | ADDITIONAL FEE(\$) |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Total<br>(37 CFR 1.16(i))                                                                                                                                                                                                     | *                                  | Minus         | **           | =                  |                                            |              | x                             | =                  |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Independent<br>(37 CFR 1.16(h))                                                                                                                                                                                               | *                                  | Minus         | ***          | =                  |                                            |              | x                             | =                  |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Application Size Fee (37 CFR 1.16(s))                                                                                                                                                                                         |                                    |               |              |                    |                                            |              |                               |                    |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))                                                                                                                                                               |                                    |               |              |                    |                                            |              |                               |                    |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                               |                                    |               |              | TOTAL<br>ADD'L FEE |                                            |              | TOTAL<br>ADD'L FEE            |                    |
| AMENDMENT B                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | CLAIMS REMAINING AFTER AMENDMENT                                                                                                                                                                                              | HIGHEST NUMBER PREVIOUSLY PAID FOR | PRESENT EXTRA |              | RATE(\$)           | ADDITIONAL FEE(\$)                         |              | RATE(\$)                      | ADDITIONAL FEE(\$) |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Total<br>(37 CFR 1.16(i))                                                                                                                                                                                                     | *                                  | Minus         | **           | =                  |                                            |              | x                             | =                  |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Independent<br>(37 CFR 1.16(h))                                                                                                                                                                                               | *                                  | Minus         | ***          | =                  |                                            |              | x                             | =                  |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Application Size Fee (37 CFR 1.16(s))                                                                                                                                                                                         |                                    |               |              |                    |                                            |              |                               |                    |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))                                                                                                                                                               |                                    |               |              |                    |                                            |              |                               |                    |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                               |                                    |               |              | TOTAL<br>ADD'L FEE |                                            |              | TOTAL<br>ADD'L FEE            |                    |
| <p style="font-size: x-small;">* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.</p> <p style="font-size: x-small;">** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".</p> <p style="font-size: x-small;">*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".</p> <p style="font-size: x-small;">The "Highest Number Previously Paid For" (Total or Independent) is the highest found in the appropriate box in column 1.</p> |                                                                                                                                                                                                                               |                                    |               |              |                    |                                            |              |                               |                    |



# UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office  
Address: COMMISSIONER FOR PATENTS  
P.O. Box 1450  
Alexandria, Virginia 22313-1450  
www.uspto.gov

| APPLICATION NO.                                                                                               | FILING DATE | FIRST NAMED INVENTOR | ATTORNEY DOCKET NO.             | CONFIRMATION NO.            |
|---------------------------------------------------------------------------------------------------------------|-------------|----------------------|---------------------------------|-----------------------------|
| 15/360,762                                                                                                    | 11/23/2016  | Roy Shkedi           | 14-EP-CON7                      | 7247                        |
| 26362 7590 02/10/2017<br>LOUIS J. HOFFMAN, P.C.<br>7689 East Paradise Lane<br>Suite 2<br>Scottsdale, AZ 85260 |             |                      | EXAMINER<br>KATSIKIS, KOSTAS J  |                             |
|                                                                                                               |             |                      | ART UNIT<br>2441                | PAPER NUMBER                |
|                                                                                                               |             |                      | NOTIFICATION DATE<br>02/10/2017 | DELIVERY MODE<br>ELECTRONIC |

**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

Louis@valuablepatents.com  
donald@valuablepatents.com



### **DETAILED ACTION**

1. The present application is being examined under the pre-AIA first to invent provisions.
2. This communication is in response to the Preliminary Amendment filed on November 23, 2016, in which claims 21-36 have been canceled. Accordingly, claims 1-20 remain pending for examination.

### **Status of Claims**

3. Claims 1-20 are pending, of which claims 1-20 are rejected under 35 U.S.C. 103. Claims 1-20 are also rejected under 35 U.S.C. 101. Claims 1-20 are also subject to a provisional double patenting rejection.

### ***Priority***

4. Examiner has acknowledged Applicant's claim of benefit of U.S. Non-provisional Patent Application Serial Nos. 14/960,237, filed December 4, 2015, 14/620,502, filed February 12, 2015, 14/201,494, filed March 7, 2014, 13/491,454, filed June 7, 2012, 12/823,709, filed June 25, 2010, and 11/763,286, filed June 14, 2007.

5. Examiner has further acknowledged Applicant's claim of priority from U.S. Provisional Patent Application Serial No. 60/804,937, filed June 16, 2006, and U.S. Provisional Patent Application Serial No. 60/805,119, filed June 19, 2006.

### ***Information Disclosure Statement***

6. The information disclosure statement, filed November 23, 2016 is in compliance with the provisions of 37 CFR 1.97, 1.98 and MPEP § 609. It has been placed in the application file, and the information referred to therein has been considered as to the merits.

### ***Claim Objections***

7. Claim 1 is objected to because of the following informalities: Claim 1, line 7, "the visitor" should be changed to '~~the~~ an electronic visitor' and claim 1, line 11, "the visitor" should be 'the electronic visitor,' and line 12, "the revenue" should be "the profile-attribute-dependent revenue" to maintain consistency throughout the claim and improve readability.

Appropriate correction is required.

***Claim Rejections - 35 USC § 101***

8. 35 U.S.C. 101 reads as follows:

Whoever invents or discovers any new and useful process, machine, manufacture, or composition of matter, or any new and useful improvement thereof, may obtain a patent therefor, subject to the conditions and requirements of this title.

**9. Claims 1-20 are rejected under 35 U.S.C. 101 because the claimed invention is directed to a judicial exception (i.e., a law of nature, a natural phenomenon, or an abstract idea) without significantly more.**

Claim 1 is directed to the basic abstract idea of using advertising as an exchange or currency. Specifically, claim 1 calls for first determining a profile-attribute-dependent revenue available for display of a profile-attribute-related advertisement, and then for each of a multitude of different electronic visitors to a first media property (i.e., a website), responsive to receiving information about at least one of a plurality of profile attributes possibly applicable to the visitor, automatically electronically authorizing a second media property/website to allow display, to the electronic visitor when later visiting the second media property/website, of an advertisement correlated with the profile-attribute information received about the visitor, for a price that does not exceed a price cap that is a selected amount less than the revenue available for display of the

advertisement. The claim does not include additional elements that amount to significantly more than the judicial exception because the step of “determining a profile-attribute-dependent revenue available for display of a profile-attribute-related advertisement” is a routine data gathering step used to determine a revenue for displaying an advertisement. That the revenue is recited as profile-attribute-dependent merely clarifies that the revenue depends on profile attributes, and that the advertisement is related to the profile attributes. Furthermore, the step of “automatically electronically authorizing” is post-insignificant extra-solution activity, only nominally contributing, and not deemed paramount to the inventive subject matter of the claim. The subject matter determined to be paramount to the claimed invention is the notion of allowing display of an advertisement for a price that does not exceed a price cap that is a selected amount less than the revenue available for display of the advertisement. However this is merely utilizing advertising as an exchange and means to generate revenue. The claim merely specifies that the amount for charging the advertisement is less than the expected revenue, and fails to add any meaningful limitations to the claim. Moreover, the limitation reciting “correlated with the profile-attribute information received about the visitor” merely states that the advertisement is correlated with the visitor’s profile information and therefore considered relevant to the visitor, but also fails to impose any meaningful limit to the claim, as it merely further specifies the particular advertisement. The claim recites this basic abstract idea in and of itself, which the courts have found to be non-statutory subject matter. Therefore, the additional steps do not add significantly more to the abstract idea itself. Claim 1 is therefore ineligible and

should be rejected under 35 U.S.C. § 101.

Claims 2-20 also fail to add “significantly more” to the claims, as claims 2-20 each merely further specify the technological environment (networking over the Internet/computer environment (building data structures)) that the invention is to be performed in, and further elaborate on the revenue available for display, the profile attributes, and select detail as to when the steps a) and b) are performed. As a result, claims 2-20 are also non-statutory and should therefore be rejected under 35 U.S.C. 101.

\*a copy of the federal register can be found at <http://www.gpo.gov/fdsys/pkg/FR-2014-12-16/pdf/2014-29414.pdf>.

***Claim Rejections - 35 USC § 103***

10. In the event the determination of the status of the application as subject to AIA 35 U.S.C. 102 and 103 (or as subject to pre-AIA 35 U.S.C. 102 and 103) is incorrect, any correction of the statutory basis for the rejection will not be considered a new ground of rejection if the prior art relied upon, and the rationale supporting the rejection, would be the same under either status.

11. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically

disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

**12. Claims 1-3, 5-12, 15-16, 19-25, 27-32, and 35-36 are rejected under 35 U.S.C. 103(a) as being unpatentable over Brian O’Kelley (United States Patent Application Publication No. US 2006/0122879 A1), hereinafter “O’Kelley”, in view of Charles A. Eldering (United States Patent No. US 6,324,519 B1), hereinafter “Eldering”.**

Regarding claim 1, **O’Kelley** discloses a method of directing electronic advertisements, the method comprising:

- (a) determining a profile-attribute-dependent revenue available for display of a profile-attribute-related advertisement (*wherein pricing advertisement includes receiving request for electronic advertisement to be presented to user, setting price for advertisement, providing ability for advertiser to pay only as much as necessary to secure impression, maximizing publisher revenue while ensuring Return of Investment (ROI) goals are met*) (**O’Kelley, Abstract, paragraphs [0003], and [0025]-[0027]**); and
- (b) for each of a multitude of different electronic visitors to a first media property,

responsive to receiving information about the visitor, automatically electronically authorizing a second media property to allow display, to the electronic visitor when later visiting the second media property, of an advertisement correlated with the information received about the visitor, for a price that does not exceed a price cap that is a selected amount less than the revenue available for display of the advertisement (*wherein users visiting a website may have advertisements presented to them, requesting through web browser to receive advertisement from server system which makes conversion data calculations based on combination of web browser session data, cookies, and HTTP calls from sites visited by users to advertisement server system, decision process to price electronic ads comprises request from browser to display ad, identifying eligible ads for price auctioning, applying soft targeting based on projected actions from visitor, and calculating expected revenues for statically priced electronic ads*) (**O'Kelley, Abstract, FIG. 1-FIG. 2, paragraphs [0052]-[0056]**). **O'Kelley** does not explicitly disclose information about at least one of a plurality of profile attributes possibly applicable to the visitor, and an advertisement correlated with the profile-attribute information received about the visitor.

However **Eldering** discloses information about at least one of a plurality of profile attributes possibly applicable to the visitor, and an advertisement correlated with the profile-attribute information received about the visitor (*wherein characterization ad information is correlated with consumer profile and transmitted by advertiser, upon acceptance of bid for advertisement opportunity, ad is delivered to consumer, profiler maintains consumer profile server containing characterization of consumer, consumer*

*profile is determined based on viewing habits of consumer, obtaining importance of ad in demographic and product profile by interest categories and spent viewing time)*

**(Eldering, Abstract, FIG. 1A-1B, FIG. 2A-2D, col. 1, line 31-col. 2, line 21, col. 2, line 58-col. 3, line 25, col. 3, lines 56-64, col. 4, line 7-col. 5, line 58).**

**O'Kelley** and **Eldering** are analogous art because they are from the same field of endeavor, namely, methods and systems for pricing electronic advertisements. At the time of the invention, it would have been obvious to one of ordinary skill in the art, having the teachings of **O'Kelley** and **Eldering** before him or her, to modify the electronic advertisement pricing method of **O'Kelley** to include the consumer-profile-attribute information such as that of **Eldering** with reasonable expectation that this would result in a system that allowed consumers to receive more targeted advertisements which matched their lifestyles and interests, insured advertisers that their advertisements will be received by appropriate audiences, and allowed the content/opportunity provider the ability to maximize revenue for advertising opportunities. This method of improving the electronic advertisement pricing method of **O'Kelley** was well within the ordinary ability of one of ordinary skill in the art based on the teachings of **Eldering**. Therefore, it would have been obvious to one having ordinary skill in the art to combine the teachings of **O'Kelley** with **Eldering** to obtain the invention as specified in claim 1.

Regarding claim 2, **O'Kelley-Eldering** discloses the method of claim 1 further comprising selecting at least one of a plurality of second media properties for the

authorizing step in part (b) (*wherein advertisement server system in conjunction with web server system returns selected advertisement to web browser for display to visitor, via combination of session data, cookies, and HTTP calls of former websites visited by users to advertisement server system, click data and conversion data is calculated and used to price advertisements*) (**O'Kelley, Abstract, FIG. 1, paragraphs [0052]-[0053]**).

The motivation regarding the obviousness of claim 1 is also applied to claim 2.

Regarding claim 3, **O'Kelley-Eldering** discloses the method of claim 1 wherein authorizing for a price that does not exceed a price cap comprises ensuring that (i) the revenue available for display of the advertisement is not less than (ii) a sum of the price for allowing display of the advertisement to the electronic visitor when later visiting the second media property and an amount that depends on cost or desired profit (*wherein expected revenue for statically priced electronic advertisements is calculated, system calculating maximum price for flexibly priced cost-per-thousand impressions CPM advertisements for each advertiser, system calculating maximum dynamic CPM for each advertiser, after which auction is conducted to choose electronic advertisement with highest expected revenue (eCPM) for publisher, which is deemed "best electronic advertisement"*) (**O'Kelley, FIG. 2, paragraph [0055]-[0056]**). The motivation regarding the obviousness of claim 1 is also applied to claim 3.

Regarding claim 5, **O'Kelley-Eldering** discloses the method of claim 3 wherein authorizing for a price that does not exceed a price cap comprises calculating the

selected amount and wherein calculating the selected amount is done responsive to receiving the profile-attribute information about the visitor (*wherein pricing policy may be defined by content/opportunity provider charging adviser for access to consumer during opportunity, price charged for access to consumer varies as function of applicability of advertisement to consumer, data to perform consumer profiling is received from point of purchase, transferred over network, and collected by profiler*) (**Eldering, FIG. 1A-1B, col. 3, lines 56-64, col. 4, line 7-col. 5, line 58**). The motivation regarding the obviousness of claim 1 is also applied to claim 5.

Regarding claim 6, **O'Kelley-Eldering** discloses the method of claim 1 wherein part (a) is done before part (b) (*wherein determining of profiling consumer characterization information is determined in order to, and necessarily to define pricing policy*) (**Eldering, Abstract, FIG. 1A-1B, FIG. 2A-2D, col. 1, line 31-col. 2, line 21, col. 2, line 58-col. 3, line 25, col. 3, lines 56-64, col. 4, line 7-col. 5, line 58**). The motivation regarding the obviousness of claim 1 is also applied to claim 6.

Regarding claim 7, **O'Kelley-Eldering** discloses the method of claim 6 further comprising building a look-up data structure associating at least one selected of a plurality of possible profile attributes with at least one selected of a plurality of second media properties, and wherein part (b) comprises authorizing those selected second media properties on the lookup data structure associated with the profile-attribute information received about the visitor (*wherein data structure is used for storing*

*consumer profile, comprised of consumer ID, deterministic demographic data, probabilistic demographic data, and product preference data comprised of multiple product categories, used to map consumer interests with advertisements catered to interests)* (**Eldering, FIG. 2D, col. 5, lines 52-58**). The motivation regarding the obviousness of claim 1 is also applied to claim 7.

Regarding claim 8, **O'Kelley-Eldering** discloses the method of claim 1 wherein authorizing responsive to receiving information comprises authorizing responsive to receiving an electronic redirect of a visitor computer accompanied by profile-attribute information about the visitor (*wherein consumer PC displays advertisements and information when requested by consumer over network connection, maintains consumer's viewing habits used to determine and maintain consumer profile on consumer profile server*) (**Eldering, FIG. 1A, col. 2, lines 61-67, col. 3, lines 1-10, and col. 4, lines 37-54**). The motivation regarding the obviousness of claim 1 is also applied to claim 8.

Regarding claim 9, **O'Kelley-Eldering** discloses the method of claim 1 wherein authorizing responsive to receiving information comprises recognizing an action conducted on the first media property by the visitor (*wherein visitor visits web page and visitor's browser requests advertisement from advertisement server system*) (**O'Kelley, FIG. 1, paragraphs [0052]-[0053]**). The motivation regarding the obviousness of claim

1 is also applied to claim 9.

Regarding claim 10, **O'Kelley-Eldering** discloses the method of claim 1 wherein authorizing responsive to receiving profile-attribute information comprises authorizing responsive to receiving a search request by the visitor to the first media property (*wherein user may enter search terms into search engine, only advertisements associated with search term would be eligible for auction*) (**O'Kelley, FIG. 2, paragraph [0054]**). The motivation regarding the obviousness of claim 1 is also applied to claim 10.

Regarding claim 11, **O'Kelley-Eldering** discloses the method of claim 1 wherein authorizing responsive to receiving profile-attribute information comprises authorizing responsive to receiving information about a characteristic of the visitor (*wherein advertiser transmits ad characterization information correlated with consumer profile*) (**Eldering, Abstract, FIG. 1A-1B, FIG. 2A-2D, col. 1, line 31-col. 2, line 21, col. 2, line 58-col. 3, line 25, col. 3, lines 56-64, col. 4, line 7-col. 5, line 58**). The motivation regarding the obviousness of claim 1 is also applied to claim 11.

Regarding claim 12, **O'Kelley-Eldering** discloses the method of claim 1 wherein authorizing responsive to receiving profile-attribute information comprises authorizing responsive to receiving information about a profile attribute of the visitor and categorizing the profile attribute within at least one of a plurality of predefined categories

Art Unit: 2441

*(wherein profile categories may comprise consumer demographic categories such as age group, gender, household size, or income range, or interest categories such as music, travel, and restaurants)* (**Eldering, FIG. 2A, col. 5, lines 6-18**). The motivation regarding the obviousness of claim 1 is also applied to claim 12.

Regarding claim 15, **O'Kelley-Eldering** discloses the method of claim 1 wherein authorizing comprises delivering the price cap to a second media property that controls ad space on a plurality of different media properties, with understanding that second media property will allow placement of the advertisement only into ad space having a price that does not exceed the price cap *(wherein only if it is determined to be best electronic advertisement, with maximum return of investment ROI, advertising pricing process sends winning ad to browser, using calculated conversion/click data from prior websites visited by users to advertisement server system)* (**O'Kelley, FIG. 1-FIG. 2, paragraphs [0052]-[0057]**). The motivation regarding the obviousness of claim 1 is also applied to claim 15.

Regarding claim 16, **O'Kelley-Eldering** discloses the method of claim 15 wherein authorizing comprises locating previously determined information concerning the profile-attribute-dependent revenue available for display of the advertisement *(wherein best priced (previously stored) electronic advertisement is sent to browser if not dynamic, otherwise, price of best (previously stored) electronic advertisement is lowered to point just above second best and then ad is sent to browser)* (**O'Kelley, FIG.**

**2, paragraph [0056]]**. The motivation regarding the obviousness of claim 1 is also applied to claim 16.

Regarding claim 19, **O'Kelley-Eldering** discloses the method of claim 1 wherein the second media property comprises media-property equipment controlling ad space that is in a different media than the media of the first media property (*wherein consumer profile server, content server, ad server, and content/opportunity provider control advertisement media, monitoring visitor viewing or purchasing content in first media (LAN within store, television, consumer PC, channels or web sites), then sending advertisements to second media based on consumer profile*) (**Eldering, FIG. 1A-1B and FIG. 2A-2D, col. 3, lines 1-25, lines 55-64, col. 4, line 7-col. 5, line 58**). The motivation regarding the obviousness of claim 1 is also applied to claim 19.

Regarding claim 20, **O'Kelley-Eldering** discloses the method of claim 1 wherein the second media property comprises equipment controlling ad space only temporarily (*wherein consumer profile server, content server, ad server, and content/opportunity provider control ad space temporarily, building consumer profile based on a function of visitor viewing media (LAN within store, television, consumer PC, channels or web sites), then sending advertisements to second media based on consumer profile*) (**Eldering, FIG. 1A-1B and FIG. 2A-2D, col. 3, lines 1-25, lines 55-64, col. 4, line 7-col. 5, line 58**). The motivation regarding the obviousness of claim 1 is also applied to

Art Unit: 2441

claim 20.

**13. Claims 4, and 13-14, are rejected under 35 U.S.C. 103(a) as being unpatentable over O’Kelley-Eldering, and further in view of Boubek et al. (United States Patent Application Publication No. US 2004/0068436 A1), hereinafter “Boubek”.**

Regarding claim 4, **O’Kelley-Eldering** discloses the method of claim 3:

(i) wherein part (a) is done before part (b) (*wherein determining of profiling consumer characterization information is determined in order to, and necessarily to define pricing policy*) (**Eldering, Abstract, FIG. 1A-1B, FIG. 2A-2D, col. 1, line 31-col. 2, line 21, col. 2, line 58-col. 3, line 25, col. 3, lines 56-64, col. 4, line 7-col. 5, line 58**);

(ii) further comprising building a look-up data structure associating at least one selected of a plurality of possible profile attributes with at least one selected of a plurality of second media properties (*wherein data structure is used for storing consumer profile, comprised of consumer ID, deterministic demographic data, probabilistic demographic data, and product preference data comprised of multiple product categories, used to map consumer interests with advertisements catered to interests*) (**Eldering, FIG. 2D, col. 5, lines 52-58**). **O’Kelley-Eldering** does not explicitly disclose

(iii) wherein part (b) comprises, responsive to receiving an electronic

redirect of a visitor computer accompanied by profile-attribute information about the visitor, authorizing said at least one selected second media property on the lookup data structure associated with the profile-attribute information received about the visitor, only during a specified time period after receiving profile-attribute information about the visitor, by arranging for placement of a tag readable by said at least one selected second media property.

However **Boubek** discloses (iii) wherein part (b) comprises, responsive to receiving an electronic redirect of a visitor computer accompanied by profile-attribute information about the visitor, authorizing said at least one selected second media property on the lookup data structure associated with the profile-attribute information received about the visitor, only during a specified time period after receiving profile-attribute information about the visitor, by arranging for placement of a tag readable by said at least one selected second media property (*wherein information providers may influence position of information tags by auctioning directory search terms associated with information tag, then ranking the tags based upon bid amount from auction, each information tag may be associated with spending limit, may also be based upon predetermined time period*) (**Boubek, Abstract, FIG. 4, paragraph [0055]**).

**O'Kelley-Eldering** and **Boubek** are analogous art because they are from the same field of endeavor, namely, methods and systems for pricing electronic advertisements. At the time of the invention, it would have been obvious to one of ordinary skill in the art, having the teachings of **O'Kelley-Eldering** and **Boubek** before him or her, to modify the electronic advertisement pricing method of **O'Kelley-Eldering**

to include the information tags of **Boubek** with reasonable expectation that this would result in a system that allowed consumers access to information maintained on the same websites as the information tags, allowing targeting of specific markets, thereby facilitating the means of marketing through a communications network such as the Internet. This method of improving the electronic advertisement pricing method of **O'Kelley-Eldering** was well within the ordinary ability of one of ordinary skill in the art based on the teachings of **Boubek**. Therefore, it would have been obvious to one having ordinary skill in the art to combine the teachings of **O'Kelley-Eldering** with **Boubek** to obtain the invention as specified in claim 4.

Regarding claim 13, **O'Kelley-Eldering-Boubek** discloses the method of claim 1 wherein authorizing comprises redirecting the visitor's computer to the second media property for the second media property to place a tag on the visitor's computer readable by the second media property (*wherein consumer accesses host web site initially by searching the Internet for the specific market and is directed to the host web site's consumer homepage, provider creates information tag providing consumer with initial description of information the provider has on the host web site, of which provider can increase visibility and access to by selecting keywords or search terms associated with the information tag and provider information, information tag appear as listing with all other information tags from other information providers who have chosen the same search term*) (**Boubek, Abstract, FIG. 1, paragraphs [0033]-[0040]**). The motivation

regarding the obviousness of claim 4 is also applied to claim 13.

Regarding claim 14, **O'Kelley-Eldering-Boubek** discloses the method of claim 1 wherein authorizing comprises placing a tag on the visitor's computer readable by the second media property (*wherein provider creates information tag providing consumer with initial description of information the provider has on the host web site, of which provider can increase visibility and access to by selecting keywords or search terms associated with the information tag and provider information*) (**Boubek, Abstract, FIG. 1, paragraphs [0033]-[0040]**). The motivation regarding the obviousness of claim 4 is also applied to claim 14.

**14. Claim 17 is rejected under 35 U.S.C. 103(a) as being unpatentable over O'Kelley-Eldering-Boubek, and further in view of Clarence H. Bandura (United States Patent Application Publication No. US 2002/0099603 A1), hereinafter "Bandura".**

Regarding claim 17, **O'Kelley-Eldering-Boubek** discloses the method of claim 16 wherein: (i) part (a) is done before part (b) (*wherein determining of profiling consumer characterization information is determined in order to, and necessarily to define pricing policy*) (**Eldering, Abstract, FIG. 1A-1B, FIG. 2A-2D, col. 1, line 31-col. 2, line 21, col. 2, line 58-col. 3, line 25, col. 3, lines 56-64, col. 4, line 7-col. 5, line 58**), (ii) part (b) comprises, responsive to receiving an electronic redirect of a visitor

computer accompanied by profile-attribute information about the visitor, authorizing display of the advertisement by arranging for placement of a tag readable by the second media property (*wherein consumer accesses host web site initially by searching the Internet for the specific market and is directed to the host web site's consumer homepage, provider creates information tag providing consumer with initial description of information the provider has on the host web site, of which provider can increase visibility and access to by selecting keywords or search terms associated with the information tag and provider information, information tag appear as listing with all other information tags from other information providers who have chosen the same search term*) (**Boubek, Abstract, FIG. 1, paragraphs [0033]-[0040]**). **O'Kelley-Eldering-Boubek** does not explicitly disclose (iii) authorizing comprises authorizing display of the advertisement only during a specified time period after receiving profile-attribute information about the visitor.

However **Bandura** discloses (iii) authorizing comprises authorizing display of the advertisement only during a specified time period after receiving profile-attribute information about the visitor (*wherein advertiser or user uploads advertising data into a temporary network, customized demographic data is pre-selected and designed to suit the requirements of advertiser or user through programmed information consisting of specified time intervals of display being one time, synchronized, repeating or rotating throughout selected locations and regions*) (**Bandura, Abstract, paragraphs [0001], and [0006]-[0007]**).

**O'Kelley-Eldering-Boubek** and **Bandura** are analogous art because they are

Art Unit: 2441

from the same field of endeavor, namely, methods and systems for pricing electronic advertisements. At the time of the invention, it would have been obvious to one of ordinary skill in the art, having the teachings of **O'Kelley-Eldering-Boubek** and **Bandura** before him or her, to modify the electronic advertisement pricing method of **O'Kelley-Eldering-Boubek** to include the pre-determined-display-interval functionality of **Bandura** with reasonable expectation that this would result in a system that gave flexibility for interchanging or synchronizing customized display data. This method of improving the electronic advertisement pricing method of **O'Kelley-Eldering-Boubek** was well within the ordinary ability of one of ordinary skill in the art based on the teachings of **Bandura**. Therefore, it would have been obvious to one having ordinary skill in the art to combine the teachings of **O'Kelley-Eldering-Boubek** with **Bandura** to obtain the invention as specified in claim 17.

**15. Claim 18 is rejected under 35 U.S.C. 103(a) as being unpatentable over O'Kelley-Eldering, and further in view of Clarence H. Bandura (United States Patent Application Publication No. US 2002/0099603 A1), hereinafter "Bandura".**

Regarding claim 18, **O'Kelley-Eldering** discloses the method of claim 1, but does not explicitly disclose authorizing comprises authorizing display of the advertisement only during a specified time period after receiving profile-attribute information about the visitor.

However **Bandura** discloses authorizing comprises authorizing display of the

advertisement only during a specified time period after receiving profile-attribute information about the visitor (*wherein advertiser or user uploads advertising data into a temporary network, customized demographic data is pre-selected and designed to suit the requirements of advertiser or user through programmed information consisting of specified time intervals of display being one time, synchronized, repeating or rotating throughout selected locations and regions*) (**Bandura, Abstract, paragraphs [0001], and [0006]-[0007]**).

**O'Kelley-Eldering** and **Bandura** are analogous art because they are from the same field of endeavor, namely, methods and systems for pricing electronic advertisements. At the time of the invention, it would have been obvious to one of ordinary skill in the art, having the teachings of **O'Kelley-Eldering** and **Bandura** before him or her, to modify the electronic advertisement pricing method of **O'Kelley-Eldering** to include the pre-determined-display-interval functionality of **Bandura** with reasonable expectation that this would result in a system that gave flexibility for interchanging or synchronizing customized display data. This method of improving the electronic advertisement pricing method of **O'Kelley-Eldering** was well within the ordinary ability of one of ordinary skill in the art based on the teachings of **Bandura**. Therefore, it would have been obvious to one having ordinary skill in the art to combine the teachings of **O'Kelley-Eldering** with **Bandura** to obtain the invention as specified in claim 18.

### ***Double Patenting***

16. The nonstatutory double patenting rejection is based on a judicially created doctrine grounded in public policy (a policy reflected in the statute) so as to prevent the unjustified or improper timewise extension of the “right to exclude” granted by a patent and to prevent possible harassment by multiple assignees. A nonstatutory double patenting rejection is appropriate where the claims at issue are not identical, but at least one examined application claim is not patentably distinct from the reference claim(s) because the examined application claim is either anticipated by, or would have been obvious over, the reference claim(s). See, e.g., *In re Berg*, 140 F.3d 1428, 46 USPQ2d 1226 (Fed. Cir. 1998); *In re Goodman*, 11 F.3d 1046, 29 USPQ2d 2010 (Fed. Cir. 1993); *In re Longi*, 759 F.2d 887, 225 USPQ 645 (Fed. Cir. 1985); *In re Van Ornum*, 686 F.2d 937, 214 USPQ 761 (CCPA 1982); *In re Vogel*, 422 F.2d 438, 164 USPQ 619 (CCPA 1970); and *In re Thorington*, 418 F.2d 528, 163 USPQ 644 (CCPA 1969).

A timely filed terminal disclaimer in compliance with 37 CFR 1.321(c) or 1.321(d) may be used to overcome an actual or provisional rejection based on a nonstatutory double patenting ground provided the reference application or patent either is shown to be commonly owned with this application, or claims an invention made as a result of activities undertaken within the scope of a joint research agreement. A terminal disclaimer must be signed in compliance with 37 CFR 1.321(b).

The USPTO internet Web site contains terminal disclaimer forms which may be used. Please visit <http://www.uspto.gov/forms/>. The filing date of the application will

determine what form should be used. A web-based eTerminal Disclaimer may be filled out completely online using web-screens. An eTerminal Disclaimer that meets all requirements is auto-processed and approved immediately upon submission. For more information about eTerminal Disclaimers, refer to <http://www.uspto.gov/patents/process/file/efs/guidance/eTD-info-I.jsp>.

**17. Claims 1-6 and 8-20 are rejected on the ground of nonstatutory double patenting as being unpatentable over claims 1, 10, 3-5, 2, 12-13, 6-7, 14, 18-19, 15-17, 20, 23, and 8 of U.S. Patent No. 7,747,745 B2, hereinafter "745". Although the claims at issue are not identical, they are not patentably distinct from each other because claims 1-6 and 8-20 of the instant Application are anticipated by claims 1, 10, 3-5, 2, 12-13, 6-7, 14, 18-19, 15-17, 20, 23 of 745.**

With respect to claim 1 of the instant application, claim 1 recites, "*A method of directing electronic advertisements, the method comprising:*

*(a) determining a profile-attribute-dependent revenue available for display of a profile-attribute-related advertisement; and*

*(b) for each of a multitude of different electronic visitors to a first media property, responsive to receiving information about at least one of a plurality of profile attributes possibly applicable to the visitor, automatically electronically authorizing a second media property to allow display, to the electronic visitor when later visiting the second media property, of an advertisement correlated with the profile-attribute information*

*received about the visitor, for a price that does not exceed a price cap that is a selected amount less than the revenue available for display of the advertisement”.*

Regarding claim 1 of U.S. Patent No. 7,747,745 B2, claim 1 recites, “A *method of directing electronic advertisements **using one or more computers**, the method comprising:*

*(a) determining **automatically, with at least one of the computers**, a profile-attribute-dependent revenue available for display of a profile-attribute-related advertisement; and*

*(b) for each of a multitude of different electronic visitors to a first media property, responsive to receiving information about at least one of a plurality of profile attributes possibly applicable to the visitor, automatically electronically authorizing, **with at least one of the computers, a third-party** second media property to allow display, to the electronic visitor when later visiting the second media property, of an advertisement correlated with the profile-attribute information received about the visitor, for a price that does not exceed a price cap that is a selected amount less than the revenue available for display of the advertisement”.*

As is clearly shown from the plain text, each and every limitation of claim 1 of the instant Application is within claim 1 of **745** and therefore claim 1 of the instant Application is anticipated by claim 1 of **745**. Therefore, Claim 1 is unpatentable under Non-statutory Obviousness-type Double Patenting. Similar reasoning applies to claims

2-6 and 8-20.

**18. Claims 1-20 are rejected on the ground of nonstatutory double patenting as being unpatentable over claims 1-17 of U.S. Patent No. 8,204,783 B2, hereinafter “783”. Although the claims at issue are not identical, they are not patentably distinct from each other because claims 1-20 of the instant Application are anticipated by claims 1-17 of 783.**

Regarding claim 1 of the instant Application, claim 1 recites, “A *method of directing electronic advertisements, the method comprising:*

*(a) determining a profile-attribute-dependent revenue available for display of a profile-attribute-related advertisement; and*

*(b) for each of a multitude of different electronic visitors to a first media property, responsive to receiving information about at least one of a plurality of profile attributes possibly applicable to the visitor, automatically electronically authorizing a second media property to allow display, to the electronic visitor when later visiting the second media property, of an advertisement correlated with the profile-attribute information received about the visitor, for a price that does not exceed a price cap that is a selected amount less than the revenue available for display of the advertisement”.*

Claim 1 of **783** recites “A *method of directing electronic advertisements, the method comprising:*

*(a) for each of a multitude of different electronic visitors to a first media property, responsive to receiving information about at least one of a plurality of profile attributes possibly applicable to the visitor, automatically electronically authorizing a third-party second media property to allow display, to the electronic visitor when the visitor visits the second media property at a time after the visitor visits the first media property, of an advertisement correlated with the profile-attribute information received about the visitor, subject to a visitor-specific condition for display of the advertisement; and*

*(b) automatically electronically authorizing a third-party third media property, for the electronic visitor to the first media property, to allow display, to the electronic visitor when the visitor visits the third media property at a time after the visitor visits the first media property, of an advertisement correlated with the profile-attribute information received about the visitor, for a price charged by the third media property that is less than a profile-attribute-dependent price that an advertiser is willing to pay for display of the advertisement”.*

Clearly from the plain text, each and every limitation of independent claim 1 of the instant Application is within claim 1 of **783** and therefore claim 1 of the instant Application is anticipated by claim 1 of **783**. While it may appear to the reader that the final limitation of the instant Application differs from claim 1 of **783**, the two limitations in fact recite substantially similar subject matter. In particular, although worded somewhat differently, claim 1 of **783** and claim 1 of the instant Application both deal with an amount of revenue. The instant Application is directed to a price that does not exceed a

price cap, wherein said price cap is a specific value, and wherein that value is less than a revenue available for display of the advertisement. Although not exactly worded as such, revenue here refers to the revenue made from the advertiser paying to have their advertisement displayed. Claim 1 of **783** recites the same concept, albeit from the perspective of the advertiser, namely, less than a [profile-attribute-dependent] price that an advertiser is willing to pay for display of the advertisement.

Therefore, Claim 1 of the instant Application is anticipated by claim 1 of **783**, and claim 1 of the instant Application is therefore unpatentable under Non-statutory Obviousness-type Double Patenting. Similar reasoning applies to claims 2-20.

**19. Claims 1-20 are rejected on the ground of nonstatutory double patenting as being unpatentable over claims 1-20 of U.S. Patent No. US 8,200,822 B1, hereinafter “822”. Although the claims at issue are not identical, they are not patentably distinct from each other because claims 1-20 of the instant Application are anticipated by claims 1-20 of 822.**

Regarding claim 1 of the instant Application, claim 1 recites, “*A method of directing electronic advertisements, the method comprising:*

*(a) determining a profile-attribute-dependent revenue available for display of a profile-attribute-related advertisement; and*

*(b) for each of a multitude of different electronic visitors to a first media property, responsive to receiving information about at least one of a plurality of profile attributes*

*possibly applicable to the visitor, automatically electronically authorizing a second media property to allow display, to the electronic visitor when later visiting the second media property, of an advertisement correlated with the profile-attribute information received about the visitor, for a price that does not exceed a price cap that is a selected amount less than the revenue available for display of the advertisement”.*

Claim 1 of **822** recites “A method of directing electronic advertisements, the method comprising:

*for each of a multitude of different electronic visitors to a first media property, responsive to receiving information about at least one of a plurality of profile attributes possibly applicable to the visitor, automatically electronically authorizing a third-party second media property to allow display, to the electronic visitor when the visitor visits the second media property at a time after the visitor visits the first media property, of an advertisement correlated with the profile-attribute information received about the visitor, subject to a visitor-specific condition for display of the advertisement that a price charged by the second media property is less than a profile-attribute-dependent price that an advertiser is willing to pay for display of the advertisement”.*

Clearly from the plain text, each and every limitation of independent claim 1 of the instant Application is within claim 1 of **822** and therefore claim 1 of the instant Application is anticipated by claim 1 of **822**. Therefore, Claim 1 is unpatentable under Non-statutory Obviousness-type Double Patenting. Similar reasoning applies to claims

2-20.

**20. Claims 1-20 are rejected on the ground of nonstatutory double patenting as being unpatentable over claims 1-20 of U.S. Patent No. US 8,671,139 B2, hereinafter “139”. Although the claims at issue are not identical, they are not patentably distinct from each other because claims 1-20 of the instant Application are anticipated by claims 1-20 of 139.**

Regarding claim 1 of the instant Application, claim 1 recites, “*A method of directing electronic advertisements, the method comprising:*

*(a) determining a profile-attribute-dependent revenue available for display of a profile-attribute-related advertisement; and*

*(b) for each of a multitude of different electronic visitors to a first media property, responsive to receiving information about at least one of a plurality of profile attributes possibly applicable to the visitor, automatically electronically authorizing a second media property to allow display, to the electronic visitor when later visiting the second media property, of an advertisement correlated with the profile-attribute information received about the visitor, for a price that does not exceed a price cap that is a selected amount less than the revenue available for display of the advertisement”.*

Claim 1 of **139** recites “*A method of directing electronic advertisements, performed by a computer system comprised of one or more computers, the method*

*comprising:*

*for each of a multitude of different electronic visitors to a first media property:*

*(a) automatically with the computer system directing, to a third-party server computer controlling advertising space on a second media property, indicia of a condition for display of an advertisement, which condition relates specifically to an electronic visitor; and*

*(b) automatically with the computer system electronically authorizing the server computer to automatically cause display of an advertisement, to the electronic visitor when the electronic visitor visits the second media property at a time after the electronic visitor visits the first media property, subject to determining that the condition has been met;*

*(c) wherein the act of authorizing in part (b) is based on information indicating at least one of a plurality of profile attributes possibly applicable to the electronic visitor, which indicated profile attribute or attributes was received by the computer system as a result of the electronic visitor visiting the first media property; and*

*(d) wherein the advertisement is correlated with the indicated profile attribute or attributes”.*

Clearly from the plain text, each and every limitation of independent claim 1 of the instant Application is within claim 1 of **139** and therefore claim 1 of the instant Application is anticipated by claim 1 of **139**. Therefore, Claim 1 is unpatentable under Non-statutory Obviousness-type Double Patenting. Similar reasoning applies to claims

2-20.

**21. Claims 1-20 are rejected on the ground of nonstatutory double patenting as being unpatentable over claims 1-20 of U.S. Patent No. US 8,959,146 B2, hereinafter "146". Although the claims at issue are not identical, they are not patentably distinct from each other because claims 1-20 of the instant Application are anticipated by claims 1-20 of 146.**

Regarding claim 1 of the instant Application, claim 1 recites, "*A method of directing electronic advertisements, the method comprising:*

*(a) determining a profile-attribute-dependent revenue available for display of a profile-attribute-related advertisement; and*

*(b) for each of a multitude of different electronic visitors to a first media property, responsive to receiving information about at least one of a plurality of profile attributes possibly applicable to the visitor, automatically electronically authorizing a second media property to allow display, to the electronic visitor when later visiting the second media property, of an advertisement correlated with the profile-attribute information received about the visitor, for a price that does not exceed a price cap that is a selected amount less than the revenue available for display of the advertisement".*

Claim 1 of **146** recites "*A method of directing electronic advertisements, performed by a computer system comprised of one or more computers, the method*

*comprising: for each of a multitude of different electronic visitors to a first media property: (a) automatically with the computer system directing, to a third-party server computer controlling advertising space on a second media property, indicia of a condition, which condition relates specifically to an electronic visitor, for display of an advertisement to the electronic visitor when the electronic visitor visits the second media property at a time after the electronic visitor visits the first media property, subject to determining that the condition has been met;*

*(b) wherein directing the indicia is based on information indicating to the computer system that at least one of a plurality of profile attributes is possibly applicable to the electronic visitor, which indicated profile attribute or attributes was received by the computer system as a result of the electronic visitor visiting the first media property; and*

*(c) wherein the advertisement is correlated with the indicated profile attribute or attributes”.*

Clearly from the plain text, each and every limitation of independent claim 1 of the instant Application is within claim 1 of **146** and therefore claim 1 of the instant Application is anticipated by claim 1 of **146**. Therefore, Claim 1 is unpatentable under Non-statutory Obviousness-type Double Patenting. Similar reasoning applies to claims 2-20.

**22. Claims 1-20 are rejected on the ground of nonstatutory double patenting as being unpatentable over claims 1-20 of U.S. Patent No. US 9,208,514 B2,**

**hereinafter “514”. Although the claims at issue are not identical, they are not patentably distinct from each other because claims 1-20 of the instant Application are anticipated by claims 1-20 of 514.**

Regarding claim 1 of the instant Application, claim 1 recites, “A *method of directing electronic advertisements, the method comprising:*

*(a) determining a profile-attribute-dependent revenue available for display of a profile-attribute-related advertisement; and*

*(b) for each of a multitude of different electronic visitors to a first media property, responsive to receiving information about at least one of a plurality of profile attributes possibly applicable to the visitor, automatically electronically authorizing a second media property to allow display, to the electronic visitor when later visiting the second media property, of an advertisement correlated with the profile-attribute information received about the visitor, for a price that does not exceed a price cap that is a selected amount less than the revenue available for display of the advertisement”.*

Claim 1 of **514** recites “A *method of selecting media properties for delivery of electronic advertisements, performed by a computer system comprised of one or more computers, the method comprising:*

*automatically with the computer system, for each of a multitude of different electronic visitors to a website, responsive to receiving information via an electronic redirection of the electronic visitor when the electronic visitor visits the website:*

*(a) using profile information received from the electronic redirection of the electronic visitor to calculate a profile-attribute-dependent revenue available for display to the electronic visitor of an advertisement of an advertiser,*

*(i) wherein the profile information indicates to the computer system whether at least one of a plurality of profile attributes is applicable to the electronic visitor; and*

*(ii) wherein the calculation uses attribute pricing provided by the advertiser;*

*(b) selecting at least one selected media property from among a plurality of media properties, by comparing the price of ad space at the selected media property and the profile-attribute-dependent revenue available for display of the advertisement to the electronic visitor calculated in part (a); and*

*(c) for each of the at least one selected media properties, arranging for placement of a tag specific to the electronic visitor and readable by a third-party server computer controlling advertising space on the selected media property,*

*(i) wherein the tag is an electronic authorization to allow the server computer to display the advertisement to the electronic visitor when the electronic visitor visits the selected media property at a time after the electronic visitor visits the website, but only during a specified time period after placement of the tag; and*

*(ii) wherein the tag is placed if and only if the computer system calculates that the price for ad space charged by the selected media property is less than the profile-attribute-dependent revenue available for display of the advertisement to the electronic visitor calculated in part (a)".*

Clearly from the plain text, each and every limitation of independent claim 1 of the instant Application is within claim 1 of **146** and therefore claim 1 of the instant Application is anticipated by claim 1 of **146**. Therefore, Claim 1 is unpatentable under Non-statutory Obviousness-type Double Patenting. Similar reasoning applies to claims 2-20.

**23. Claims 1-20 are rejected on the ground of nonstatutory double patenting as being unpatentable over claims 1-20 of U.S. Patent No. US 9,508,089 B2, hereinafter "089". Although the claims at issue are not identical, they are not patentably distinct from each other because claims 1-20 of the instant Application are anticipated by claims 1-20 of 089.**

Regarding claim 1 of the instant Application, claim 1 recites, "*A method of directing electronic advertisements, the method comprising:*

*(a) determining a profile-attribute-dependent revenue available for display of a profile-attribute-related advertisement; and*

*(b) for each of a multitude of different electronic visitors to a first media property, responsive to receiving information about at least one of a plurality of profile attributes possibly applicable to the visitor, automatically electronically authorizing a second media property to allow display, to the electronic visitor when later visiting the second media property, of an advertisement correlated with the profile-attribute information received about the visitor, for a price that does not exceed a price cap that is a selected*

*amount less than the revenue available for display of the advertisement”.*

Claim 1 of **089** recites “*A method of directing electronic advertisements, performed by a behavioral targeting (BT) company’s computer system comprised of one or more computers, the method comprising: for each of a multitude of visitor computers of different visitors visiting a first website, automatically with the computer system:*

*(a) at a first time, redirecting the visitor computer to an ad network computer controlling advertising space on at least one third party media property, without transferring to the ad network computer any profile information related to the visitor;*

*(b) wherein, as a result of the act of redirecting the visitor computer, the ad network arranges to electronically tag the visitor computer, which tag is readable by computers within a domain of the ad network and identifies the visitor computer as associated with the BT company;*

*(c) recording, in a profile of the visitor maintained by the BT company, profile information collected during the visitor computer’s visit to the first site;*

*(d) providing the ad network with a price cap that the BT company is willing to pay the ad network for allowing delivery of an advertisement within media property advertising space controlled by the ad network; and*

*(e) at a second time, later than the first time, upon receiving an electronic request from the ad network, causing a selected advertisement to be served to the visitor computer while the visitor computer is visiting one of the media properties that has ad space controlled by the ad network, which advertisement is based on profile information*

*in the profile of the visitor maintained by the BT company, in exchange for a price not above the price cap".*

Again, as clearly discerned from the plain text, each and every limitation of independent claim 1 of the instant Application is within claim 1 of **089** and therefore claim 1 of the instant Application is anticipated by claim 1 of **089**. Therefore, Claim 1 is unpatentable under Non-statutory Obviousness-type Double Patenting. Similar reasoning applies to claims 2-20.

### ***Conclusion***

24. Further references of interest are cited on Form PTO-892, which is an attachment to this Office Action.

25. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Kostas Katsikis whose telephone number is (571)270-5434. The examiner can normally be reached on Monday - Friday.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Wing Chan can be reached on (571)272-7493. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for

Art Unit: 2441

published applications may be obtained from either Private PAIR or Public PAIR.

Status information for unpublished applications is available through Private PAIR only.

For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should

you have questions on access to the Private PAIR system, contact the Electronic

Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a

USPTO Customer Service Representative or access to the automated information

system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/KOSTAS KATSIKIS/

Primary Examiner, Art Unit 2441

February 6, 2017

|                                   |                                       |                                                           |             |
|-----------------------------------|---------------------------------------|-----------------------------------------------------------|-------------|
| <b>Notice of References Cited</b> | Application/Control No.<br>15/360,762 | Applicant(s)/Patent Under<br>Reexamination<br>SHKEDI, ROY |             |
|                                   | Examiner<br>KOSTAS KATSIKIS           | Art Unit<br>2441                                          | Page 1 of 1 |

**U.S. PATENT DOCUMENTS**

| * |   | Document Number<br>Country Code-Number-Kind Code | Date<br>MM-YYYY | Name                    | CPC Classification | US Classification |
|---|---|--------------------------------------------------|-----------------|-------------------------|--------------------|-------------------|
| * | A | US-2001/0014868 A1                               | 08-2001         | HERZ, FREDERICK         | G06Q10/0637        | 705/14.38         |
| * | B | US-7,949,553 B1                                  | 05-2011         | Wisniewski; Michael     | G06Q10/04          | 705/14.49         |
| * | C | US-8,175,908 B1                                  | 05-2012         | Anderson; Russell Wayne | G06Q30/0201        | 705/7.29          |
| * | D | US-8,510,174 B2                                  | 08-2013         | Walker; Jay S.          | G06Q20/00          | 705/14.39         |
| * | E | US-8,554,940 B2                                  | 10-2013         | Jennings; Chuck         | H04N7/165          | 709/229           |
|   | F | US-                                              |                 |                         |                    |                   |
|   | G | US-                                              |                 |                         |                    |                   |
|   | H | US-                                              |                 |                         |                    |                   |
|   | I | US-                                              |                 |                         |                    |                   |
|   | J | US-                                              |                 |                         |                    |                   |
|   | K | US-                                              |                 |                         |                    |                   |
|   | L | US-                                              |                 |                         |                    |                   |
|   | M | US-                                              |                 |                         |                    |                   |

**FOREIGN PATENT DOCUMENTS**

| * |   | Document Number<br>Country Code-Number-Kind Code | Date<br>MM-YYYY | Country | Name | CPC Classification |
|---|---|--------------------------------------------------|-----------------|---------|------|--------------------|
|   | N |                                                  |                 |         |      |                    |
|   | O |                                                  |                 |         |      |                    |
|   | P |                                                  |                 |         |      |                    |
|   | Q |                                                  |                 |         |      |                    |
|   | R |                                                  |                 |         |      |                    |
|   | S |                                                  |                 |         |      |                    |
|   | T |                                                  |                 |         |      |                    |

**NON-PATENT DOCUMENTS**

| * |   | Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages) |
|---|---|-------------------------------------------------------------------------------------------|
|   | U |                                                                                           |
|   | V |                                                                                           |
|   | W |                                                                                           |
|   | X |                                                                                           |

\*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)  
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.

Receipt date: 11/23/2016

**Form PTO-1449 (Modified)**  
**List of Patents and Publications For**  
**Information Disclosure Statement**

Page 1 of 9

Serial No.: 15/360,762  
Applicant: Shkedi, Roy  
Filed: 11/23/2016  
Art Unit: 2441 (in parent)  
Examiner: Katsikis, Kostas J. (in parent)  
Conf. No.: 7247

U.S. PATENT DOCUMENTS

| Examiner<br><u>Initials</u> | <u>Item</u> | Document<br><u>Number</u> | Publication Date<br><u>MM/DD/YYYY</u> | Name of Patentee or<br><u>Applicant of Cited Document</u> |
|-----------------------------|-------------|---------------------------|---------------------------------------|-----------------------------------------------------------|
|                             | 1           | 5710884                   | 01/20/1998                            | Dedrick                                                   |
|                             | 2           | 5717923                   | 02/10/1998                            | Dedrick                                                   |
|                             | 3           | 5724521                   | 03/03/1998                            | Dedrick                                                   |
|                             | 4           | 5752238                   | 05/12/1998                            | Dedrick                                                   |
|                             | 5           | 5794210                   | 08/11/1998                            | Goldhaber, et al.                                         |
|                             | 6           | 5855008                   | 12/29/1998                            | Goldhaber, et al.                                         |
|                             | 7           | 5918014                   | 06/29/1999                            | Robinson                                                  |
|                             | 8           | 5948061                   | 09/07/1999                            | Merriman, et al.                                          |
|                             | 9           | 6026368                   | 02/15/2000                            | Brown et al.                                              |
|                             | 10          | 6055513                   | 04/25/2000                            | Katz, et al.                                              |
|                             | 11          | 6073241                   | 06/06/2000                            | Rosenberg et al.                                          |
|                             | 12          | 6141010                   | 10/31/2000                            | Hoyle                                                     |
|                             | 13          | 6216129                   | 04/10/2001                            | Eldering                                                  |
|                             | 14          | 6285987                   | 09/04/2001                            | Roth et al.                                               |
|                             | 15          | 6285991                   | 09/04/2001                            | Powar                                                     |
|                             | 16          | 6324519                   | 11/27/2001                            | Eldering                                                  |
|                             | 17          | 6366298                   | 04/02/2002                            | Haitsuka et al.                                           |
|                             | 18          | 6377986                   | 04/23/2002                            | Philyaw et al.                                            |
|                             | 19          | 6385592                   | 05/07/2002                            | Angles, et al.                                            |
|                             | 20          | 6484492                   | 11/26/2002                            | Meholic, et al.                                           |
|                             | 21          | 6487538                   | 11/26/2002                            | Gupta, et al.                                             |
|                             | 22          | 6615247                   | 09/02/2003                            | Murphy                                                    |
|                             | 23          | 6868392                   | 03/15/2005                            | Ogasawara                                                 |
|                             | 24          | 6868525                   | 03/15/2005                            | Szabo                                                     |
|                             | 25          | 6983379                   | 01/03/2006                            | Spalink et al.                                            |
|                             | 26          | 7039594                   | 05/02/2006                            | Gersting                                                  |
|                             | 27          | 7043531                   | 05/09/2006                            | Seibel et al.                                             |

Examiner: /Kostas Katsikis/ Date Considered: 02/05/2017

EXAMINER: Initial if reference considered whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance *and* not considered. Include copy of this form with next communication to applicant.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /K.K./

Receipt date: 11/23/2016

**Form PTO-1449 (Modified)**  
**List of Patents and Publications For**  
**Information Disclosure Statement**

Page 2 of 9

Serial No.: 15/360,762  
Applicant: Shkedi, Roy  
Filed: 11/23/2016  
Art Unit: 2441 (in parent)  
Examiner: Katsikis, Kostas J. (in parent)  
Conf. No.: 7247

---

U.S. PATENT DOCUMENTS

---

| Examiner<br><u>Initials</u> | <u>Item</u> | Document<br><u>Number</u> | Publication Date<br><u>MM/DD/YYYY</u> | Name of Patentee or<br><u>Applicant of Cited Document</u> |
|-----------------------------|-------------|---------------------------|---------------------------------------|-----------------------------------------------------------|
|                             | 28          | 7058593                   | 06/06/2006                            | Merritt                                                   |
|                             | 29          | 7065550                   | 06/20/2006                            | Raghunandan                                               |
|                             | 30          | 7155508                   | 12/26/2006                            | Sankuratripati, et al.                                    |
|                             | 31          | 7181438                   | 02/20/2007                            | Szabo                                                     |
|                             | 32          | 7188076                   | 03/06/2007                            | Bensemana                                                 |
|                             | 33          | 7194424                   | 03/20/2007                            | Greer et al.                                              |
|                             | 34          | 7386599                   | 06/10/2008                            | Piersol et al.                                            |
|                             | 35          | 7530020                   | 05/05/2009                            | Szabo                                                     |
|                             | 36          | 7558795                   | 07/07/2009                            | Malik et al.                                              |
|                             | 37          | 7756744                   | 07/13/2010                            | Schiff et al.                                             |
|                             | 38          | 7797274                   | 09/14/2010                            | Strathearn et al.                                         |
|                             | 39          | 7822636                   | 10/26/2010                            | Ferber et al.                                             |
|                             | 40          | 8036929                   | 10/11/2011                            | Reisman                                                   |
|                             | 41          | 8117068                   | 02/14/2012                            | Shuster et al.                                            |
|                             | 42          | 8135799                   | 03/13/2012                            | Mekikian                                                  |
|                             | 43          | 8364540                   | 01/29/2013                            | Soroca et al.                                             |
|                             | 44          | 8527352                   | 09/03/2013                            | Chatwin et al.                                            |
|                             | 45          | 8996406                   | 03/31/2015                            | Jain                                                      |
|                             | 46          | 9117217                   | 08/25/2015                            | Wilson et al.                                             |
|                             | 47          | 20010014868               | 08/16/2001                            | Herz et al.                                               |
|                             | 48          | 20010020242               | 09/06/2001                            | Gupta, et al.                                             |
|                             | 49          | 20020026360               | 02/28/2002                            | McGregor et al.                                           |
|                             | 50          | 20020161633               | 10/31/2002                            | Jacob et al.                                              |
|                             | 51          | 20010039515               | 11/08/2001                            | Mayadas                                                   |
|                             | 52          | 20010044743               | 11/22/2001                            | McKinley et al.                                           |
|                             | 53          | 20020002541               | 01/03/2002                            | Williams                                                  |
|                             | 54          | 20020046286               | 04/18/2002                            | Caldwell et al.                                           |

Examiner: /Kostas Katsikis/

Date Considered: 02/05/2017

EXAMINER: Initial if reference considered whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance *and* not considered. Include copy of this form with next communication to applicant.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /K.K./

Receipt date: 11/23/2016

**Form PTO-1449 (Modified)**  
**List of Patents and Publications For**  
**Information Disclosure Statement**

Page 3 of 9

Serial No.: 15/360,762  
Applicant: Shkedi, Roy  
Filed: 11/23/2016  
Art Unit: 2441 (in parent)  
Examiner: Katsikis, Kostas J. (in parent)  
Conf. No.: 7247

---

U.S. PATENT DOCUMENTS

---

| Examiner<br><u>Initials</u> | <u>Item</u> | Document<br><u>Number</u> | Publication Date<br><u>MM/DD/YYYY</u> | Name of Patentee or<br><u>Applicant of Cited Document</u> |
|-----------------------------|-------------|---------------------------|---------------------------------------|-----------------------------------------------------------|
|                             | 55          | 20020072965               | 06/13/2002                            | Merriman et al.                                           |
|                             | 56          | 20020072971               | 06/13/2002                            | DeBusk, et al.                                            |
|                             | 57          | 20020082910               | 06/27/2002                            | Kontogouris                                               |
|                             | 58          | 20020082923               | 06/27/2002                            | Merriman, et al.                                          |
|                             | 59          | 20020091568               | 07/11/2002                            | Kraft et al.                                              |
|                             | 60          | 20020099603               | 07/25/2002                            | Bandura                                                   |
|                             | 61          | 20020112013               | 08/15/2002                            | Walsh                                                     |
|                             | 62          | 20020123928               | 09/05/2002                            | Eldering et al.                                           |
|                             | 63          | 20020133399               | 09/19/2002                            | Main                                                      |
|                             | 64          | 20020143632               | 10/03/2002                            | Walter et al.                                             |
|                             | 65          | 20020161636               | 10/31/2002                            | Takahashi et al.                                          |
|                             | 66          | 20020194058               | 12/19/2002                            | Eldering                                                  |
|                             | 67          | 20030023481               | 01/30/2003                            | Calvert et al.                                            |
|                             | 68          | 20030028451               | 02/06/2003                            | Ananian                                                   |
|                             | 69          | 20030036944               | 02/20/2003                            | Lesandrini et al.                                         |
|                             | 70          | 20030046156               | 03/06/2003                            | Cromer, et al.                                            |
|                             | 71          | 20030050827               | 03/13/2003                            | Hennessey                                                 |
|                             | 72          | 20030065558               | 04/03/2003                            | Shaw et al.                                               |
|                             | 73          | 20030083931               | 05/01/2003                            | Lang                                                      |
|                             | 74          | 20030083938               | 05/01/2003                            | Smith et al.                                              |
|                             | 75          | 20030110497               | 06/12/2003                            | Yassin, et al.                                            |
|                             | 76          | 20030135413               | 07/17/2003                            | Nishi, et al.                                             |
|                             | 77          | 20030135853               | 07/17/2003                            | Goldman, et al.                                           |
|                             | 78          | 20030149938               | 08/07/2003                            | McElfresh, et al.                                         |
|                             | 79          | 20030154126               | 08/14/2003                            | Gehlot et al.                                             |
|                             | 80          | 20030171990               | 09/11/2003                            | Rao, et al.                                               |
|                             | 81          | 20030208404               | 11/06/2003                            | Michie                                                    |

Examiner: /Kostas Katsikis/ Date Considered: 02/05/2017

EXAMINER: Initial if reference considered whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance *and* not considered. Include copy of this form with next communication to applicant.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /K.K./

Receipt date: 11/23/2016

**Form PTO-1449 (Modified)**  
**List of Patents and Publications For**  
**Information Disclosure Statement**

Page 4 of 9

Serial No.: 15/360,762  
Applicant: Shkedi, Roy  
Filed: 11/23/2016  
Art Unit: 2441 (in parent)  
Examiner: Katsikis, Kostas J. (in parent)  
Conf. No.: 7247

U.S. PATENT DOCUMENTS

| Examiner<br>Initials | Item | Document<br>Number | Publication Date<br>MM/DD/YYYY | Name of Patentee or<br>Applicant of Cited Document |
|----------------------|------|--------------------|--------------------------------|----------------------------------------------------|
|                      | 82   | 20030220837        | 11/27/2003                     | Asayama                                            |
|                      | 83   | 20040024632        | 02/05/2004                     | Perry                                              |
|                      | 84   | 20040059632        | 03/25/2004                     | Kang et al.                                        |
|                      | 85   | 20040068436        | 04/08/2004                     | Boubek et al.                                      |
|                      | 86   | 20040117322        | 06/17/2004                     | Bjorksten et al.                                   |
|                      | 87   | 20040193488        | 09/30/2004                     | Khoo et al.                                        |
|                      | 88   | 20040260605        | 12/23/2004                     | McIntyre et al.                                    |
|                      | 89   | 20050010472        | 01/13/2005                     | Quatse et al.                                      |
|                      | 90   | 20050021397        | 01/27/2005                     | Cui, et al.                                        |
|                      | 91   | 20050028188        | 02/03/2005                     | Latona, et al.                                     |
|                      | 92   | 20050038698        | 02/17/2005                     | Lukose et al.                                      |
|                      | 93   | 20050038702        | 02/17/2005                     | Merriman et al.                                    |
|                      | 94   | 20050080772        | 04/14/2005                     | Bem                                                |
|                      | 95   | 20050120091        | 06/02/2005                     | Casais                                             |
|                      | 96   | 20050131762        | 06/16/2005                     | Bharat et al.                                      |
|                      | 97   | 20050131762        | 06/16/2005                     | Bharat et al.                                      |
|                      | 98   | 20050165644        | 07/28/2005                     | Beyda, et al.                                      |
|                      | 99   | 20050216336        | 09/29/2005                     | Roberts et al.                                     |
|                      | 100  | 20050216823        | 09/29/2005                     | Petersen, et al.                                   |
|                      | 101  | 20050222905        | 10/06/2005                     | Wills                                              |
|                      | 102  | 20050278443        | 12/15/2005                     | Winner, et al.                                     |
|                      | 103  | 20060020508        | 01/26/2006                     | Gorti et al.                                       |
|                      | 104  | 20060020510        | 01/26/2006                     | Vest                                               |
|                      | 105  | 20060026061        | 02/02/2006                     | Collins                                            |
|                      | 106  | 20060053047        | 03/09/2006                     | Garcia et al.                                      |
|                      | 107  | 20060064351        | 03/23/2006                     | Hamor, et al.                                      |
|                      | 108  | 20060069614        | 03/30/2006                     | Agarwal, et al.                                    |

Examiner: /Kostas Katsikis/ Date Considered: 02/05/2017

EXAMINER: Initial if reference considered whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance *and* not considered. Include copy of this form with next communication to applicant.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /K.K./

Receipt date: 11/23/2016

**Form PTO-1449 (Modified)**  
**List of Patents and Publications For**  
**Information Disclosure Statement**

Page 5 of 9

Serial No.: 15/360,762  
Applicant: Shkedi, Roy  
Filed: 11/23/2016  
Art Unit: 2441 (in parent)  
Examiner: Katsikis, Kostas J. (in parent)  
Conf. No.: 7247

---

U.S. PATENT DOCUMENTS

---

| Examiner<br><u>Initials</u> | <u>Item</u> | Document<br><u>Number</u> | Publication Date<br><u>MM/DD/YYYY</u> | Name of Patentee or<br><u>Applicant of Cited Document</u> |
|-----------------------------|-------------|---------------------------|---------------------------------------|-----------------------------------------------------------|
|                             | 109         | 20060095322               | 05/04/2006                            | Dierks                                                    |
|                             | 110         | 20060106710               | 05/18/2006                            | Meek, et al.                                              |
|                             | 111         | 20060116924               | 06/01/2006                            | Angles, et al.                                            |
|                             | 112         | 20060122879               | 06/08/2006                            | O'Kelley                                                  |
|                             | 113         | 20060129455               | 06/15/2006                            | Shah                                                      |
|                             | 114         | 20060161553               | 07/20/2006                            | Woo                                                       |
|                             | 115         | 20060183467               | 08/17/2006                            | Stewart                                                   |
|                             | 116         | 20060212350               | 09/21/2006                            | Ellis et al.                                              |
|                             | 117         | 20060224496               | 10/05/2006                            | Sandholm et al.                                           |
|                             | 118         | 20060282327               | 12/14/2006                            | Neal et al.                                               |
|                             | 119         | 20060287916               | 12/21/2006                            | Starr et al.                                              |
|                             | 120         | 20070027850               | 02/01/2007                            | Chan et al.                                               |
|                             | 121         | 20070027901               | 02/01/2007                            | Chan et al.                                               |
|                             | 122         | 20070038516               | 02/15/2007                            | Apple et al.                                              |
|                             | 123         | 20070067297               | 03/22/2007                            | Kublickis                                                 |
|                             | 124         | 20070088603               | 04/19/2007                            | Jouppi et al.                                             |
|                             | 125         | 20070121843               | 05/31/2007                            | Atazky et al.                                             |
|                             | 126         | 20070130015               | 06/07/2007                            | Starr et al.                                              |
|                             | 127         | 20070150457               | 06/28/2007                            | Goldman et al.                                            |
|                             | 128         | 20070150468               | 06/28/2007                            | Goldman et al.                                            |
|                             | 129         | 20070150483               | 06/28/2007                            | Goldman et al.                                            |
|                             | 130         | 20070150721               | 06/28/2007                            | Goldman et al.                                            |
|                             | 131         | 20070157228               | 07/05/2007                            | Bayer et al.                                              |
|                             | 132         | 20070157245               | 07/05/2007                            | Collins                                                   |
|                             | 133         | 20070162396               | 07/12/2007                            | Goldman et al.                                            |
|                             | 134         | 20070179845               | 08/02/2007                            | Jain                                                      |
|                             | 135         | 20070179846               | 08/02/2007                            | Jain                                                      |

Examiner: /Kostas Katsikis/ Date Considered: 02/05/2017

EXAMINER: Initial if reference considered whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance *and* not considered. Include copy of this form with next communication to applicant.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /K.K./

Receipt date: 11/23/2016

**Form PTO-1449 (Modified)**  
**List of Patents and Publications For**  
**Information Disclosure Statement**

Page 6 of 9

Serial No.: 15/360,762  
Applicant: Shkedi, Roy  
Filed: 11/23/2016  
Art Unit: 2441 (in parent)  
Examiner: Katsikis, Kostas J. (in parent)  
Conf. No.: 7247

---

U.S. PATENT DOCUMENTS

---

| Examiner<br><u>Initials</u> | <u>Item</u> | Document<br><u>Number</u> | Publication Date<br><u>MM/DD/YYYY</u> | Name of Patentee or<br><u>Applicant of Cited Document</u> |
|-----------------------------|-------------|---------------------------|---------------------------------------|-----------------------------------------------------------|
|                             | 136         | 20070179848               | 08/02/2007                            | Jain                                                      |
|                             | 137         | 20070179849               | 08/02/2007                            | Jain                                                      |
|                             | 138         | 20070179853               | 08/02/2007                            | Feige et al.                                              |
|                             | 139         | 20070192166               | 08/16/2007                            | Van Luchene                                               |
|                             | 140         | 20070192168               | 08/16/2007                            | Van Luchene                                               |
|                             | 141         | 20070198385               | 08/23/2007                            | McGill et al.                                             |
|                             | 142         | 20070203794               | 08/30/2007                            | Hajdukiewicz et al.                                       |
|                             | 143         | 20070214048               | 09/13/2007                            | Chan et al.                                               |
|                             | 144         | 20080109306               | 05/08/2008                            | Maigret et al.                                            |
|                             | 145         | 20080319850               | 12/25/2008                            | Shaul et al.                                              |
|                             | 146         | 20090106100               | 04/23/2009                            | Mashinsky                                                 |
|                             | 147         | 20090222329               | 09/03/2009                            | Ramer et al.                                              |
|                             | 148         | 20090234711               | 09/17/2009                            | Ramer et al.                                              |
|                             | 149         | 20090234861               | 09/17/2009                            | Ramer et al.                                              |
|                             | 150         | 20090281954               | 11/12/2009                            | Waelbroeck et al.                                         |
|                             | 151         | 20100257053               | 10/07/2010                            | Ferber et al.                                             |
|                             | 152         | 20100268605               | 10/21/2010                            | Waelbroeck et al.                                         |
|                             | 153         | 20100293057               | 11/18/2010                            | Haveliwala et al.                                         |
|                             | 154         | 20100293057               | 11/18/2010                            | Haveliwala et al.                                         |
|                             | 155         | 20100332583               | 12/30/2010                            | Szabo                                                     |
|                             | 156         | 20110112903               | 05/12/2011                            | Goldman et al.                                            |
|                             | 157         | 20110258049               | 10/20/2011                            | Ramer et al.                                              |
|                             | 158         | 20120209705               | 08/16/2012                            | Ramer et al.                                              |
|                             | 159         | 20120209706               | 08/16/2012                            | Ramer et al.                                              |
|                             | 160         | 20120209707               | 08/16/2012                            | Ramer et al.                                              |
|                             | 161         | 20120209708               | 08/16/2012                            | Ramer et al.                                              |
|                             | 162         | 20120209709               | 08/16/2012                            | Ramer et al.                                              |

Examiner: /Kostas Katsikis/

Date Considered: 02/05/2017

---

EXAMINER: Initial if reference considered whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance *and* not considered. Include copy of this form with next communication to applicant.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /K.K./

Receipt date: 11/23/2016

**Form PTO-1449 (Modified)**  
**List of Patents and Publications For**  
**Information Disclosure Statement**

Page 7 of 9

Serial No.: 15/360,762  
Applicant: Shkedi, Roy  
Filed: 11/23/2016  
Art Unit: 2441 (in parent)  
Examiner: Katsikis, Kostas J. (in parent)  
Conf. No.: 7247

---

U.S. PATENT DOCUMENTS

---

| Examiner<br><u>Initials</u> | <u>Item</u> | Document<br><u>Number</u> | Publication Date<br><u>MM/DD/YYYY</u> | Name of Patentee or<br><u>Applicant of Cited Document</u> |
|-----------------------------|-------------|---------------------------|---------------------------------------|-----------------------------------------------------------|
|                             | 163         | 20120209710               | 08/16/2012                            | Ramer et al.                                              |
|                             | 164         | 20120215635               | 08/23/2012                            | Ramer et al.                                              |
|                             | 165         | 20130097019               | 04/18/2003                            | Ferber et al.                                             |
|                             | 166         | 20130097026               | 04/18/2003                            | Ferber et al.                                             |
|                             | 167         | 6832207                   | 12/14/2004                            | Shkedi                                                    |
|                             | 168         | 6925440                   | 08/02/2005                            | Shkedi                                                    |
|                             | 169         | 6973436                   | 12/06/2005                            | Shkedi                                                    |
|                             | 170         | 7072853                   | 07/04/2006                            | Shkedi                                                    |
|                             | 171         | 7428493                   | 09/23/2008                            | Shkedi                                                    |
|                             | 172         | 7454364                   | 11/18/2008                            | Shkedi                                                    |
|                             | 173         | 7822637                   | 10/26/2010                            | Shkedi                                                    |
|                             | 174         | 7822639                   | 10/26/2010                            | Shkedi                                                    |
|                             | 175         | 7861260                   | 12/28/2010                            | Shkedi                                                    |
|                             | 176         | 7890609                   | 02/15/2011                            | Shkedi                                                    |
|                             | 177         | 7979307                   | 07/12/2011                            | Shkedi                                                    |
|                             | 178         | 8051444                   | 11/01/2011                            | Shkedi                                                    |
|                             | 179         | 8239264                   | 08/07/2012                            | Shkedi                                                    |
|                             | 180         | 8244574                   | 08/14/2012                            | Shkedi                                                    |
|                             | 181         | 8244582                   | 08/14/2012                            | Shkedi                                                    |
|                             | 182         | 8244583                   | 08/14/2012                            | Shkedi                                                    |
|                             | 183         | 8244586                   | 08/14/2012                            | Shkedi                                                    |
|                             | 184         | 8280758                   | 10/02/2012                            | Shkedi                                                    |
|                             | 185         | 8281336                   | 10/02/2012                            | Shkedi                                                    |
|                             | 186         | 8494904                   | 07/23/2013                            | Shkedi                                                    |
|                             | 187         | 8566164                   | 10/22/2013                            | Shkedi                                                    |
|                             | 188         | 8589210                   | 11/19/2013                            | Shkedi                                                    |
|                             | 189         | 8595069                   | 11/26/2013                            | Shkedi                                                    |

Examiner: /Kostas Katsikis/ Date Considered: 02/05/2017

EXAMINER: Initial if reference considered whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance *and* not considered. Include copy of this form with next communication to applicant.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /K.K./

Receipt date: 11/23/2016

**Form PTO-1449 (Modified)**  
**List of Patents and Publications For**  
**Information Disclosure Statement**

Page 8 of 9

Serial No.: 15/360,762  
Applicant: Shkedi, Roy  
Filed: 11/23/2016  
Art Unit: 2441 (in parent)  
Examiner: Katsikis, Kostas J. (in parent)  
Conf. No.: 7247

---

U.S. PATENT DOCUMENTS

---

| Examiner<br><u>Initials</u> | <u>Item</u> | Document<br><u>Number</u> | Publication Date<br><u>MM/DD/YYYY</u> | Name of Patentee or<br><u>Applicant of Cited Document</u> |
|-----------------------------|-------------|---------------------------|---------------------------------------|-----------------------------------------------------------|
|                             | 190         | 8600815                   | 12/03/2013                            | Shkedi                                                    |
|                             | 191         | 8607267                   | 12/10/2013                            | Shkedi                                                    |
|                             | 192         | 8677398                   | 03/18/2014                            | Shkedi                                                    |
|                             | 193         | 8683502                   | 03/25/2014                            | Shkedi et al.                                             |
|                             | 194         | 8695032                   | 04/08/2014                            | Shkedi                                                    |
|                             | 195         | 8713600                   | 04/29/2014                            | Shkedi                                                    |
|                             | 196         | 8775249                   | 07/08/2014                            | Shkedi                                                    |
|                             | 197         | 8959146                   | 02/17/2015                            | Shkedi                                                    |
|                             | 198         | 8997138                   | 03/31/2015                            | Shkedi                                                    |
|                             | 199         | 9071886                   | 06/30/2015                            | Shkedi                                                    |
|                             | 200         | 9078035                   | 07/07/2015                            | Shkedi et al.                                             |
|                             | 201         | 9083853                   | 07/14/2015                            | Shkedi                                                    |
|                             | 202         | 9131282                   | 09/08/2015                            | Shkedi                                                    |
|                             | 203         | 9208514                   | 12/08/2015                            | Shkedi                                                    |
|                             | 204         | 9226019                   | 12/29/2015                            | Shkedi                                                    |
|                             | 205         | 9271024                   | 02/23/2016                            | Shkedi et al.                                             |
|                             | 206         | 9351053                   | 05/24/2016                            | Shkedi                                                    |
|                             | 207         | 9369779                   | 06/14/2016                            | Shkedi                                                    |
|                             | 208         | 20050086112               | 04/21/2005                            | Shkedi                                                    |
|                             | 209         | 20090049468               | 02/19/2009                            | Shkedi                                                    |
|                             | 210         | 20090172723               | 07/02/2009                            | Shkedi et al.                                             |

Examiner: /Kostas Katsikis/

Date Considered: 02/05/2017

---

EXAMINER: Initial if reference considered whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance *and* not considered. Include copy of this form with next communication to applicant.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /K.K./

Receipt date: 11/23/2016

Form PTO-1449 (Modified)  
List of Patents and Publications For  
Information Disclosure Statement

Page 9 of 9

Serial No.: 15/360,762  
Applicant: Shkedi, Roy  
Filed: 11/23/2016  
Art Unit: 2441 (in parent)  
Examiner: Katsikis, Kostas J. (in parent)  
Conf. No.: 7247

---

FOREIGN PATENT DOCUMENTS

---

| Examiner<br><u>Initials</u> | <u>Item</u> | Document<br><u>Number</u> | Publication Date<br><u>MM/DD/YYYY</u> | Name of<br><u>Patentee</u> | Translation<br><u>Yes / No</u> |
|-----------------------------|-------------|---------------------------|---------------------------------------|----------------------------|--------------------------------|
|                             | 211         | WO 2005/046237            | 05/19/2005                            | Gutta et al.               | No                             |
|                             | 212         | WO 2004/084109            | 09/30/2004                            | NHN Corp.                  | No                             |
|                             | 213         | KR 10-2004-0099222        | 11/26/2004                            | Echo Marketing Co., Ltd.   | Yes                            |
|                             | 214         | KR 10-2001-0096343        | 11/07/2001                            | MyOne Card Corp.           | Yes                            |
|                             | 215         | JP 2003-331183            | 11/21/2003                            | Masuda et al               | Yes                            |
|                             | 216         | KR 20020037411            | 05/21/2002                            | Sin                        | Yes                            |
|                             | 217         | JP 2012-073990            | 04/12/2012                            | Takada                     | Yes                            |

---

OTHER ART

---

| Examiner<br><u>Initials</u> | <u>Item</u> | <u>Author Title Date Pertinent Pages Etc.</u>                                                                                                                   |
|-----------------------------|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                             | 218         | Engage Technologies, Inc.; Form S-1A; filed with the SEC; pp. 36-50; July 19, 1999.                                                                             |
|                             | 219         | The e-Marketing Report; Morgan Stanley Dean Whitter; May, 2000; portions.                                                                                       |
|                             | 220         | "ClickOver, Inc. introduces ClickWise, the first intelligent, high-performance ad management system for electronic advertising", Business Wire; March 24, 1997. |

Examiner: /Kostas Katsikis/ Date Considered: 02/05/2017

EXAMINER: Initial if reference considered whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance *and* not considered. Include copy of this form with next communication to applicant.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /K.K./

|                                                                                                                                |                                            |                                                               |
|--------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------|---------------------------------------------------------------|
| <p align="center"><b>Index of Claims</b></p>  | <b>Application/Control No.</b><br>15360762 | <b>Applicant(s)/Patent Under Reexamination</b><br>SHKEDI, ROY |
|                                                                                                                                | <b>Examiner</b><br>KOSTAS KATSIKIS         | <b>Art Unit</b><br>2441                                       |

|   |                 |   |                   |   |                     |   |                 |
|---|-----------------|---|-------------------|---|---------------------|---|-----------------|
| ✓ | <b>Rejected</b> | - | <b>Cancelled</b>  | N | <b>Non-Elected</b>  | A | <b>Appeal</b>   |
| = | <b>Allowed</b>  | ÷ | <b>Restricted</b> | I | <b>Interference</b> | O | <b>Objected</b> |

| <input type="checkbox"/> Claims renumbered in the same order as presented by applicant |          |            | <input type="checkbox"/> CPA |  |  | <input type="checkbox"/> T.D. |  |  | <input type="checkbox"/> R.1.47 |  |  |
|----------------------------------------------------------------------------------------|----------|------------|------------------------------|--|--|-------------------------------|--|--|---------------------------------|--|--|
| CLAIM                                                                                  |          | DATE       |                              |  |  |                               |  |  |                                 |  |  |
| Final                                                                                  | Original | 02/06/2017 |                              |  |  |                               |  |  |                                 |  |  |
|                                                                                        | 1        | ✓          |                              |  |  |                               |  |  |                                 |  |  |
|                                                                                        | 2        | ✓          |                              |  |  |                               |  |  |                                 |  |  |
|                                                                                        | 3        | ✓          |                              |  |  |                               |  |  |                                 |  |  |
|                                                                                        | 4        | ✓          |                              |  |  |                               |  |  |                                 |  |  |
|                                                                                        | 5        | ✓          |                              |  |  |                               |  |  |                                 |  |  |
|                                                                                        | 6        | ✓          |                              |  |  |                               |  |  |                                 |  |  |
|                                                                                        | 7        | ✓          |                              |  |  |                               |  |  |                                 |  |  |
|                                                                                        | 8        | ✓          |                              |  |  |                               |  |  |                                 |  |  |
|                                                                                        | 9        | ✓          |                              |  |  |                               |  |  |                                 |  |  |
|                                                                                        | 10       | ✓          |                              |  |  |                               |  |  |                                 |  |  |
|                                                                                        | 11       | ✓          |                              |  |  |                               |  |  |                                 |  |  |
|                                                                                        | 12       | ✓          |                              |  |  |                               |  |  |                                 |  |  |
|                                                                                        | 13       | ✓          |                              |  |  |                               |  |  |                                 |  |  |
|                                                                                        | 14       | ✓          |                              |  |  |                               |  |  |                                 |  |  |
|                                                                                        | 15       | ✓          |                              |  |  |                               |  |  |                                 |  |  |
|                                                                                        | 16       | ✓          |                              |  |  |                               |  |  |                                 |  |  |
|                                                                                        | 17       | ✓          |                              |  |  |                               |  |  |                                 |  |  |
|                                                                                        | 18       | ✓          |                              |  |  |                               |  |  |                                 |  |  |
|                                                                                        | 19       | ✓          |                              |  |  |                               |  |  |                                 |  |  |
|                                                                                        | 20       | ✓          |                              |  |  |                               |  |  |                                 |  |  |

## EAST Search History

## EAST Search History (Prior Art)

| Ref # | Hits   | Search Query                                                      | DBs             | Default Operator | Plurals | Time Stamp       |
|-------|--------|-------------------------------------------------------------------|-----------------|------------------|---------|------------------|
| S1    | 0      | "15360762"                                                        | US-PGPUB; USPAT | ADJ              | ON      | 2017/02/06 11:56 |
| S2    | 3      | "9208514"                                                         | US-PGPUB; USPAT | ADJ              | ON      | 2017/02/06 12:05 |
| S3    | 2      | "9508089"                                                         | US-PGPUB; USPAT | ADJ              | ON      | 2017/02/06 12:09 |
| S4    | 7      | "8959146"                                                         | US-PGPUB; USPAT | ADJ              | ON      | 2017/02/06 12:11 |
| S5    | 9      | "8671139"                                                         | US-PGPUB; USPAT | ADJ              | ON      | 2017/02/06 12:12 |
| S6    | 23     | "8204783"                                                         | US-PGPUB; USPAT | ADJ              | ON      | 2017/02/06 12:14 |
| S7    | 40     | "7747745"                                                         | US-PGPUB; USPAT | ADJ              | ON      | 2017/02/06 12:15 |
| S8    | 14     | "8200822"                                                         | US-PGPUB; USPAT | ADJ              | ON      | 2017/02/06 13:15 |
| S9    | 110525 | (profile near5 (attribute or characteristic or trait or feature)) | US-PGPUB; USPAT | ADJ              | ON      | 2017/02/06 13:30 |
| S10   | 176392 | (revenue or profit)                                               | US-PGPUB; USPAT | ADJ              | ON      | 2017/02/06 13:30 |
| S11   | 1886   | S9 same3 S10                                                      | US-PGPUB; USPAT | ADJ              | ON      | 2017/02/06 13:31 |
| S12   | 1778   | (advertisement near20 (on\$1line or electronic)).ab.              | US-PGPUB; USPAT | ADJ              | ON      | 2017/02/06 13:31 |
| S13   | 35     | S11 and S12                                                       | US-PGPUB; USPAT | ADJ              | ON      | 2017/02/06 13:31 |
| S14   | 9062   | (profile near5 (attribute or characteristic or trait or feature)) | FPRS; EPO; JPO  | ADJ              | ON      | 2017/02/06 13:33 |
| S15   | 21283  | (revenue or profit)                                               | FPRS; EPO; JPO  | ADJ              | ON      | 2017/02/06 13:33 |
| S16   | 20     | S14 same3 S15                                                     | FPRS; EPO;      | ADJ              | ON      | 2017/02/06 13:34 |

|     |     |                                                                                                         |                        |     |    |                     |
|-----|-----|---------------------------------------------------------------------------------------------------------|------------------------|-----|----|---------------------|
|     |     |                                                                                                         | JPO                    |     |    |                     |
| S17 | 662 | ("2001/0014868").URPN.                                                                                  | USPAT                  | ADJ | ON | 2017/02/06<br>13:35 |
| S18 | 8   | S17 and S11                                                                                             | US-<br>PGPUB;<br>USPAT | ADJ | ON | 2017/02/06<br>13:35 |
| S19 | 119 | ((Shkedi) and (Roy)).INV.                                                                               | US-<br>PGPUB;<br>USPAT | ADJ | ON | 2017/02/06<br>13:37 |
| S20 | 59  | (Almondnet).AANM. or (Almondnet).AS. or<br>("Almondnet").AS.                                            | US-<br>PGPUB;<br>USPAT | ADJ | ON | 2017/02/06<br>13:40 |
| S21 | 119 | S19 or S20                                                                                              | US-<br>PGPUB;<br>USPAT | ADJ | ON | 2017/02/06<br>13:40 |
| S22 | 0   | S21 and (advertiser and<br>profile\$1attribute\$1dependent and<br>(revenue or price) and exceed).clm.   | US-<br>PGPUB;<br>USPAT | ADJ | ON | 2017/02/06<br>13:40 |
| S23 | 0   | S21 and (advertiser and "profile-attribute-<br>dependent" and (revenue or price) and<br>exceed\$3).clm. | US-<br>PGPUB;<br>USPAT | ADJ | ON | 2017/02/06<br>13:41 |
| S24 | 0   | S21 and (advertiser and profile\$1attribute<br>and (revenue or price) and exceed\$3).clm.               | US-<br>PGPUB;<br>USPAT | ADJ | ON | 2017/02/06<br>13:42 |
| S25 | 6   | S21 and (profile\$1attribute\$1dependent<br>and (revenue or price) and exceed).clm.                     | US-<br>PGPUB;<br>USPAT | ADJ | ON | 2017/02/06<br>13:43 |
| S26 | 6   | S21 and (visitor and advertisement and<br>(revenue or price) and exceed).clm.                           | US-<br>PGPUB;<br>USPAT | ADJ | ON | 2017/02/06<br>13:44 |
| S27 | 32  | S21 and (visitor and advertisement and<br>(revenue or price)).clm.                                      | US-<br>PGPUB;<br>USPAT | ADJ | ON | 2017/02/06<br>13:44 |
| S28 | 18  | S21 and (visitor and display\$3 and<br>advertisement and (revenue or<br>price)).clm.                    | US-<br>PGPUB;<br>USPAT | ADJ | ON | 2017/02/06<br>13:45 |

2/6/2017 1:52:16 PM

C:\Users\kkatsikis1\Documents\EAST\Workspaces\15360762.wsp

|                                                                                                              |                                                |                                                                   |
|--------------------------------------------------------------------------------------------------------------|------------------------------------------------|-------------------------------------------------------------------|
| <b>Search Notes</b><br><br> | <b>Application/Control No.</b><br><br>15360762 | <b>Applicant(s)/Patent Under Reexamination</b><br><br>SHKEDI, ROY |
|                                                                                                              | <b>Examiner</b><br><br>KOSTAS KATSIKIS         | <b>Art Unit</b><br><br>2441                                       |

| CPC- SEARCHED |      |          |
|---------------|------|----------|
| Symbol        | Date | Examiner |
|               |      |          |

| CPC COMBINATION SETS - SEARCHED |      |          |
|---------------------------------|------|----------|
| Symbol                          | Date | Examiner |
|                                 |      |          |

| US CLASSIFICATION SEARCHED |          |      |          |
|----------------------------|----------|------|----------|
| Class                      | Subclass | Date | Examiner |
|                            |          |      |          |

| SEARCH NOTES                                                                                         |            |          |
|------------------------------------------------------------------------------------------------------|------------|----------|
| Search Notes                                                                                         | Date       | Examiner |
| Examiner conducted thorough EAST search.                                                             | 02/06/2017 | KK       |
| EAST (USPAT, US-PGPUB) - see search history printout.                                                | 02/06/2017 | KK       |
| EAST (EPO, JPO, FPRS) - see search history printout.                                                 | 02/06/2017 | KK       |
| Examiner conducted Inventor Name, Assignee and Applicant Name searches in EAST for Double Patenting. | 02/06/2017 | KK       |
| Examiner conducted Forward Citation Search in EAST.                                                  | 02/06/2017 | KK       |

| INTERFERENCE SEARCH     |                         |      |          |
|-------------------------|-------------------------|------|----------|
| US Class/<br>CPC Symbol | US Subclass / CPC Group | Date | Examiner |
|                         |                         |      |          |

|  |                                                     |
|--|-----------------------------------------------------|
|  | /KOSTAS KATSIKIS/<br>Primary Examiner.Art Unit 2441 |
|--|-----------------------------------------------------|

**Form PTO-1449 (Modified)**  
**List of Patents and Publications For**  
**Information Disclosure Statement**

Page 1 of 3

Serial No.: 15/360,762  
Applicant: Shkedi, Roy  
Filed: 11/23/2016  
Art Unit: 2441  
Examiner: Katsikis, Kostas J.  
Docket No.: 14-EP-CON7  
Conf. No.: 7247

---

U.S. PATENT DOCUMENTS

---

| <u>Examiner</u><br><u>Initials</u> | <u>Item</u> | <u>Document</u><br><u>Number</u> | <u>Publication Date</u><br><u>MM/DD/YYYY</u> | <u>Name of Patentee</u><br><u>or Applicant</u> |
|------------------------------------|-------------|----------------------------------|----------------------------------------------|------------------------------------------------|
|                                    | 1           | 5220655                          | 6/15/1993                                    | Tsutsui                                        |
|                                    | 2           | 5359508                          | 10/25/1994                                   | Rossides                                       |
|                                    | 3           | 5442633                          | 8/15/1995                                    | Perkins et al.                                 |
|                                    | 4           | 5572643                          | 11/5/1996                                    | Judson                                         |
|                                    | 5           | 5724424                          | 3/3/1998                                     | Gifford                                        |
|                                    | 6           | 5751956                          | 5/12/1998                                    | Kirsch                                         |
|                                    | 7           | 5819092                          | 10/6/1998                                    | Ferguson et al.                                |
|                                    | 8           | 5819285                          | 10/6/1998                                    | Damico et al.                                  |
|                                    | 9           | 5835718                          | 11/10/1998                                   | Blewett                                        |
|                                    | 10          | 5848396                          | 12/8/1998                                    | Gerace                                         |
|                                    | 11          | 5870546                          | 2/9/1999                                     | Kirsch                                         |
|                                    | 12          | 5870550                          | 2/9/1999                                     | Wesinger Jr. et al.                            |
|                                    | 13          | 5901287                          | 5/4/1999                                     | Bull et al.                                    |
|                                    | 14          | 5933811                          | 8/3/1999                                     | Angles et al.                                  |
|                                    | 15          | 5937390                          | 8/10/1999                                    | Hyodo                                          |
|                                    | 16          | 5937392                          | 8/10/1999                                    | Alberts                                        |
|                                    | 17          | 5959623                          | 9/28/1999                                    | van Hoff et al.                                |
|                                    | 18          | 5963915                          | 10/5/1999                                    | Kirsch                                         |
|                                    | 19          | 5999912                          | 12/7/1999                                    | Wodarz et al.                                  |
|                                    | 20          | 6014638                          | 1/11/2000                                    | Burge et al.                                   |
|                                    | 21          | 6016504                          | 1/18/2000                                    | Arnold et al.                                  |
|                                    | 22          | 6026369                          | 2/15/2000                                    | Capek                                          |
|                                    | 23          | 6026374                          | 2/15/2000                                    | Chess                                          |
|                                    | 24          | 6047310                          | 4/4/2000                                     | Kamakura et al.                                |
|                                    | 25          | 6049835                          | 4/11/2000                                    | Gagnon                                         |
|                                    | 26          | 6128663                          | 10/3/2000                                    | Thomas                                         |
|                                    | 27          | 6134532                          | 10/17/2000                                   | Lazarus et al.                                 |
|                                    | 28          | 6188398                          | 2/13/2001                                    | Collins-Rector et al.                          |
|                                    | 29          | 6205432                          | 3/20/2001                                    | Gabbard et al.                                 |

Examiner: \_\_\_\_\_

Date Considered: \_\_\_\_\_

---

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance *and* not considered. Include copy of this form with next communication to applicant.

**Form PTO-1449 (Modified)**  
**List of Patents and Publications For**  
**Information Disclosure Statement**

Serial No.: 15/360,762  
Applicant: Shkedi, Roy  
Filed: 11/23/2016  
Art Unit: 2441  
Examiner: Katsikis, Kostas J.  
Docket No.: 14-EP-CON7  
Conf. No.: 7247

Page 2 of 3

---

U.S. PATENT DOCUMENTS

---

| Examiner<br><u>Initials</u> | <u>Item</u> | Document<br><u>Number</u> | Publication Date<br><u>MM/DD/YYYY</u> | Name of Patentee<br><u>or Applicant</u> |
|-----------------------------|-------------|---------------------------|---------------------------------------|-----------------------------------------|
| _____                       | 30          | 6216112                   | 4/10/2001                             | Fuller et al.                           |
| _____                       | 31          | 6308202                   | 10/23/2001                            | Cohn et al.                             |
| _____                       | 32          | 6401075                   | 6/4/2002                              | Mason et al.                            |
| _____                       | 33          | 6408278                   | 6/18/2002                             | Carney et al.                           |
| _____                       | 34          | 6415270                   | 7/2/2002                              | Rackson et al.                          |
| _____                       | 35          | 6449657                   | 9/10/2002                             | Stanbach Jr. et al.                     |
| _____                       | 36          | 6633850                   | 10/14/2003                            | Gabbard et al.                          |
| _____                       | 37          | 6654725                   | 11/25/2003                            | Langheinrich et al.                     |
| _____                       | 38          | 6810527                   | 10/26/2004                            | Conrad et al.                           |
| _____                       | 39          | 6907566                   | 6/14/2005                             | McElfresh et al.                        |
| _____                       | 40          | 6985882                   | 1/10/2006                             | Del Sesto                               |
| _____                       | 41          | 7038637                   | 5/2/2006                              | Eller et al.                            |
| _____                       | 42          | 7299195                   | 11/20/2007                            | Tawakol et al.                          |
| _____                       | 43          | 7899801                   | 3/1/2011                              | Bronson et al.                          |
| _____                       | 44          | 8050970                   | 11/1/2011                             | Barry et al.                            |
| _____                       | 45          | 20010042002               | 11/15/2001                            | Koopersmith                             |
| _____                       | 46          | 20050187818               | 8/25/2005                             | Zito et al.                             |
| _____                       | 47          | 20060200377               | 9/7/2006                              | Wolfe et al.                            |

Examiner: \_\_\_\_\_

Date Considered: \_\_\_\_\_

---

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance *and* not considered. Include copy of this form with next communication to applicant.

**Form PTO-1449 (Modified)**  
**List of Patents and Publications For**  
**Information Disclosure Statement**

Page 3 of 3

Serial No.: 15/360,762  
Applicant: Shkedi, Roy  
Filed: 11/23/2016  
Art Unit: 2441  
Examiner: Katsikis, Kostas J.  
Docket No.: 14-EP-CON7  
Conf. No.: 7247

---

FOREIGN PATENT DOCUMENTS

| Examiner<br>Initials | Document<br>Number | Publication Date<br>MM/DD/YYYY | Name of Patentee                                   | Translation<br>Yes / No |
|----------------------|--------------------|--------------------------------|----------------------------------------------------|-------------------------|
|                      | 48                 | WO1997021183A1                 | 06/12/1997<br>Bell Communications Research<br>Inc. | No                      |
|                      | 49                 | WO1999057660A1                 | 11/11/1999<br>IWEB LTD.                            | No                      |

---

OTHER ART

| Examiner<br>Initials | Item | AUTHOR, Title, Date, Pertinent Pages, Etc.                                                                                                                                                                                                                                                                |
|----------------------|------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                      | 50   | Advertiser Solutions," <a href="https://web.archive.org/web/20050325042542/http://www.premiumnetwork.com/advertisers.shtml">https://web.archive.org/web/20050325042542/http://www.premiumnetwork.com/advertisers.shtml</a> , archived March 25, 2005                                                      |
|                      | 51   | baseview.com website (ClassManagerPro) from <a href="http://www.archive.org">www.archive.org</a> , archived January 16, 1997                                                                                                                                                                              |
|                      | 52   | Media Kit - Marketers, RevenueScience, <a href="https://web.archive.org/web/20051124105455/http://www.revenuescience.com/datafile/Mediakit_marketers_02.pdf">https://web.archive.org/web/20051124105455/http://www.revenuescience.com/datafile/Mediakit_marketers_02.pdf</a> , archived November 24, 2005 |
|                      | 53   | Publisher Solutions," <a href="https://web.archive.org/web/20050325061154/http://www.premiumnetwork.com/publishers.shtml">https://web.archive.org/web/20050325061154/http://www.premiumnetwork.com/publishers.shtml</a> , archived March 25, 2005                                                         |
|                      | 54   | S-1/A SEC Filing, filed by FlyCast Communications Corporation on April 30, 1999                                                                                                                                                                                                                           |

Examiner: \_\_\_\_\_ Date Considered: \_\_\_\_\_

---

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance *and* not considered. Include copy of this form with next communication to applicant.

| Electronic Acknowledgement Receipt          |                                                                                                      |
|---------------------------------------------|------------------------------------------------------------------------------------------------------|
| <b>EFS ID:</b>                              | 28601507                                                                                             |
| <b>Application Number:</b>                  | 15360762                                                                                             |
| <b>International Application Number:</b>    |                                                                                                      |
| <b>Confirmation Number:</b>                 | 7247                                                                                                 |
| <b>Title of Invention:</b>                  | Media properties selection method and system based on expected profit from profile-based ad delivery |
| <b>First Named Inventor/Applicant Name:</b> | Roy Shkedi                                                                                           |
| <b>Customer Number:</b>                     | 26362                                                                                                |
| <b>Filer:</b>                               | Louis J. Hoffman/Donald Hertz                                                                        |
| <b>Filer Authorized By:</b>                 | Louis J. Hoffman                                                                                     |
| <b>Attorney Docket Number:</b>              | 14-EP-CON7                                                                                           |
| <b>Receipt Date:</b>                        | 10-MAR-2017                                                                                          |
| <b>Filing Date:</b>                         | 23-NOV-2016                                                                                          |
| <b>Time Stamp:</b>                          | 18:35:38                                                                                             |
| <b>Application Type:</b>                    | Utility under 35 USC 111(a)                                                                          |

### Payment information:

| Submitted with Payment |                      | no                                            |                                         |                  |                  |
|------------------------|----------------------|-----------------------------------------------|-----------------------------------------|------------------|------------------|
| <b>File Listing:</b>   |                      |                                               |                                         |                  |                  |
| Document Number        | Document Description | File Name                                     | File Size(Bytes)/<br>Message Digest     | Multi Part /.zip | Pages (if appl.) |
| 1                      | Transmittal Letter   | 17-03-10-AN-EP_CON7-Supp_IDS_Cover-Yahoo1.pdf | 37403                                   | no               | 1                |
|                        |                      |                                               | 32315c61a9f167ccb32ad79951830be416011e7 |                  |                  |
| <b>Warnings:</b>       |                      |                                               |                                         |                  |                  |

|                                                 |                                                    |                                           |                                          |    |    |
|-------------------------------------------------|----------------------------------------------------|-------------------------------------------|------------------------------------------|----|----|
| Information:                                    |                                                    |                                           |                                          |    |    |
| 2                                               | Foreign Reference                                  | WO9721183A1-Bell_Comm.pdf                 | 3512235                                  | no | 78 |
|                                                 |                                                    |                                           | 58aad5a4bb410866cc4e5af1d5f9dfab123619ac |    |    |
| Warnings:                                       |                                                    |                                           |                                          |    |    |
| Information:                                    |                                                    |                                           |                                          |    |    |
| 3                                               | Foreign Reference                                  | WO9957660A1-IWEB.pdf                      | 1834524                                  | no | 42 |
|                                                 |                                                    |                                           | b798b626a35f0a26427285e7c9d0259469eb581  |    |    |
| Warnings:                                       |                                                    |                                           |                                          |    |    |
| Information:                                    |                                                    |                                           |                                          |    |    |
| 4                                               | Information Disclosure Statement (IDS) Form (SB08) | 17-03-10-AN-EP_CON7-1449-Yahoo1.pdf       | 111453                                   | no | 3  |
|                                                 |                                                    |                                           | fd4f40f681748b5b944dacea81902c424a888655 |    |    |
| Warnings:                                       |                                                    |                                           |                                          |    |    |
| Information:                                    |                                                    |                                           |                                          |    |    |
| This is not an USPTO supplied IDS fillable form |                                                    |                                           |                                          |    |    |
| 5                                               | Non Patent Literature                              | Advertiser_Solutions-EP.pdf               | 150137                                   | no | 2  |
|                                                 |                                                    |                                           | 0230797ce3e40c15df944feb718c5f90bb51bf75 |    |    |
| Warnings:                                       |                                                    |                                           |                                          |    |    |
| Information:                                    |                                                    |                                           |                                          |    |    |
| 6                                               | Non Patent Literature                              | Baseview_ClassManagerPro-01_16_97-ALL.pdf | 216102                                   | no | 7  |
|                                                 |                                                    |                                           | 71fbc5798aa80544928bc1ef70e587fc0bc93c0  |    |    |
| Warnings:                                       |                                                    |                                           |                                          |    |    |
| Information:                                    |                                                    |                                           |                                          |    |    |
| 7                                               | Non Patent Literature                              | Mediakit_marketers-Revenue_Science-EP.pdf | 1645494                                  | no | 20 |
|                                                 |                                                    |                                           | 7cd19cf50e986ef940b92743513d42c5358caafa |    |    |
| Warnings:                                       |                                                    |                                           |                                          |    |    |
| Information:                                    |                                                    |                                           |                                          |    |    |
| 8                                               | Non Patent Literature                              | Publisher_Solutions-EP.pdf                | 138271                                   | no | 2  |
|                                                 |                                                    |                                           | 651d2238d8981a1674ff36358680ae6eb2d21e33 |    |    |
| Warnings:                                       |                                                    |                                           |                                          |    |    |
| Information:                                    |                                                    |                                           |                                          |    |    |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                       |                                  |                                                            |         |     |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|----------------------------------|------------------------------------------------------------|---------|-----|
| 9                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Non Patent Literature | S-1_A-FlyCast-04_30_1999-ALL.pdf | 631395<br><br>79e5c45c46639bfa7d141aac4bc316b6d3c<br>dfd42 | no      | 106 |
| <b>Warnings:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                       |                                  |                                                            |         |     |
| <b>Information:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                       |                                  |                                                            |         |     |
| <b>Total Files Size (in bytes):</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                       |                                  |                                                            | 8277014 |     |
| <p><b>This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.</b></p> <p><b><u>New Applications Under 35 U.S.C. 111</u></b><br/> <b>If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.</b></p> <p><b><u>National Stage of an International Application under 35 U.S.C. 371</u></b><br/> <b>If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.</b></p> <p><b><u>New International Application Filed with the USPTO as a Receiving Office</u></b><br/> <b>If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.</b></p> |                       |                                  |                                                            |         |     |

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

|             |                                                                                                        |           |                       |
|-------------|--------------------------------------------------------------------------------------------------------|-----------|-----------------------|
| Inventor    | : Shkedi, Roy                                                                                          | Art Unit  | : 2441                |
| Serial No.  | : 15/360,762                                                                                           | Examiner  | : Katsikis, Kostas J. |
| Filing Date | : 11/23/2016                                                                                           | Conf. No. | : 7247                |
| Title       | : Media properties selection method and system based on expected profit from profile-based ad delivery |           |                       |

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

Filed via EFS-Web on March 10, 2017

**SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT**

Dear Sir:

Applicant discloses references listed on form PTO-1449 attached, received from defendant in Case No. 1:16-cv-01557-ILG-SMG (E.D.N.Y.). Applicant has not confirmed the dates nor that every cited reference qualifies as prior art, and has not concluded that each are more material to patentability than references cited earlier.

To the knowledge of the undersigned attorney after making reasonable inquiry, no new item of information contained in this IDS was either (1) cited in a communication from a foreign patent office in a counterpart foreign application, or (2) known to any individual designated in 37 CFR § 1.56(c), more than three months ago.

If there are any questions, please contact applicant's undersigned attorney.

Respectfully submitted,  
ALMONDNET, INC.  
by its attorney

Dated: March 10, 2017

/Louis J. Hoffman/  
Louis J. Hoffman  
Reg. No. 38,918

LOUIS J. HOFFMAN, P.C.  
7689 East Paradise Lane  
Suite 2  
Scottsdale, Arizona 85260  
(480) 948-3295

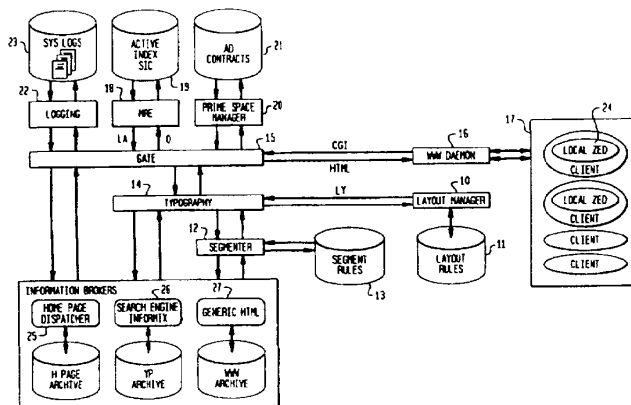
## PCT

WORLD INTELLECTUAL PROPERTY ORGANIZATION  
International Bureau

## INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

|                                                                                                                                                                    |  |                                                                                                                           |                                                                 |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|---------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|
| (51) International Patent Classification <sup>6</sup> :<br>G06F 151/00, 153/00                                                                                     |  | A1                                                                                                                        | (11) International Publication Number:<br>WO 97/21183           |
|                                                                                                                                                                    |  |                                                                                                                           | (43) International Publication Date:<br>12 June 1997 (12.06.97) |
| (21) International Application Number:<br>PCT/US96/19509                                                                                                           |  | (81) Designated States: CA, JP, KR, European patent (AT, BE, CH, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE). |                                                                 |
| (22) International Filing Date:<br>6 December 1996 (06.12.96)                                                                                                      |  |                                                                                                                           |                                                                 |
| (30) Priority Data:<br>08/569,639      8 December 1995 (08.12.95)      US                                                                                          |  | Published<br><i>With international search report.</i>                                                                     |                                                                 |
| (71) Applicant: BELL COMMUNICATIONS RESEARCH, INC.<br>[US/US]; 445 South Street, Morristown, NJ 07960-6438 (US).                                                   |  |                                                                                                                           |                                                                 |
| (72) Inventors: NAQVI, Shamin, Abbas; 19 Spring Valley Road, Morristown, NJ 07960 (US). IMIELINSKI, Tomasz; 153 Willowbrook Drive, North Brunswick, NJ 08902 (US). |  |                                                                                                                           |                                                                 |
| (74) Agents: GIORDANO, Joseph et al.; International Coordinator, Rm. 1G112R, 445 South Street, Morristown, NJ 07960-6438 (US).                                     |  |                                                                                                                           |                                                                 |

(54) Title: METHOD AND SYSTEM FOR PLACING ADVERTISEMENTS IN A COMPUTER NETWORK



**(57) Abstract**

A method and system for placing advertisements in a computer network. A server containing a collection of advertisements is placed in electronic communication with the computer network. The advertisements on the server are not tied to any particular page containing information on the network, but rather, are retrieved in response to a query entered by the user (17) and dynamically mixed with the content of the pages returned in response to the query (16). The present invention displays the content pages with focused, targeted advertisements as a part of the page, in accordance with a particular layout. The advertisements can be made to satisfy a set of constraints (19) requested by the advertiser, as well as the constraints of the publisher of the page. The system uses contracts (21) to specify the marketing rules (18) that link ads with specific queries, to permit advertisers to target a specific audience, and to guarantee a certain amount of exposure of the advertisement in prime advertising space. Algorithms are used to check for contract consistency to ensure that all contracts that are accepted can be properly satisfied. The present invention also provides a download delay-time advertising feature.

**FOR THE PURPOSES OF INFORMATION ONLY**

Codes used to identify States party to the PCT on the front pages of pamphlets publishing international applications under the PCT.

|           |                          |           |                                       |           |                          |
|-----------|--------------------------|-----------|---------------------------------------|-----------|--------------------------|
| <b>AM</b> | Armenia                  | <b>GB</b> | United Kingdom                        | <b>MW</b> | Malawi                   |
| <b>AT</b> | Austria                  | <b>GE</b> | Georgia                               | <b>MX</b> | Mexico                   |
| <b>AU</b> | Australia                | <b>GN</b> | Guinea                                | <b>NE</b> | Niger                    |
| <b>BB</b> | Barbados                 | <b>GR</b> | Greece                                | <b>NL</b> | Netherlands              |
| <b>BE</b> | Belgium                  | <b>HU</b> | Hungary                               | <b>NO</b> | Norway                   |
| <b>BF</b> | Burkina Faso             | <b>IE</b> | Ireland                               | <b>NZ</b> | New Zealand              |
| <b>BG</b> | Bulgaria                 | <b>IT</b> | Italy                                 | <b>PL</b> | Poland                   |
| <b>BJ</b> | Benin                    | <b>JP</b> | Japan                                 | <b>PT</b> | Portugal                 |
| <b>BR</b> | Brazil                   | <b>KE</b> | Kenya                                 | <b>RO</b> | Romania                  |
| <b>BY</b> | Belarus                  | <b>KG</b> | Kyrgyzstan                            | <b>RU</b> | Russian Federation       |
| <b>CA</b> | Canada                   | <b>KP</b> | Democratic People's Republic of Korea | <b>SD</b> | Sudan                    |
| <b>CF</b> | Central African Republic | <b>KR</b> | Republic of Korea                     | <b>SE</b> | Sweden                   |
| <b>CG</b> | Congo                    | <b>KZ</b> | Kazakhstan                            | <b>SG</b> | Singapore                |
| <b>CH</b> | Switzerland              | <b>LI</b> | Liechtenstein                         | <b>SI</b> | Slovenia                 |
| <b>CI</b> | Côte d'Ivoire            | <b>LK</b> | Sri Lanka                             | <b>SK</b> | Slovakia                 |
| <b>CM</b> | Cameroon                 | <b>LR</b> | Liberia                               | <b>SN</b> | Senegal                  |
| <b>CN</b> | China                    | <b>LT</b> | Lithuania                             | <b>SZ</b> | Swaziland                |
| <b>CS</b> | Czechoslovakia           | <b>LU</b> | Luxembourg                            | <b>TD</b> | Chad                     |
| <b>CZ</b> | Czech Republic           | <b>LV</b> | Latvia                                | <b>TG</b> | Togo                     |
| <b>DE</b> | Germany                  | <b>MC</b> | Monaco                                | <b>TJ</b> | Tajikistan               |
| <b>DK</b> | Denmark                  | <b>MD</b> | Republic of Moldova                   | <b>TT</b> | Trinidad and Tobago      |
| <b>EE</b> | Estonia                  | <b>MG</b> | Madagascar                            | <b>UA</b> | Ukraine                  |
| <b>ES</b> | Spain                    | <b>ML</b> | Mali                                  | <b>UG</b> | Uganda                   |
| <b>FI</b> | Finland                  | <b>MN</b> | Mongolia                              | <b>US</b> | United States of America |
| <b>FR</b> | France                   | <b>MR</b> | Mauritania                            | <b>UZ</b> | Uzbekistan               |
| <b>GA</b> | Gabon                    |           |                                       | <b>VN</b> | Viet Nam                 |

**METHOD AND SYSTEM FOR PLACING  
ADVERTISEMENTS IN A COMPUTER NETWORK**

**NOTICE OF COPYRIGHTED MATERIAL IN DISCLOSURE**

A portion of the disclosure of this patent document contains material which is subject to copyright protection.

The copyright owner has no objection to the facsimile  
5 reproduction by anyone of the patent document or the patent disclosure, as it appears in the Patent and Trademark Office patent file or records, but otherwise reserves all copyright rights whatsoever.

10 **BACKGROUND OF THE INVENTION**

**Field of the Invention**

The present invention relates generally to advertising and, in particular, to a method and system for placing advertisements in a computer network, such as a wide area  
15 network or a metropolitan area network.

**Description of the Prior Art**

A number of information services are currently offered on wide area public networks, such as the Internet. The  
20 basic model of these services is that a query is processed and a set of answers is returned. For example, a number of yellow page searchable directories have been developed in which users can query categories of products or services (e.g., new car dealers) and the system returns a set of  
25 vendors satisfying the query.

One problem with these services is determining who should subsidize the end user's cost of using the services.

One way of providing such a subsidy is through the use of

advertisements. Public networks, such as the Internet, are starting to see random use of advertisements. For example, some search engines used in public networks are sponsored by a single vendor or company. The sponsoring vendor or  
5 company will often have an advertisement displayed on a user's computer screen during use of the search engine. Other search engines display randomly selected advertisements from a fixed set of advertisements.

As one example, a number of services on the World Wide Web ("WWW") are currently using ad hoc means of  
10 advertising. That is, when a user uses certain search engines for conducting a search, the user will be shown advertisements while doing the searching. These advertisements are sometimes referred to as "banner"  
15 advertisements because they simulate a banner that the user sees as the user is traveling down a "road" on the computer network. These advertisements are typically tied to a particular search page that the user encounters during the search.

20 The current state of the art is such that when the user uses a search engine, a randomly selected advertisement is shown as if it is part of the search page.

For example, the user may enter a search request to see a home page on cooking and, as a part of that page, the  
25 existing systems might display an advertisement about cars.

This is a problem, of course, because there is no connection made between the content of the advertisements or the message of the advertisements and what the user is actually searching. Another problem with the current  
30 state of the art is that there is no guarantee associated with the advertisements that they will be shown a certain number of times or in a certain place on the page with

respect to the other pieces of data on that page. For these reasons, the existing systems for placing advertisements on computer networks, such as the Internet, fail to take full advantage of the interactive/demand driven environment of the online medium.

#### SUMMARY OF THE INVENTION

It is thus an object of the present invention to provide an improved method and system for advertising on a computer network, particularly a wide area or metropolitan area network, which overcomes the above described problems of existing advertising systems.

It is a further object of the present invention to provide an effective advertising medium that anyone with a personal computer can use to advertise on computer networks.

It is a further object of the present invention to provide a method and system for advertising in which advertisements are more informative and provide a direct link to additional information about the advertised product or service or about the advertiser.

It is a further object of the present invention to provide a method and system for advertising on a computer network in which advertisements are more focused and targeted, for example, by user queries and user profiles, including the past history of the user's interactions with the system.

It is a further object of the present invention to provide a method and system for advertising in which new online publishers can be created with little effort.

It is a further object of the present invention to provide a method and system for advertising in which

advertisers can be guaranteed that their advertisements will be displayed a certain number of times or in a particular manner or under particular circumstances.

5 Additional objects, advantages and novel features of the invention will be set forth in the description which follows, and will become apparent to those skilled in the art upon reading this description or practicing the invention. The objects and advantages of the invention may be realized and attained by the appended claims.

10 The present invention provides a new process and system for online advertising. This new process will be referred to throughout this application as query-based advertising ("QBA"). In the QBA process, advertisements are primarily triggered by user queries. User queries, as  
15 used herein, refer to requests from an information consumer for one or more pages of information from a computer network. As a result of a query, a user is exposed to advertisements with the present invention, i.e., the query triggers advertisements.

20 In accordance with the present invention, a server containing a collection of advertisements is placed in electronic communication with a computer network. The computer network is preferably a wide area network, such as the Internet, or a metropolitan area network. As used in  
25 this application, the phrase "computer network" refers to any public or private data communications network.

The advertisements on the server are not tied to any particular page containing information on the computer network. Rather, the advertisements are contained on the  
30 server, distinct from the pages that may or may not later carry the advertisements. The pages by themselves have no

advertisements. Thus, the pages are analogous to a newspaper or magazine devoid of any advertisements.

When the user requests a certain page or a certain topic of information, the relevant pages are retrieved from the computer network and shown to the user. The present invention, upon receiving the user's request, retrieves advertisements that are related to the user's action, dynamically mixes the advertisements with the content of the pages according to a particular layout, and displays the pages with focused, targeted advertisements as a part of the page. The advertisements can be made to satisfy a set of constraints requested by the advertiser, as well as the constraints of the publisher of the page, as further discussed below.

The advertisement triggering mechanism of the present invention is not random or coincidental, but rather, is prespecified in advance. This specification will be referred to in this application as a contract. A contract specifies the marketing rules that link advertisements with specific queries. For example, a diet soft drink advertisement may be shown when a user asks for a page about exercising equipment. These rules are specified by advertisers implementing the concept of "focus" or "relevance" of advertisements and help the advertisers to target a specific audience. Owners of pages specify the focus content of their pages through special tags within a page. These tags are not displayed to the information consumer; the tags are used to decide what advertisement can be shown when the page is requested by a consumer.

The notion of a contract, however, goes well beyond just marketing rules. First of all, the advertising space on the online medium, although technically unlimited, is

severely restricted by the user's attention span. Placing advertisements on the first page which constitutes the answer to a query gives the advertisements much higher probability to be seen than on later pages of the answer.

5 This is analogous to a certain extent, to newspaper advertising where advertising on the first page of the newspaper is more expensive than on the last page of the newspaper. Thus, the present invention introduces the concept of prime space as a part of the QBA.

10 Prime space will be used in this application to refer to limited advertising space on the first page of the answer to a query. Prime space is, in principle, as attractive as prime time television. Prime space, like prime time, is limited so it may be impossible to show all the relevant advertisements in prime space.

15 As a solution to the prime space limitations, the present invention provides guarantees to advertisers through the use of contracts. The contracts provide tools to specify such guarantees and to enforce them.

20 Specifically, the present invention provides the following types of guarantees (or "contracts") to advertisers:

1. Ratio-based: The ad will be shown in prime space no less than a certain percentage of the times a relevant query is made by a searcher.
- 25 2. Exclusive or Competitive: Ad A is never to be shown in prime space when ad B is shown.
3. Dependent: Ad A is to be shown with a predetermined probability when ad B is shown in prime space.
- 30 4. Story: An ad consisting of several sub-ads will be shown in prime space in sequence to a consumer.

5. Frequency-based: The ad will be shown in prime space a certain number of times in a given time period (e.g., 100 times per month).

5 Additionally, the contracts may also specify the type of layout used to mix ads together with the data. This may include the layout types, and so forth.

The present invention also provides means for determining whether there are any contracts that cannot be satisfied. For example, if the prime space is sufficient  
10 to hold only two ads, it is impossible to guarantee 100% ratio for more than two ads. Similarly, if ad A is never to be shown when ad B is shown and if both ad A and ad B are equally relevant according to focus matching, then it is impossible to guarantee ratios above 50% for both ads A  
15 and B.

The present invention uses algorithms to check for contract consistency to ensure that all contracts that are accepted can be properly satisfied. An advertiser can ask for a certain contract (e.g., 5% relative coverage in prime  
20 space) and the present invention will determine whether that contract can be satisfied. If not, the system suggests what coverage it can provide. After the contract is determined to be consistent, the present invention will enforce the contract by displaying advertisements in  
25 accordance with the contract.

A consequence of QBA is that ads cannot be placed on pages a priori because it is the query that determines what ads are to be placed on a page. This is referred to as dynamic advertising. The query asks for a page that has a  
30 focus. Ads that are resident in the system are checked to determine which ads can potentially be placed on the page in question. This decision is based on matching the focus

of a page with the focus of the ad. When not all matching ads can be placed on a page because of space limitations, the contract enforcement feature of the present invention ensures that the ads that are placed on the page are  
5 consistent with the contracts signed by the system with the advertiser.

Another consequence of QBA is that it must be determined where to place an advertisement on a page. Currently, pages on the WWW have a fixed a priori agreed  
10 upon area on a page for advertising. The present invention, however, dynamically determines where an advertisement should be placed. The present invention permits owners of pages to be free to organize the layouts of their pages. The page owner makes the final  
15 determination of where an advertisement should or should not be placed. Once the page is organized, the page owner can specify where an advertisement can be placed by placing a special tag ("ad space") on their page. Like the focus tag, this ad space tag is not visible to the consumer. It  
20 is a directive to the advertising system that the tag denotes space available for advertising, i.e., the tag can be thought of as a billboard stating "this space available for advertising."

The present invention also provides a download delay-time advertising feature. Most consumers on computer  
25 networks, such as the Internet, experience a delay from the moment they ask for a page to the time the page is downloaded to their browser. This delay may be caused, for example, by traffic congestion on the WWW. This delay time  
30 will be referred to as download delay-time.

The present invention uses the download delay-time to display ads to the consumer. This will be referred to as

down-load delay time advertising. The time that the consumer would have waited for a page to be downloaded is utilized to expose the consumer to ads. Once a page (or a subpart of the page) has been downloaded to the consumer's browser and is available to be displayed, the ads are replaced by the page content. The consumer does not experience a delay due to advertising by the present invention. Only the preexisting delay time is utilized by the advertising system.

10 In summary, the present invention provides a system and method for advertising on a computer network, comprising a server containing a plurality of advertisements, means for electronically connecting the server to a computer network, and means for selecting and  
15 retrieving an advertisement from the server in response to a query entered on the network. The selecting means comprises means for ensuring that a selected advertisement is relevant to the query. A mixer means is provided for combining a retrieved advertisement with a content page  
20 returned by the computer network in response to the query.

The mixer means comprises a layout manager means for computing an optimum layout of a combined page containing the retrieved advertisement and the content page. The mixer means also comprises a typography manager means for  
25 detecting special tags and HTML rules in the content page and for determining which part of the content page the selected advertisement can be displayed on. The content page is provided by a home page dispatcher, a search engine, or a generic HTML content provider in response to  
30 the query.

A transaction means is provided for permitting a user to make a transaction with the advertiser by interacting

with the displayed advertisement. A prime space manager means is provided for controlling when the advertisements contained on the server are selected by the selecting means, the control being based upon respective advertiser contracts associated with each of the advertisements.

An ad placement means is provided for placing new advertisements on the server, the ad placement means having means for entering an advertiser contract for each advertisement placed on the server and means for checking a new advertiser contract for consistency with existing advertiser contracts. A local client means is provided for displaying a retrieved advertisement only during a download delay time period in which a user is waiting for a content page to be downloaded in response to the query. A means for refreshing a displayed advertisement after a predetermined time period of inactivity by the user, and a means for replacing a displayed advertisement with a downloaded content page as soon as the content page is received by the client are also provided. The system includes means for calculating a search time estimation for the query, and means for combining a page containing the search time estimation and a retrieved advertisement. The system also includes means for determining a geographic location of a user, and means for selecting an advertisement based upon the user's geographic location.

#### **BRIEF DESCRIPTION OF THE DRAWINGS**

The present invention will become more clearly appreciated as the disclosure of the present invention is made with reference to the accompanying drawings, wherein:

Fig. 1 is a schematic diagram providing a general overview of the main components of the present invention.

Fig. 2 is a flow chart showing a process of placing advertisements on content pages provided by yellow page publishers of a computer network.

5 Figs. 3A-3D are screen prints showing page views displayed during various steps in the process of Fig. 2.

Fig. 4 is a flow chart showing the process performed by the layout manager of the present invention.

Fig. 5 is a flow chart showing the process performed by the parser of the present invention.

10 Fig. 6 is a flow chart showing the process performed by the mixer and ad selector of the present invention.

Fig. 7 is a flow chart showing a process of placing targeted advertisements in online pages provided by a home page publisher of a computer network.

15 Figs. 8A-8C are screen prints showing page views displayed during various steps in the process shown in Fig. 7.

Figs. 9A and 9B are flow charts showing a billing system process according to the present invention.

20 Fig. 10 is a flow chart showing the steps of an ad placement process according to the present invention.

Fig. 11 is a flow chart showing the steps of a page placement process according to the present invention.

25 Fig. 12 is a schematic showing the architecture of a transaction system according to the present invention.

Figs. 13A and 13B are screen prints showing page views displayed during various steps in a transaction process of the present invention.

30 Fig. 14 is a flow chart showing the steps of the transaction process according to the present invention.

Fig. 15 is a diagram chart showing the process performed by the prime space manager component of the present invention.

5     **DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENT**

Reference will now be made in detail to a preferred embodiment of the invention, an example of which is illustrated in the accompanying drawings.

10     Fig. 1 provides a general overview or space architecture of the main components of the present invention. The layout manager 10 is primarily responsible for the computation of the layout of a page to be displayed to a client. Other modules of the system compute the necessary data that is to be displayed, as described below.

15     The layout manager 10 then accepts this data from the other modules and computes the optimum layout for the display.

20     The layout manager 10 uses two sub-components to determine the optimum layout; a rule base and a layout data base within the layout manager (collectively shown as the layout rules component 11 in Fig. 1). The layout data base contains a collection of templates that have been predefined and stored in the layout data base. The rule base contains a collection of rules defined by the user or  
25     by the placer of the layout manager to ascertain which layout templates are best under what set of conditions. When the layout manager 10 receives the data to display, it invokes various rules in the layout rules to figure out which rule to trigger and, hence, decides on one layout as  
30     being the best under the present set of conditions.

The variables used in the rules are the amount of data that is to be displayed, the kind of data that is to be

displayed, the amount of text, the amount of advertising material, and the size of the various maps and multi-media icons that are to be displayed. Based on these variables, the rules are checked and one or more rules are picked as  
5 delineating the best layout that can be found. The layout manager 10 then arbitrarily picks one of the rules that it thinks are the best and picks that layout, inserts the data given to it in the layout template, and gives the final product to the client to be displayed.

10 The variables that are expressed in the rules are based on a number of parameters including the size of the text, the amount of text, the size of the maps, the size of the images, and the size of the advertisement. In principle, there is no limit as to the number of parameters  
15 that one can achieve using the layout manager 10. The rules are preferably expressed in a programming language general enough to take any other parameters that one may desire to furnish.

The layout rules are constructed based on various  
20 parameters. The layout rules are then checked and used to pinpoint the exact template to be used for a certain kind of data situation. The template is then filled in by the layout manager 10 to provide a display to the client.

Next, the segmenter 12 will be described. The  
25 segmenter 12 is responsible for analyzing an HTML page and for extracting the relevant data from the HTML page. The purpose of the segmenter 12 is that, if the system is given a page constructed by another component or by some other content provider, the segmenter 12 will try to find  
30 reasonable places within that page where a certain advertisement could be inserted dynamically.

5 The segmenter 12 uses various rules for finding advertising space within a page, and for preventing the essential layout of the page from being disturbed. In particular, the segmenter 12 looks for certain special tags inserted by the designer of the HTML page and replaces those special tags with advertisements or other types of information that it has been given. The segmenter 12 then looks at the page, decides where to insert ads, and provides that information to the layout manager 10.

10 In most instances, the typography manager 14 is the main input device to the layout manager 10. One exception to this will be described later. The typography manager 14's role is to "render" the page. By rendering the page it is meant that the typography manager 14 takes various kinds of input that has to go on a page and decides which part of the information has to go on the page and which part of the information could in fact be deleted. Thus, the typography manager 14 is similar in function to a typographer in a traditional publishing situation.

20 The typography manager 14 has the final say in what data gets sent to the layout manager 10. The typography manager 14 also detects special tags and special HTML rules that tell it where the markups of the HTML page are supposed to happen. Ultimately, the layout manager 10 and the typography manager 14 collaborate on coming up with a page. This page in its final form is then passed to the gate 15.

30 The gate 15 transfers a page from the system of the present invention to the client. The gate 15, therefore, provides the gate between the client and the server. The gate 15 gives the page that it wants to display to the WWW

Daemon 16 and the Daemon interacts in turn with the client 17 on the user's side.

5 The above description has explained how the layout manager 10, the segmenter 12, the typography manager 14, and the gate 15 operate. Before describing in detail the remaining components of the system, an example flow of a request through the system will be explained.

10 Initially, a user requests a particular piece of information through one of the clients 17. The user's request is given to the WWW Daemon 16, which passes the information to the gate 15. The gate 15 at this point decides what piece of information is being requested by the user and finds other relevant pieces of information that can be commingled with what the user has asked. The user, 15 for example, might ask the system to see certain car dealers, to find a phone number of a car dealer, or to get a page of a particular magazine.

The gate 15 at this point gives the request to the matching rule engine 18 ("MRE"). The purpose of the MRE 18 20 is to look at the content of the user's query and to find a category within its active index SIC 19 that matches the same type. If the user has asked for car dealers, the MRE 18 invokes its rules to determine that car dealers are part of a class of things relating to transportation. Based on 25 the classification determined by the MRE 18, the system now knows that the user is asking about cars or about transportation or about whatever else that the user might be interested in.

30 The MRE 18 at this point then returns to the gate 15 the category index of the user's query. If the user had asked about cars or about family sedans or about sports cars, at this point the MRE 18 would have figured out that

the user's interest falls into a certain category. Based on the user's interest category, the system then retrieves the advertisements that are relevant to that category. Thus, the purpose of the MRE 18 is to figure out what the user requested, to place the user's request in a category of a classification system (i.e., the active index SIC 19) and, based on that classification, to retrieve relevant advertisements. At this point there may be several hundred related advertisements retrieved from the category containing the user's request. This creates a problem in that there will be many more advertisements related to the user's request than can possibly be shown to the user on the first page of information. At this point, the prime space manager 20 comes into play. The purpose of the prime space manager 20 is to prioritize the advertisements that are to be shown to the user.

For example, if there is only room for five advertisements and the MRE 18 returns a list of 500 possible advertisements to show, the system must determine which five of the ads to show. The operation of the prime space manager 20 is based on a set of contracts that were accepted when the advertisers placed their advertisements with the system. The system supports the following five basic types of contracts:

1. Ratio-based: The ad will be shown in prime space no less than a certain percentage of the times a relevant query is made by a searcher.
2. Dependent: Ad A is to be shown with a predetermined probability when ad B is shown in prime space.
3. Exclusive or Competitive: Ad A is never to be shown in prime space when ad B is shown.

4. Story: An ad consisting of several sub-ads will be shown in prime space in a particular sequence to a consumer.

5. Frequency-based: The ad will be shown in prime space a certain number of times in a given time period (e.g., 100 times per month).

Additionally, the contracts may also specify the type of the layout used to mix ads together with the data. This includes the layout types, and so forth. The various contracts used by the system will now be discussed in more detail.

The ratio-based contracts are used where an advertiser wants the advertisement to be displayed a certain percentage of the time in prime space. In other words, when a query is received that is related to the business of the advertiser, the advertiser is guaranteed that its advertisement will be on the first screen of information displayed to the user a certain percentage of the time (e.g., 15% of the time). This percentage is called the coverage guarantee. The ratio-based contract provides a coverage guarantee to the advertiser that its advertisement will be displayed X% of the time for every relevant query.

This guarantee is probabilistic in nature, so that over the long run of the system, the probability will converge to the percentage that the advertiser has requested.

The second kind of contract that the system supports is referred to as a dependent contract. The dependent contract guarantees that one advertiser's ad can be shown in conjunction with another advertiser's ad on the same screen. For example, a travel destination advertisement (e.g., "Come to the Bahamas") can be shown on the first screen of information together with a credit card

advertisement (e.g., "Pay for your ticket through VISA"). With this type of contract, the system can support contracts that satisfy the needs of two or more advertisers at the same time.

5       The third type of contract supported by the system is called an exclusive or competitive contract. This type of contract can be used to guarantee that an advertiser's ad is not shown at the same time or on the same page as a competitor's advertisement. For example, a beverage  
10 manufacturer (e.g., Coca-Cola) can prevent a competing beverage manufacturer's (e.g., Pepsi's) ads to be shown at the same time as its own ads and vice versa.

      The fourth kind of contract is called a story contract. This type of contract is used to guarantee an  
15 advertising package in which a sequence of two or more ads are shown together. The ads can be displayed so that the user sees a first part of the advertisement, then sees a second part of the ad, and then sees a third part of the ad and so on. For example, an advertisement for coffee might  
20 consist of a picture on a first page showing somebody drinking a cup of coffee; a picture on a second page showing them putting the coffee cup away; and a picture on a third page identifying the name of the advertiser's product (e.g., "Maxwell House makes a good cup of coffee").

25       Thus, the story contract guarantees that an advertiser's ads will be shown in the form of a story. The story contract is desirable where a group of ads must be shown together in a particular order to make sense.

      The fifth kind of contract is the frequency-based  
30 contract. This contract is used where the advertiser wants to guarantee that its advertisement will be shown a certain

number of times over a given time period (e.g., 100 times per week).

Several different combinations of the above-described types of contracts can also be used. For example, an  
5 advertiser can enter a story contract which also guarantees that its advertisement will not be shown at the same time as its competitors ads are shown, that its advertisement will be shown at the same time that a related advertisement is shown, and that its advertisement will be shown in prime  
10 space a certain percentage of the time.

The prime space manager 20 has the responsibility of determining all the possible advertisements that can be shown in conjunction with the information requested by the user. The prime space manager 20 then decides which ads to  
15 show based on the particular contracts that have been signed. If a contract has already been entered with an advertiser's competitor, the prime space manager 20 will make sure that it can in fact satisfy the new contract with the advertiser. Thus, the prime space manager 20  
20 dynamically makes a decision of which advertisements to show given the amount and the number of advertisements that it can possibly show. The end result of the prime space manager 20's computation is that the system knows exactly which advertisements can and will be shown to the user.

25 These advertisements are then given to the gate 15. The gate 15 at this point gives the ads to the typography manager 14, and the typography manager 14 determines how best to display the information. The page information then comes back to the gate 15 and is forwarded to the client  
30 17. In the above description of the present invention, the advertisement contracts, the active index SIC 19, the layout rules 11, the segmenter 12, the segment

rules 13, the layout manager 10, and the typography manager 14 have been explained.

During the computation of the advertisements and all the other computations that the system of the present invention performs, a logging module 22 of the system performs extensive logging of what the user has asked, what advertisements were shown, how long the advertisements were shown, and which advertisements were shown to which user. The logging module 22 then stores these logs in a SYS logs database 23. Various scanned reports can be produced and defined using the information in the SYS logs database 23.

A local client 24 of the present invention provides a download delay-time advertising feature. Download delay time refers to the delay experienced by most users of computer networks from the moment a page is requested to the time the page is downloaded to their browser. The download delay-time advertising feature utilizes the time that the consumer would have waited for a page to be downloaded to expose the consumer to ads. Once a page (or a subpart of the page) has been downloaded to the consumer's browser and is available to be displayed, the ads are replaced by the page content.

In most cases, when a user asks for a page there is a considerable download delay time. The user must wait for the page after the request for a few seconds or, in certain cases, a few minutes before the page is finally downloaded by the network. The present invention uses this delay time to show advertisements, while taking care that the delay time of the user is not increased by showing the ad. Thus, the only time an advertisement is displayed is the time that the user would have had to wait anyway. While the

user waits for the page, the user can view the advertisements on the local client 24.

The information brokers or content providers shown in Fig. 1 include a home page dispatcher 25, a search engine  
5 INFORMIX 26, and a generic HTML 27. For purposes of the present invention, it is assumed that there are three broad classes of publishers that can utilize the advertising features of the present invention. A "publisher" can include virtually anyone that provides content to the  
10 network. For example, anyone who is a home page owner is a publisher in the category shown as Generic HTML 27. A second kind of publisher is the search engine publisher 26, which includes phone company yellow page providers, such as NYNEX. And a third kind of publisher is the so-called home  
15 page dispatchers, which include traditional magazines and newspapers, such as Business Week.

The present invention distinguishes between these three types of publishers. If the publisher is a home page dispatcher 25, the publisher provides its own content and  
20 intersperses the content with certain special tags indicating where ads can and cannot be placed and indicating where the focus of the content is about certain topics. These special tags are then used to trigger certain actions in the system of the present invention  
25 relating to the type of content contained on the page and the kinds of advertisements that can be placed on the page.

The second kind of publisher that the present invention is used with is the search engine publisher 26. Currently, there are many companies on the WWW that permit  
30 users to query their database and then return a set of answers from the database to the user. For example, a telephone company may have a site that allows a user to

obtain a set of phone numbers and business names for a particular type of business (i.e., a yellow page directory).

5 For purposes of the present invention, the search engine publisher 26 is distinguished from the home page dispatcher 25 in the sense that the content returned by the search engine publisher 26 does not contain any special tags or meta comments put in by the publisher to define the layout of the content and the ads. In this case, the  
10 layout manager 10 of the present invention computes the optimum layout based upon the rules and layout templates, as described above. The final result, therefore, is that output is taken from the search engine publisher 26, adorned with certain relevant advertisements, and then  
15 shown to the users.

The third kind of publisher, the generic HTML publisher 27, includes those publishers that the present invention assumes are people who have designed their own home page, perhaps taking great care to provide a desired  
20 appearance. These publishers will probably not have inserted any special tags or meta comments into their home page to guide the advertising system of the present invention. In this case, the system of the present invention can either try to find a space in the home page  
25 that it thinks is reasonable without violating the desired appearance of the page, or it can insert the advertisement before or after the page. That is, if the segmenter 12 cannot find a suitable place within the page that the generic HTML publisher 27 has already designed, it will  
30 place the advertisement on the proceeding or the following page. This is more likely to occur if the owner of the page has not provided any special tags or meta comments, or

if copyright concerns prevent the insertion of a certain advertisement within the page.

In summary, the present invention partitions the publishers (i.e, the information brokers) into three  
5 categories: the home page dispatchers 25, the search engine publishers 26, and the generic HTML home page providers 27.

The distinction between the three is that the home page dispatchers 25 intersperse their content with special tags or meta comments which helps the present invention in  
10 determining where to place the advertisements and what kind of advertisements to place, the search engine kind of publishers 26 return unadorned results of queries and the present invention is free to reformat and relay out the set of answers, and the generic HTML home page publishers 27  
15 are publishers that have meticulously crafted their home pages, usually without special tags or meta comments, so that no guidance is provided to determine an appropriate space for placing an ad.

The segmenter 12, which is the module of the present  
20 invention whose responsibility is to find a place somewhere on a generic HTML page to place an advertisement, may not succeed in finding a space on a generic HTML home page. In this case, it will either place the advertisement on a proceeding or a following page. Most, if not all, of the  
25 publishers on the WWW will fall into one or more of these three categories.

In Fig. 1, the acronym LA refers to List of Ads, Q refers to the user's query, CGI is a standard WWW  
abbreviation for "common gateway interface," HTML is a  
30 standard abbreviation for hypertext markup language, and Ly is the list from the layout manager 10 to the typography

manager 14 that indicates a list of pages that have to be displayed.

Referring to Fig. 2, a flow chart is provided that describes the main flow of the process of placing ads on content pages provided by yellow page publishers, in accordance with the present invention. The process begins at START 30 when the client provides a query to the system.

For purposes of illustration, the query depicted is a yellow page query in which a user requests some item of interest, and the publisher is a yellow page publisher (please refer to the previous discussion for a description of the three kinds of publishers).

For example, the user may submit a query form asking for a listing of all car dealers in Morristown, New Jersey. This query form is evaluated by the box 31 entitled YP QUERY FORM. The purpose of this evaluation is to determine the type of the query (e.g., is the user interested in cars, a particular geographic region, etc.).

In using a yellow page publisher there are two broad distinctions for a query. A client may be asking for a certain category of listings, or the client may be asking for a particular vendor. For example, the user could ask for car dealers in Morristown, NJ (i.e., a category of listings), or the user could ask for Morristown BMW located on South Street in Morristown, NJ (i.e., a particular vendor). The system determines which of the two types of queries or searches the user has made, as illustrated by box 32 in Fig. 2. If the query is for a certain category, the process will go to the left hand side of the flow chart of Fig. 2, and if the query is for a certain vendor, the process will go to the right hand side of the flow chart of

Fig. 2. The left hand side of the flow chart will be explained first.

After determining the type of query, the category search engine 33 next determines which category best fits the user's request. The user may have asked for "car," but the category in the yellow page provider's index may in fact say "automobile." Or, the user may have asked for "spectacles," and the category in the yellow page provider may be called "optician." The matching of these variations of terms is performed by the category search engine 33.

Once it has been determined which category the user's request falls into, the advertisement selection process comes into play with the ad selector 34. The ad selector 34 determines what advertisements are best suited to be mixed in with what the user has requested. The content from the category search engine 33 and the ad(s) from the ad selector 34 are then given to a mixer 35. The mixer 35 functions to mix the content coming from the search engine with the ad(s) selected by the ad selector 34. The result is the creation of a page that is of interest to the user.

If the user's category was about cars, at this point the ad selector 34 would have presumably found advertisements related to cars and displayed these ads at step 36 to the user. The user at this point can select one or more of the listed or advertised car dealers. This again results in more advertisements being selected by the ad selector 34, as well as the accessing of a vendor search engine 37 provided by the yellow page publisher, and a new page being shown to the user.

Referring to the right hand side of Fig. 2, if the user requests a particular vendor, the system will first do a search time estimation 38 to figure how long it will take

to find the piece of information requested by the user. At the same time, the ad selector 34 will perform a search for the advertisements that are to be shown to the user. As soon as the relevant ads are found by the ad selector 34, the ads are mixed with the search time estimation information and both are displayed to the user. At this point 40 in the process, the user is asked for a confirmation of whether to continue with the requested search given the estimated search time. Upon receiving confirmation from the user, the ad selector 34 will again be accessed, as will be the vendor search engine 41. The first set of ads returned by the ad selector will continue to be displayed to the user for viewing until the search results from the vendor search engine 41 are available.

When the vender search engine 41 completes the search, it returns the search results to the mixer 35. Similarly, the ad selector 34 returns a second set of ads to the mixer 35. The mixer 35 mixes the ads with the content provided by the vendor search engine 41 and forwards the combined page to the page display 42.

The result of this process is that a yellow page inquiry posed by the user is categorized either as a category search or a vendor search. In both cases, the type of the query is matched with a certain category of ads, the search results and the ads are mixed, and a page is constructed and shown to the user. Upon further input from the user, the system selects and mixes a second set of ads with the content page of the publisher, and another page containing ads is constructed and shown to the user.

The "focus" arrows 43 shown in Fig. 2 indicate that a certain focus is associated with each category. The query may have been directed to a category of listings or a

particular vendor. In both cases there is a "focus" associated with the content of the query (e.g., automobiles, physicians, lawyers, etc.). In addition, there may be a focus associated with the geographic location of the user to permit advertisers to target users in particular geographic regions. The focus process plays a major part in the present invention. No advertisements are shown unless it can be determined that the advertisements are in some way focused or related to the content of what the user requested.

Referring to Figs. 3A-3D, the page views displayed to the user during the process of Fig. 2 will be described. Figs. 3A-3D show four form views labeled successively Form# YP\_1, Form# YP\_2, Form# YP\_3, and Form# YP\_4. These form views correspond to the references made to the same form numbers in the flow chart of Fig. 2.

The user is first presented with a user's screen that looks like Form# YP\_1 and the user is prompted to type in a query. For example, the user can type in a query for car dealers in Morristown, NJ. This query will result in a search type as previously described, either as a category or a vendor. In fact, the user can pick one or the other by selecting the appropriate box on Form# YP\_1. At this point, the system knows whether the search type is category or vendor and, because the user has typed in car dealers, the system knows the focus.

At this point, if the search type is vendor, the system will show a screen that looks like Form# YP\_2. This screen informs the user that it will take approximately 30 seconds for the system to respond to the user and asks the user whether this is okay. If the user wants to proceed,

the user clicks on the box labeled "Search it now" and the system begins the search.

5 If the search type is category, the system displays a screen that looks like Form# YP\_3. This Form# YP\_3 shows a list of categories under the heading of car dealers. The user is then asked to make a selection of one of these categories. Simultaneously, the system goes into the ad selection mode and selects and places ads on the Form# YP\_3 that is being displayed to the user. In this case the  
10 advertisement shown on Form# YP\_3 is the Bellcore logo.

The user then selects one of the subcategories being displayed and clicks on the box "Search it now."

The system next displays a screen that looks like Form# YP\_4. The ads placed on this Form# YP\_4 have been  
15 selected by the ad selector 34, and the listings on the form have been searched and retrieved by the vendor DB entries search engine 41.

In summary, the general process for a yellow page search request in the system is that first the user states  
20 a query, the result of the query is a set of possible categories that the user wants to see. The system then makes a choice of one category from this list of categories and shows the relevant providers in that category to the user. When the user states a query and the system displays  
25 to the user a list of categories, certain advertisements are shown to the user as well. This is the top half of the flow chart of Fig. 2 where the category search engine 33 or search time estimator 38 and the ad selector 34 provide the two components to the mixer 35 and the mixer 35 comes up  
30 with a page containing both an advertisement and a list of categories or the search time estimation of how long it will take.

If a user requested a category, the user will be shown advertisements and a list of categories that relate to the user's query. If the user requested a particular vendor, the user will be shown advertisements related to the focus  
5 of the user's query and an estimation of how long it will take for the system to process the query. In both cases, the user has been shown advertisements and some part of the information and then asked to make a further choice. Once the user makes the further choice, the system again tries  
10 to find what the user requested plus what advertisements to show as a part of this process. Thus, whenever the user asks the system to do something, the system will do what the user asks, but at the same time will find advertisements that it can mix in with what the user  
15 requested.

Although the flow chart of Fig. 2 illustrates the present invention only in conjunction with a yellow page publisher, similar processes are used with other types of publishers. The process of the present invention for  
20 placing ads with home page providers is described below in conjunction with the flow chart of Fig. 7.

Referring now to Fig. 4, the layout manager 10 of the present invention will be described in further detail. At step 50, the layout manager 10 is given the collection of  
25 data to be displayed. The layout manager 10 has a collection of rules that it evaluates so that it can return the best layout for each page. When the layout manager 10 receives data it reads the parameters of the data for each rule (step 51) and expands on the expand meta template 53.

30 There are two main components of the layout manager 10, as previously discussed -- a layout data base and a layout rule base. The layout rules describe certain

parameters that can be used to determine the best layout to use under a given set of situations. The layout data base is a collection of templates that can be thought of as forms that need to be filled out with certain kinds of data.

When the layout manager 10 is given a piece of data, it uses the rules to determine which templates to use. Specifically, the layout manager 10 evaluates each and every rule in its rule base to figure out which rule is the best for a given piece of data. The rules are evaluated at step 54 by calculating a meta and a target function cost. The meta template is the template that describes what the layout is about. For example, the template may provide that there are only five places for advertisements in a particular layout.

There is a cost associated with each kind of layout. The basic problem that the layout manager 10 is faced with is that there are a certain number of advertisements to show and there is a certain amount of user-requested data that has to be shown. This creates a spectrum of objective versus subjective content that has to be evaluated. That is, it must be determined how much subjective content to provide and how much objective content to provide. If the publisher is a yellow page publisher, the layout manager 10 must decide how many telephone listings to display and how much of the page to fill with advertisements. The system could, for example, display only three telephone listings and fill the rest of the page with advertisements, or the system could display twenty telephone listings and only one ad. Each template in the layout database has a set of meta attributes associated therewith indicating the number of advertisements that can be displayed, the amount of content

to be displayed, and the cost function associated with the template.

In summary, the layout manager 10 picks up a rule in the data base, calculates the cost function for each  
5 template and stores the template with the minimum cost in a safe place (step 55). At the end of this computation the layout manager 10 succeeds in finding the minimum cost layout within its data base that it can use for the current data account. It then picks the minimum cost layout as the  
10 best layout and returns the best layout (step 52) to the typography manager 14 for display to the user.

Referring to Fig. 5, a flow chart of a parser 60 of the present invention will be described. The purpose of the parser 60 is to interpret the meta comments and meta  
15 tags inserted on the publishers' pages. As described above, these are generally pages constructed by magazine or newspaper publishers that have provided special tags in their content for the present system to interpret in a special way. These pages are referred to in Fig. 5 as  
20 enhanced HTML or E\_HTML 61.

The parser 60 first searches for special tags (step 62) in the input E\_HTML. There are two kinds of special tags: tags for focus and tags for advertisement space. Tags for focus are tags that tell the system what the focus  
25 of the page is or what the context or content of the page is about. For example, a focus tag might indicate that the page is about sports cars, cooking, or travel destinations in the Caribbean. The advertisement space tags, on the other hand, indicate a space on the page that is so many  
30 pixels by so many pixels and that can be used for advertisements. The parser 60 searches for these special tags and identifies the tag name as either a focus or an

advertisement tag (step 63). If the parser 60 cannot find any special tags, it simply returns from where it was called.

5 If the parser 60 finds a focus kind of tag, it extracts and stores the focus words (step 64). If the parser 60 finds an advertisement kind of tag, it extracts and stores the size value (step 65). In both cases, the process returns the focus and ads information to another module in the system (step 67) after reaching the end of  
10 the page (EOF) 66.

Referring to Fig. 6, a process flow of the mixer and ad selector will be described. The purpose of the mixer 35 (as previously described in reference to Fig. 2) is to take publishers' content and advertisements and combine them  
15 together so that the content and the advertisements are mixed on the same page.

In Fig. 6, the mixer 35 is shown receiving two inputs from the publishers: data 50 (which is the content) and E-HTML 61 (which contains the special tags). The layout  
20 manager 10 and parser 60 both form a part of the mixer 35.

The data 50 is input to the layout manager 10, and the E\_HTML 61 is input to the E\_HTML parser 60, as previously discussed. Both of these sub-modules then determine where the advertisements can be placed on the publisher's page.

25 The advertisement list is then input from the ad selector 34. The ad selector 34 receives a focus input 43, retrieves relevant ads (step 70), and creates the advertisement list using the prime space manager 20 (step 71). These advertisements are then placed in the parser 60 and the layout manager 10 (step 72), as described above.  
30 The mixer 35 then logs all the essential billing and other user information (step 73) for keeping track of the

system's placement of an advertiser's ad. At this point, a refresh tag is inserted (step 74) and the system outputs an HTML page (step 75).

5 The HTML page output from the mixer 35 has no special tags and can be displayed by any client that can understand HTML. The E\_HTML 61 is peculiar to the present invention.

The HTML 75 is the standard HTML used on computer networks. The E\_HTML 61 is peculiar in the sense that it has the special tags for advertisements and focus, as  
10 discussed above.

The refresh tag inserted at step 74 is a special tag inserted into every page that is to be displayed. The purpose of this tag is to refresh the page if the user does not take any action for a predetermined period of time.  
15 The system will refresh and show a new advertisement in the ad space, while leaving the rest of the page the same. Thus, while the user is viewing the page, the system will not show the same advertisements for more than a predetermined period of time so as to take advantage of the user's limited attention span. This permits the system to  
20 effectively run as many ads as possible.

For example, while a user is reading an online magazine page, the advertisement may change every so often as the user is viewing the same page. If the user is  
25 making changes to the page or is going back and forth on the page, then the advertisements will not be changed by the refresh tag function. The timer for the refresh tag function can be specified by the advertiser or determined by the system.

30 As described above, there are five basic types of contracts supported by this system. One type of contract, the ratio-based contract, requires that a certain

advertisement has to be shown on the first screen of information or the prime space screen of information for a certain percentage of the time. In order to satisfy this contract, the system has to be able to refresh the prime space screen. Otherwise, once an advertisement was placed on a user's screen it would remain on the screen the entire time that the user is viewing the screen. The insert refresh tag function 74 ensures that the user will be shown new advertisements and not be subjected to the same advertisement for any great length of time.

Referring to Fig. 7, a flow chart of the present invention as used with a home page provider will be described. The flow chart of Fig. 7 is somewhat similar to the flow chart of Fig. 2. However, while the flow chart of Fig. 2 shows the process used with yellow page publishers, the flow chart of Fig. 7 shows the process used with home page provider publishers. As described above, home page providers are publishers that have provided special tags and special focus and advertisement space tags in the meta content supplied to the present system.

To start (step 80), the user enters a query. For example, the user may enter restaurants or cars as a query.

The query has a focus, as described above. The system determines what the focus is and, as described above, the system provides the user with a list of categories that relate to the query. For example, if the user requests restaurants, the user might be shown a list of restaurant types, such as Chinese, American, French, Italian, and so forth. The query entered by the user is evaluated by a query form manager (step 81) to determine the focus of the query.

The screen ("Form# 1") illustrated in Fig. 8A is the graphical interface used to enter the query. Form# 1 shows the space (immediately following the phrase "SEARCH FOR") where the user types in the query (in this case "car").

5 The result of the query is a list of relevant subcategories for cars, as shown in Fig. 8B ("Form# 2").

Referring again to Fig. 7, the category search engine 33 generates a number of subcategories of the query (e.g., cars), and the ad selector 34 (Fig. 7) finds certain  
10 advertisements that are related to cars. The mixer 35 mixes these two screens to create the display shown as Form# 2 in Fig. 8B (step 82).

At this point (step 82) the user is asked to make a further selection. That is, the user is asked to pick one  
15 or more of the categories displayed in Form# 2 so that the system will provide more specific information. The user may pick, for example, "new and used car dealers retail" by highlighting that item and clicking on the submit button. Upon clicking the submit button, the content provider  
20 search engine 83 is accessed. At the same time the ad selector 34 is directed to find appropriate advertisements for the category "new and used car dealers retail."

The content provider search engine 83 and the ad selector 34 then return their respective outputs to the  
25 mixer 35. The mixer 35 then mixes the outputs and produces a list of matching content providers plus the advertisements (step 84). The combined display at this point is shown as Form# 3 in Fig. 8C. Form# 3 shows a list of different car dealers in the center of the display, and  
30 five advertisements along both sides of the display.

The user is then further asked to make a selection of a particular dealer (e.g., a Mazda 626 dealer or a Ford

Mustang dealer) that the user wants to visit. The user makes the choice, and the choice of the user is given to the content provider dispatcher 85 and the ad selector 34.

5 As the content provider dispatcher 85 is retrieving the requested home page, the ad selector 34 again finds an appropriate advertisement based on the user's request.

For example, the user can pick a Mazda 626 dealer by clicking on Mazda 626. As the page for a Mazda 626 dealer is being retrieved, the ad selector 34 finds advertisements  
10 that can be inserted on this page. There may or may not be advertising space on the home page for the Mazda 626 dealer.

If there are no spaces on the home page for the system to place ads, the system will either insert the ads before or  
15 after the page, or the system may decide not to place any advertisements at all. In any case, for any home pages requested, the ad selector 34 will attempt to find suitable advertisements and give these ads to the mixer 35, and the mixer 35 at that point will display the content provider's  
20 home page with or without ads.

In summary, Figs. 8A-8C show three screen displays referred to in Fig. 7 as Form# 1, Form# 2 and Form# 3, respectively. Form# 1 is the first screen that the user  
25 sees and in which the user is expected to type in a general query in the typeable space. This results in a second screen (Form# 2) where the user is asked to make a choice from a list of categories. After choosing from the list of categories in the second screen, a third screen (Form# 3)  
30 is shown to the user from which the user makes a choice from a list of subcategories. The present invention uses these three screens also to show ads related to the user's requests. Form# 1 shows two ads for the owner of the

service provider (e.g., Bellcore in this case). Form# 2 shows advertisements related to cars because the user typed in cars. Form# 3 shows more car advertisements relating to particular makes of cars because the user asked for retail car dealers.

Referring to Figs. 9A and 9B, a description of the billing system of the present invention will be provided. Figs. 9A and 9B show two submodules of the system called the info bank and ad auditing. The purpose of these two modules is to construct log reports of various usages of the present invention.

Fig. 9A shows the process flow for the info bank submodule 90. The purpose of the info bank submodule 90 is to log certain kinds of information during a particular client's session. The logged information is then used to provide advertisers with a description of what advertisements have been shown, what the user has bought after seeing an ad, and so forth. Thus, the info bank submodule provides an information bank to show advertisers who has been accessing the system and how successful the ads have been.

The screen for the relevant module contains a link called the info bank which the user can select. When the user clicks on the info bank link, the user is shown the start 91 of the info bank submodule. At this point the user is asked for authentication information (step 92), such as the user's name and personal identification number (PIN). The system then goes into the authentication mode 93 and verifies whether the user ID and PIN number typed in are valid. If the authentication is successful, the system then searches the transaction log and filter (step 94) and pulls up the appropriate log requested by the user. The

user can ask to see all transactions performed by the client or all of the things of a certain type that the user has bought. A report of the results (step 95) is automatically produced for the client and displayed.

5       The submodule for ad auditing 96 has a similar purpose to the info bank submodule. With the ad auditor, an advertiser that has placed an advertisement with the system is able to go into the system at any point in time and find out who has seen his ad, what was the content of the query  
10       when the advertisement was displayed, how many times has the advertisement been displayed, and so forth. The authentication and other process steps are similar to the corresponding steps of the info bank submodule 90.

15       More specifically, in order to use the ad auditing submodule 96 the advertiser is shown a screen with a link for ad auditing. The user clicks on the ad auditing link and is led into the start 97 of the ad auditing module. The advertiser is then asked to type in authentication information (step 98), which consists of the user name  
20       followed by a PIN number. If the PIN and the user name check out and are authenticated by the authentication step 99, the user is then asked to tell the system which advertisement or which subset of advertisements they want to verify or audit (step 100). Once the user specifies the  
25       advertisement by name or by browsing all the advertisements in the system and clicking on the ones that the user wants to get a report on, the system generates a report (step 101), which is a log of who has seen the ad, what machine they were using, what time and for how long the  
30       advertisement was displayed, and other desired information.

All the log information accessed by the info bank and ad auditing submodules is logged in a single database 23

(Fig. 1). Whether the user is looking for auditing information, transactions, things that the user has bought, or user demographics, the information is all in the same database. However, when a user uses the info bank submodule 90, the user is interested in only certain things, as described above. But when the user uses the ad auditing submodule 96, the user is interested in other things. Therefore, the reports that are produced by the info bank and ad auditing submodules contain different data. The database is filtered and only the items of interest for a certain report are retained so that the rest of the database need not be used.

Referring to Fig. 10, the flow of an ad placement process 110 according to the present invention will be described. The purpose of ad placement is to allow advertisers to enter their advertisements into the system.

For entering an ad, the system provides a screen that is shown to the user asking whether the user wants to enter an ad. If the user indicates yes by clicking on that particular choice, the system enters the start 111 of the ad placement mode. At this point the system asks the user for the focus (step 112). The advertiser may say, for example, that he is in the car business, the car washing business, or that he is a physician, a lawyer or whatever other category name that he wants to give. The user is also asked for an advertisement name at step 112. This is just a name for future reference.

The purpose of the focus in step 112, as discussed above, is to prevent an advertisement from being shown that is not relevant to the query at hand. The system of the present invention always shows advertisements that are relevant to what the user has asked for. Therefore, it is

of paramount importance that the system know the context of the ad. Thus, when the advertiser places an ad, the system establishes the focus.

5       The present invention describes the world in terms of SIC codes, which is a categorization of approximately 64,000 categories. For example, the system knows that there is a distinction between opera glasses and operating tables. It knows a distinction between lawyers and physicians, as well as the distinction between different  
10       kinds of physicians. For example, when the user types in bicycle as the focus, the present invention accesses the category search engine 33 and returns a list of subcategories related to the bicycle business (e.g., bicycle repair, bicycle sales, bicycling as a sport, and so  
15       forth). The user is prompted (step 114) to select one or more of the subcategories from the list that are relevant to the user's ad. The user can also create his or her own categories at this point. The result is that the advertisement is tied to all of the categories selected or  
20       created by the user.

      The user may also be asked to provide certain demographic or profile information. For instance, the user can require that his advertisement be shown only to people in age group 30 to 40 or only to people living in  
25       Morristown, NJ or any other geographic location. The last item that the user is asked to specify is the contract. The various contracts available to the advertiser are explained above. When the user is finished entering all of this information, the system updates the ad info database  
30       (step 115).

      The system then either accepts the advertisement (step 116), or the system rejects it. The system might reject

the advertisement because the contract that the user wants cannot be satisfied by the system. If the system decides at this point that the user's contract cannot be satisfied, the system displays to the user the next best possible contract that it can satisfy, and the user is then free to either choose that contract or to suggest a different one for consideration by the system. Upon confirmation of the ad placement, the advertisement becomes a part of the database.

Referring to Fig. 11, the flow of a page placement process 120 according to the present invention will be described. The purpose of the page placement process is similar to the ad placement process described above with reference to Fig. 10. The page placement process 120 is distinct from the case where the page resides outside of the present system, either as a part of a search engine or because somebody else owns the home page. The page placement process is used for publishers interested in creating a home page for use in the present system. The page placement process permits publishers to provide a page with meta tags and meta contacts.

The page placement process has a starting screen 121 in which one of the menu choices is, "Would you like to place a page?" If the user clicks on that menu choice, a screen is shown to the user asking the user to type in a page name, a page URL (i.e., Universal Resource Locator), and a focus. The URL is a physical address in terms of the WWW of where the page is actually residing. As discussed above, the focus is a list of key words that the user believes captures the content of the page.

Upon entry of the focus, page name, and page URL, the system retrieves a list of subcategories from the category

search engine 33 that are related to the focus at hand and displays those subcategories to the user (step 124). The user picks one or more of these subcategories as being relevant to the content of the page. The system is then  
5 able to integrate the page into the page database of the present invention (step 125) and return a confirmation of the new home page being linked to the relevant categories (step 126).

Referring to Fig. 12, an architecture of the  
10 underlying transaction system of the present invention will be described. One of the basic features of the present invention is that the advertisements displayed to users provide a gateway for the client to take further action with the advertiser. That is, the ads are not just there  
15 for the user to see, they are interactive.

For example, if the system shows the user a picture of a car or a cookie and the user wants to buy or receive further information about the advertised product, the user can make a transaction with the system. The transaction  
20 can be very simple, such as where the user clicks on the advertisement and is displayed all information about that particular product. Or the transaction could be something more complicated, such as where the user actually enters a dialogue with the system and buys the product.

25 The flow chart shown in Fig. 12 describes a typical scenario in which the client has seen a certain advertisement and clicks on that advertisement to actually buy something. In particular, whatever this person is going to buy is going to involve multiple servers. The  
30 client is running on Host 1, and the transaction that the client is requesting will involve multiple servers, perhaps geographically distributed. Host 4 is a bank server

running at a bank somewhere on the computer network. Host 3 is a transaction server for logging and serving as the transaction focal point. Host 2 is a server that accepts the start of the transaction from the client housed at Host 1.

A typical transaction where the client 130 sees an advertisement and clicks on the advertisement will now be described by reference to the transaction system architecture diagram shown in Fig. 12 and the screen displays shown in Figs. 13A and 13B. The action of clicking on the advertisement is captured by the gate 131 in Host 2, and the appropriate information is then displayed to the client by the transaction client 132 in Host 2. For example, the transaction client 132 might prompt the client to enter the type of transaction desired.

The transaction client in Host 2 is a client for a transaction server 133 in Host 3.

Referring to Figs. 13A and 13B, in the typical transaction the user first clicks on an item from a list of features offered by the particular publisher (Fig. 13A), in this case, the item "Internet DMV." A second screen display (Fig. 13B) then appears in which an advertisement is provided in the middle of the page that says "Division of Motor Vehicles, Morristown, New Jersey, Automatic Renewal of Driving License." The user may then click on this particular advertisement. At this point a screen is displayed to the user asking the user what type of transaction the user wants to make. The next screen generated by the transaction client at Host 2 would say, for example, "Would you like to renew your license?" or "Would you like to get a new car registration?" If the user says, "I would like to renew my driver's license," the

request is captured by the transaction client 132 at Host 2 and given to the transaction server 133 in Host 3. The transaction server 133 in Host 3 then receives this request for renewal of driving license, extracts the appropriate forms to be filled out from its local database, and provides the forms to the transaction client 132 in Host 2.

The transaction client 132 at Host 2 then receives these forms and fills them out with the client's information with help from the client 130 at Host 1. Thus, the client's name, address, car ID and other necessary information are filled in for the client automatically.

The client 130 is asked to type in a PIN number to start the second part of the transaction. If the client 130 types in the PIN number, the second part of the transaction starts. The second part of the transaction is that the form that has now been filled in and constitutes the request for a renewal of driver's license is sent from the client 130 in Host 1 to the transaction client 132 in Host 2, and from the transaction client 132 in Host 2 to the transaction server 133 in Host 3. At this point, there are two things that have to happen at Host 3. First, the particular request for renewal of the driving license has to be processed by making a record that this person has renewed the license and by sending confirmation back to the client. Second, the transaction server 133 must be paid for the renewal of the driving license. In other words, there has to be a monetary fee that has to be exchanged between the client and the DMV.

In exchanging the monetary fee, the transaction server 133 will also act as a transaction client 134 to the bank server 135 in Host 4. The transaction client 134 sends a message to the bank server 135 in Host 4 indicating that it

has the client's PIN number and the authorization to deduct a certain fee from the client's account. The bank server 135 authenticates that information, logs the information in its own records, and sends back an electronic approval for the debit.

The transaction client 134 at that point indicates receipt of the payment to the transaction server 133 in Host 3. The transaction server 133 in Host 3 logs receipt of the money, receipt of the request, and sends a confirmation message through the transaction client 132 and gate 131 back to the client 130 at Host 1. The confirmation might say, for example, "We have received your request; we have deducted \$17 from your account; your license is in the mail; here is your new driving license number; thank you very much."

Referring to Fig. 14, the transaction process of the present invention will now be described by reference to a flow chart. The user starts the process (step 140) by clicking on an appropriate advertisement to ask for a transaction. The system then links the user (step 141) to the transaction server (step 142). The transaction server then returns the required form to the client (step 143), and the client fills in the form with the user's profile information. The form is then resubmitted to the transaction server (step 144). The transaction server accesses the bank server (step 145) to determine whether the user has the required money and whether the money can be withdrawn.

Upon authentication by the bank server, the transaction server receives confirmation from the bank server (step 146) that the user has given a valid account number, and that the bank server has in fact authenticated

the user and has authenticated the deduction of the appropriate sums from the bank. The transaction server then makes the deduction and puts the deducted amount into the bank server's log (step 147). These logs are  
5 maintained so that at any time users can find out how much money they have spent or who has bought what things. The transaction server also maintains a transaction server log of the transaction time and any other particulars of the transaction desired (step 148). Once the logging is  
10 complete, the transaction server then generates a confirmation of the transaction which is then displayed to the client (step 149).

Referring to Fig. 15, the prime space manager 20 will now be described in further detail. As explained above, an  
15 important feature of the present invention is that it offers advertisers certain contractual guarantees as to how and when their ads will be shown in prime space (the first screen of information displayed to the user). These contractual guarantees include frequency-based contracts,  
20 ratio or percentage-based contracts, exclusive or competitive contracts, dependent contracts, and story contracts. These contracts can be used alone or combined in a variety of ways, as previously explained.

The prime space manager 20 has a prime space algorithm  
25 150 that accepts as inputs the list of relevant ads that are related to the query at hand, the size of the prime space, and the list of all ad contracts. The prime space manager 20 then looks at all the ad contracts and determines which advertisements to show to the user. The  
30 prime space manager 20 then updates the contracts (step 151) to indicate which ads were selected (this information is used in considering which ads to select the next time).

The prime space manager 20 then provides a list of prime space ads to be shown to the appropriate module. That is, the prime space manager 20 accepts a possibly very long list of advertisements and, based on the contracts that it has, filters the ads to a smaller list containing exactly the number of advertisements that it can show based on the size of prime space.

The following examples of prime space algorithms are provided to further illustrate the function and operation of the prime space manager 20 of the present invention. It should be noted that many variations of these algorithms are possible, and that the specific examples provided are for purposes of illustration only.

**Notations:**

Let  $A_1, \dots, A_n$  denote the advertisements in the system of the present invention.

Let  $P_1, \dots, P_n$  denote the contract values associated with the corresponding advertisements ( $P_i$  denotes the contract value associated with advertisement  $A_i$ , as a function of the price paid by the advertiser.)

Let  $S$  denote the size of the prime space in the system.

**Prime Space:**

The prime space on a user's terminal means the first screen of data which constitutes the answer to the user's query (plus the relevant advertisements). In this context, 5  
advertisers will be assured of "fair" treatment in the sense that their advertisements will be presented to the targeted users in a manner that is commensurate with the fees they were charged. Fairness means equal access as well as controlled access--ensuring that advertisers who 10  
pay more are more accessible than those who pay less.

**Contracts:**

Contracts are specifications that indicate the frequency of display of a given advertisement in response 15  
to relevant user queries.

The example prime space algorithms provided below may be used for the following four types of advertisement contracts:

1. Frequency-based: These contracts specify the 20  
number of times a given advertisement is to be shown in response to the relevant user queries.
2. Ratio-based: These contracts specify how often a 25  
given advertisement is to be shown in the prime space in response to the relevant user queries.
3. Dependent: An ad  $A_i$  can have a dependent contract 30  
of  $X\%$  with another ad  $A_j$ . The dependent contract will ensure that ad  $A_i$  is shown together with  $A_j$  at least  $X\%$  of the times ad  $A_j$  will be shown.

4. Exclusive: An ad  $A_i$  can have an exclusive contract with another ad  $A_j$ . The exclusive contract will ensure that ad  $A_i$  will not be displayed along with ad  $A_j$ .

5     **Algorithm for Frequency-based Contracts:**

```
WHILE (screen space is not filled)
begin
    1.   Select an advertisement, say  $A_i$ , with the
        selection biased by the contract value  $P_i$ 
10      2.   Include  $A_i$  in the screen space
end
```

**Algorithm for Ratio-based Contracts:**

```
WHILE (prime space is not filled)
15  begin
    1.   Select an advertisement, say  $A_i$ , with the
        selection biased by the contract value  $P_i$ 
    2.   Include  $A_i$  in the prime space
end
```

20

**Algorithm for Dependent Contracts:**

```
WHILE (Prime space is not filled)
begin
    1.   Select an advertisement, say  $A_i$ , with the
25      selection biased by the contract value  $P_i$ 
    2.   Assign  $A_i$  to A
    3.   WHILE (some advertisement is selected AND prime
        space is not filled)
        -   Select one of the dependents of A, say  $A_j$ ,
30      with the selection biased by the contract
        value  $P_j$ 
```

```

        - Assign  $A_j$  to A
        - Include A in the prime space
    end

```

5     **Algorithm for Exclusive Contracts:**

```

    WHILE (prime space is not filled)
    begin
        1. Select an advertisement, say  $A_i$ , with the
           selection biased by the contract value  $P_i$ 
    10      2. Remove all advertisements  $A_j$ 's that have an
           exclusive contract on  $A_i$ 
        3. Remove all advertisements  $A_k$ 's that  $A_i$  has an
           exclusive contract on
        4. Include  $A_i$  in the prime space
    15      end

```

**Algorithm for Overall Prime Space Management:**

```

    WHILE (prime space is not filled)
    begin
    20      1. Select an advertisement, say  $A_i$ , with the
           selection biased by the contract value  $P_i$ 
        2. Assign  $A_i$  to A
        3. WHILE (some advertisement is selected AND prime
           space is not filled)
    25          - Remove all advertisements  $A_j$ 's that have an
           exclusive contract on A
          - Remove all advertisements  $A_k$ 's that A has an
           exclusive contract with
          - Select one of the dependents of A, say  $A_m$ ,
    30          with the selection biased by the contract
           value  $P_m$ 

```

- Assign  $A_m$  to  $A$
- Include  $A$  in the prime space

end

5     **Algorithm for Checking Consistency:**

Notations:

Let  $P_A$  denote the prime space contract value of Node  $A$ .

Let  $D(A,B,X)$  denote the dependency contract value from advertisement  $A$  to advertisement  $B$  ( $A$  should appear together with advertisement  $B$ ,  $X\%$  of the times advertisement  $B$  appears).

Let  $E(A,B)$  denote the exclusive contract from advertisement  $A$  to advertisement  $B$  (note that no value is associated with exclusive contracts).

15     If a new advertisement  $A$  is to be introduced into the system with a prime space contract value of  $P_A$ , a set of dependency contracts  $D(A,1,x), \dots, D(A,k,y)$  and a set of exclusive contracts  $E(A,1), \dots, E(A,q)$ , then for checking the consistency of all the contracts, the following basic checks have to be carried out (more specific checks may be required for specific algorithms and their implementations):

1. Check whether Inequality (I) can be satisfied
2. For each of the dependency contracts  $D(A,i,x)$   
25     check whether Inequality (II) can be satisfied
3. For each of the exclusive contracts  $E(A,i)$  check whether conditions (III) can be satisfied

The consistency checking algorithm verifies if the new advertisement can be accommodated with the corresponding contract. If the new advertisement can be accommodated,  
30     the contract is approved and the system is updated to

reflect the new addition, else, the consistency checking algorithm informs the advertiser of the maximal contract that can be accommodated for the new advertisement.

Install Equation Editor and double-click here to view equation.

Install Equation Editor and double-click here to view equation.

5 For checking the Dependency Contracts and the Exclusive Contracts a graph is drawn by representing all the advertisements as nodes in a directed graph. A dependency contract "Advertisement  $C$  appears 50% of the times as advertisement  $D$  appears (together)" is represented as an edge from the node " $C$ " to the node " $D$ ". A weight of  
10 0.5 is assigned to this edge. For each exclusive contract  $E(C,D)$ , there exists an edge in the graph. Thus, a graph is formed where the nodes denote the advertisements, and the edges denote the dependency and exclusive contracts.

15 If a new dependency contract  $D(A,B,X)$  is to be introduced, then the following check has to be made for consistency:

Install Equation Editor and double-click here to view equation.

20 If a new exclusive contract  $E(A,B)$  is to be introduced, the following conditions (III) should hold (for any value of  $x$ ):

Install Equation Editor and double-click here to view equation.

where  $X_{(A, B)}$  denotes the weight of the dependency edge from  $A$  to  $B$ , i.e.,  $D(A, B, X_{(A, B)})$ .

**Fairness:**

The fairness guarantees of an algorithm for the system ensures that the advertisements are displayed in a way that is proportional to the fee charged for that advertisement. The fairness of the frequency-based contract algorithm, ratio-based contract algorithm, and the dependent contract algorithm follows from the probability distribution of the contract values and the random number generator that selects an advertisement with the correct random bias. The probability that the random number generator will generate a number in a particular range is proportional to the length of the range. The larger the range, the more probable that a number corresponding to that range will be selected. Each advertisement is assigned a range of values depending on the fee charged for that advertisement. The more the fee charged, the greater the range assigned to that advertisement. This ensures that the larger the fee, the more frequently (more number of times) that advertisement will be displayed.

Exclusive contracts are constraints imposed on the display of advertisements. Fairness in meeting the exclusive contracts means that the contracts are satisfied (no two advertisements that have an exclusive contract are displayed together). The prime space management algorithm ensures that the exclusive contracts are met, by removing all the advertisements that have a relative contract with an advertisement A, as soon as advertisement A is selected for display in the prime space.

In order to ensure fairness, the contracts have to be consistent. When contracts are negotiated with the advertiser, certain consistency checks (using the

consistency checking algorithm) are made in order to ensure that the fairness guarantees can in fact be met.

**Story Advertisements:**

5           Story advertisement is a kind of advertisement in which the advertisement changes dynamically as time progresses. The story advertisement is composed of a sequence of static conventional advertisements, which together tell a story. A story advertisement is displayed  
10           using the notion of refresh-insert tags. A refresh tag that is associated with a page denotes the time period after which the story advertisements are refreshed (the next advertisement in the sequence is displayed). All other static advertisements are unaffected by the refresh  
15           timer. The refresh tag can be set by the client or the application. Thus, the story advertisement is a logical sequence of a number of advertisements, that will be displayed one at a time at each refresh cycle.

          It will be appreciated that the present invention is  
20           not limited to the exact construction or process steps that have been described above and illustrated in the accompanying drawings, and that various modifications and changes can be made without departing from the scope thereof. It is intended that the scope of the invention  
25           only be limited by the appended claims.

WHAT IS CLAIMED IS:

1. A system for advertising on a computer network,  
comprising:  
a server containing a plurality of advertisements;  
5 means for electronically connecting the server to a  
computer network; and  
means for selecting and retrieving an advertisement  
from said server in response to a query entered on said  
network.  
10
2. The system for advertising as set forth in claim  
1, wherein said selecting means comprises means for  
ensuring that a selected advertisement is relevant to the  
query.  
15
3. The system for advertising as set forth in claim  
1, further comprising a mixer means for combining a  
retrieved advertisement with a content page returned by the  
computer network in response to the query.  
20
4. The system for advertising as set forth in claim  
1, further comprising a prime space manager means for  
controlling when the advertisements contained on said  
server are selected by said selecting means, said control  
25 being based upon respective advertiser contracts associated  
with each of said advertisements.
5. The system for advertising as set forth in claim  
1, further comprising a local client means for displaying a  
retrieved advertisement only during a download delay time  
30 period in which a user is waiting for a content page to be  
downloaded in response to the query.

6. The system for advertising as set forth in claim 1, further comprising means for calculating a search time estimation for the query, and means for combining a page  
5 containing said search time estimation and a retrieved advertisement.

7. The system for advertising as set forth in claim 1, further comprising means for determining a geographic  
10 location of a user that entered the query, and means for selecting an advertisement based upon the user's geographic location.

8. A method for advertising on a computer network, comprising the steps of:  
15 placing a plurality of advertisements on a server;  
placing the server in electronic communication with a computer network;  
selecting an advertisement on said server in response to a query entered on said network; and  
20 retrieving the selected advertisement from said server for display to a user.

9. The method for advertising as set forth in claim 24, further comprising the step of combining the retrieved advertisement with a content page returned by the computer  
25 network in response to the query.

10. The method for advertising as set forth in claim 24, further comprising the step of controlling when the advertisements on the server are selected based upon  
30 respective advertiser contracts associated with each of the advertisements.

11. The method for advertising as set forth in claim  
24, further comprising the step of displaying the retrieved  
advertisement only during a download delay time period in  
which a user is waiting for a content page to be downloaded  
5 in response to the query.

FIG. 1

SUBSTITUTE SHEET (RULE 26)

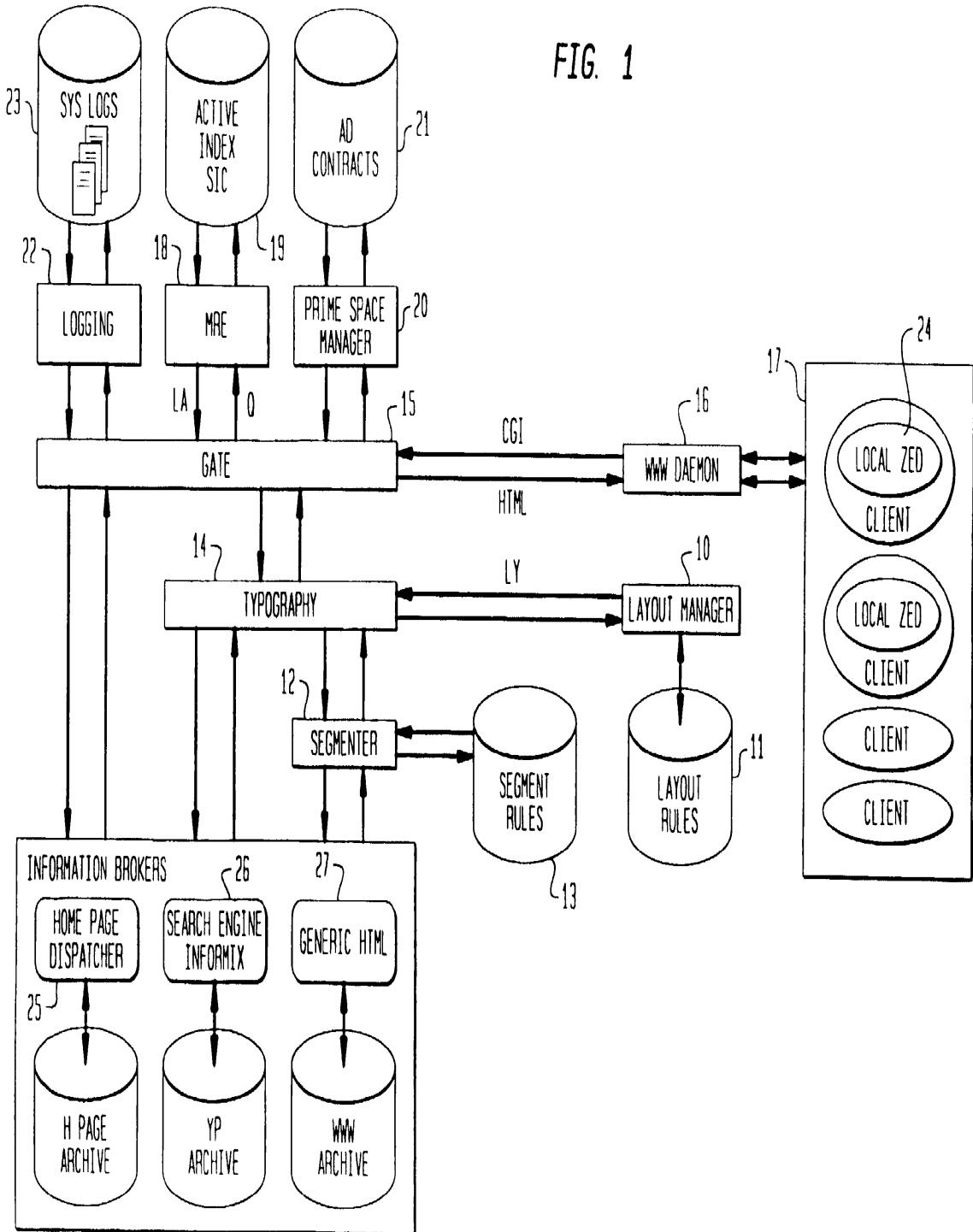
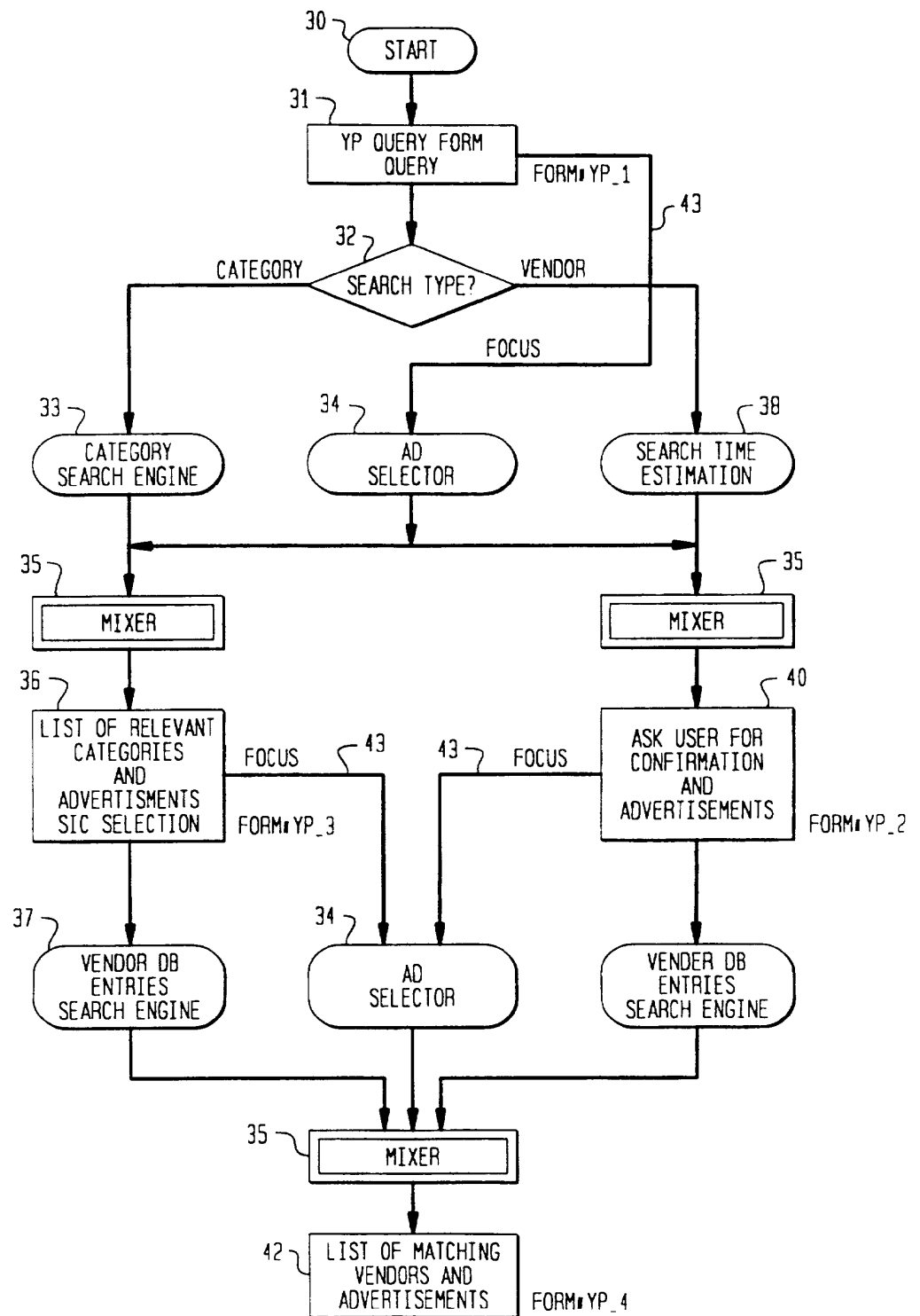


FIG. 2



SUBSTITUTE SHEET (RULE 26)

3/17

Zelig Electronic Directories (ZED/v3.0) **Bellcore**  
 User: caruso, from yardbird Thu Nov 9 10:49:39 EST 1995

Category Vendor City State

Search for:  In:  morristown nj

Help! Info Services Info A/D Info Bank

FIG. 3A

FORM# YP\_1

Zelig Electronic Directories (ZED/v3.0) **Bellcore**  
 User: caruso, from yardbird Thu Nov 9 11:03:19 EST 1995

Query = car (in morristown nj)

Search it now

The search will take about 30 seconds

FIG. 3B

FORM# YP\_2

Zelig Electronic Directories (ZED/v3.0) **Bellcore**  
 User: caruso, from yardbird Thu Nov 9 10:54:33 EST 1995

Please SELECT one category

1000 CAR : CAR WASHING & WAXING  
 500 ARMORED : ARMORED CAR SERVICES  
 500 PATRIOT : RAILROAD CAR RENTAL  
 417 USED : USED CAR DEALERS RETAIL  
 417 AUTOMOBILE LAUNDRIES : CAR WASHING & POLISHING  
 417 CAR KIT ARMORING : AUTOMOBILE CUSTOMIZING  
 357 ANTIQUE : ANTIQUE & CLASSIC CAR DEALERS RETAIL  
 357 DETECTIVE : DETECTIVE GUARD & ARMORED CAR SERVICES  
 357 NEW : NEW & USED CAR DEALERS RETAIL

Search it now

17 categories matching "car"

FIG. 3C

FORM# YP\_3

The following 16 Vendors match your search **Bellcore**  
 Query: car (in morristown nj) Thu Nov 9 11:13:08 EST 1995  
 Category: NEW & USED CAR DEALERS RETAIL User: caruso, from yardbird

● **Exotic Motors**  
 2400 Morris Ave., Morristown, NJ 07960-0000 TEL: 352-0111  
 ● **Exotic Motors**  
 2400 Morris Ave., Morristown, NJ 07960-0000 TEL: 352-0111  
 ● **Exotic Motors**  
 2400 Morris Ave., Morristown, NJ 07960-0000 TEL: 352-0111  
 ● **Exotic Motors**  
 2400 Morris Ave., Morristown, NJ 07960-0000 TEL: 352-0111  
 ● **Exotic Motors**  
 2400 Morris Ave., Morristown, NJ 07960-0000 TEL: 352-0111  
 ● **Exotic Motors**  
 2400 Morris Ave., Morristown, NJ 07960-0000 TEL: 352-0111  
 ● **Exotic Motors**  
 2400 Morris Ave., Morristown, NJ 07960-0000 TEL: 352-0111  
 ● **Exotic Motors**  
 2400 Morris Ave., Morristown, NJ 07960-0000 TEL: 352-0111  
 ● **Exotic Motors**  
 2400 Morris Ave., Morristown, NJ 07960-0000 TEL: 352-0111  
 ● **Exotic Motors**  
 2400 Morris Ave., Morristown, NJ 07960-0000 TEL: 352-0111  
 ● **Exotic Motors**  
 2400 Morris Ave., Morristown, NJ 07960-0000 TEL: 352-0111  
 ● **Exotic Motors**  
 2400 Morris Ave., Morristown, NJ 07960-0000 TEL: 352-0111  
 ● **Exotic Motors**  
 2400 Morris Ave., Morristown, NJ 07960-0000 TEL: 352-0111  
 ● **Exotic Motors**  
 2400 Morris Ave., Morristown, NJ 07960-0000 TEL: 352-0111  
 ● **Exotic Motors**  
 2400 Morris Ave., Morristown, NJ 07960-0000 TEL: 352-0111

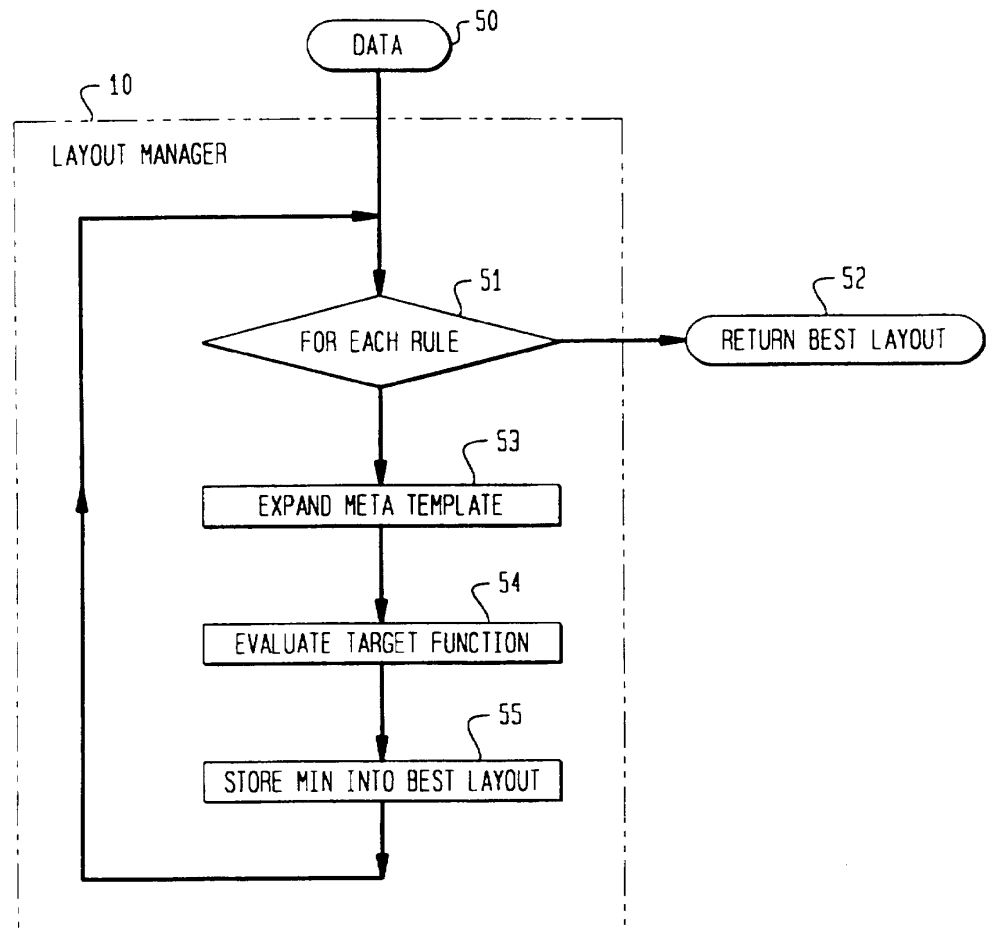
Page 1 of 2

FIG. 3D

FORM# YP\_4

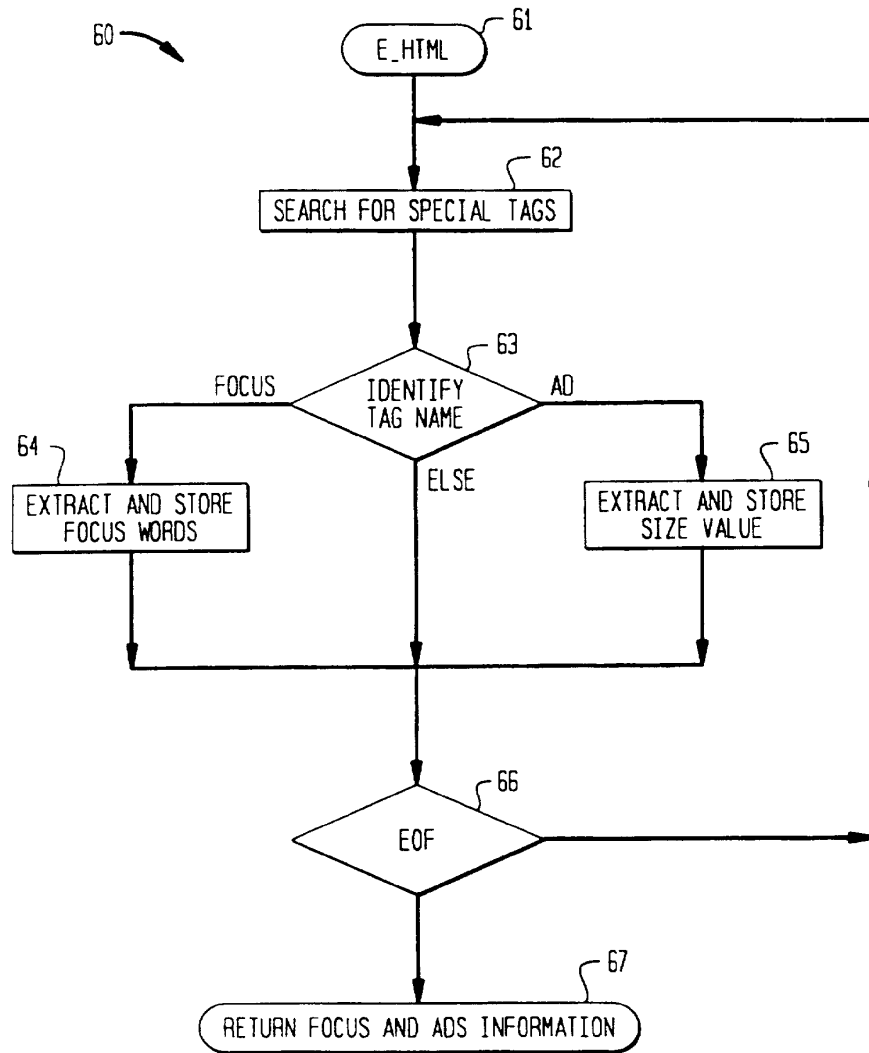
SUBSTITUTE SHEET (RULE 26)

FIG. 4



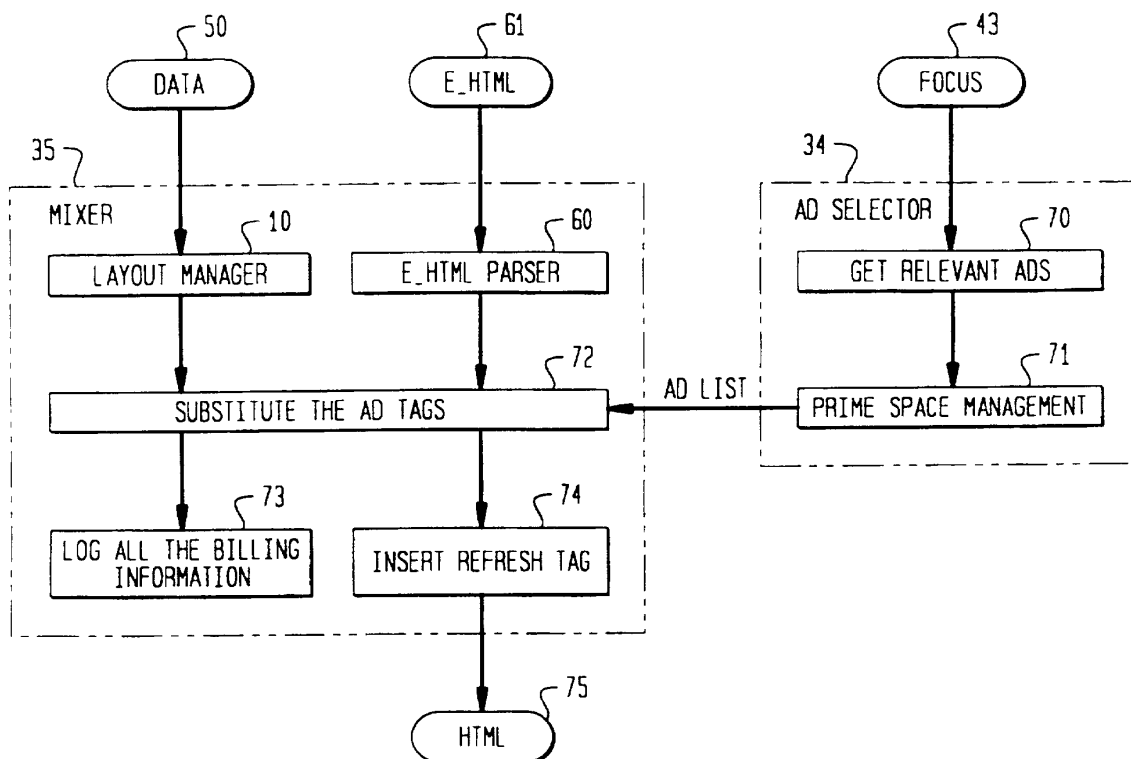
SUBSTITUTE SHEET (RULE 26)

FIG. 5



SUBSTITUTE SHEET (RULE 26)

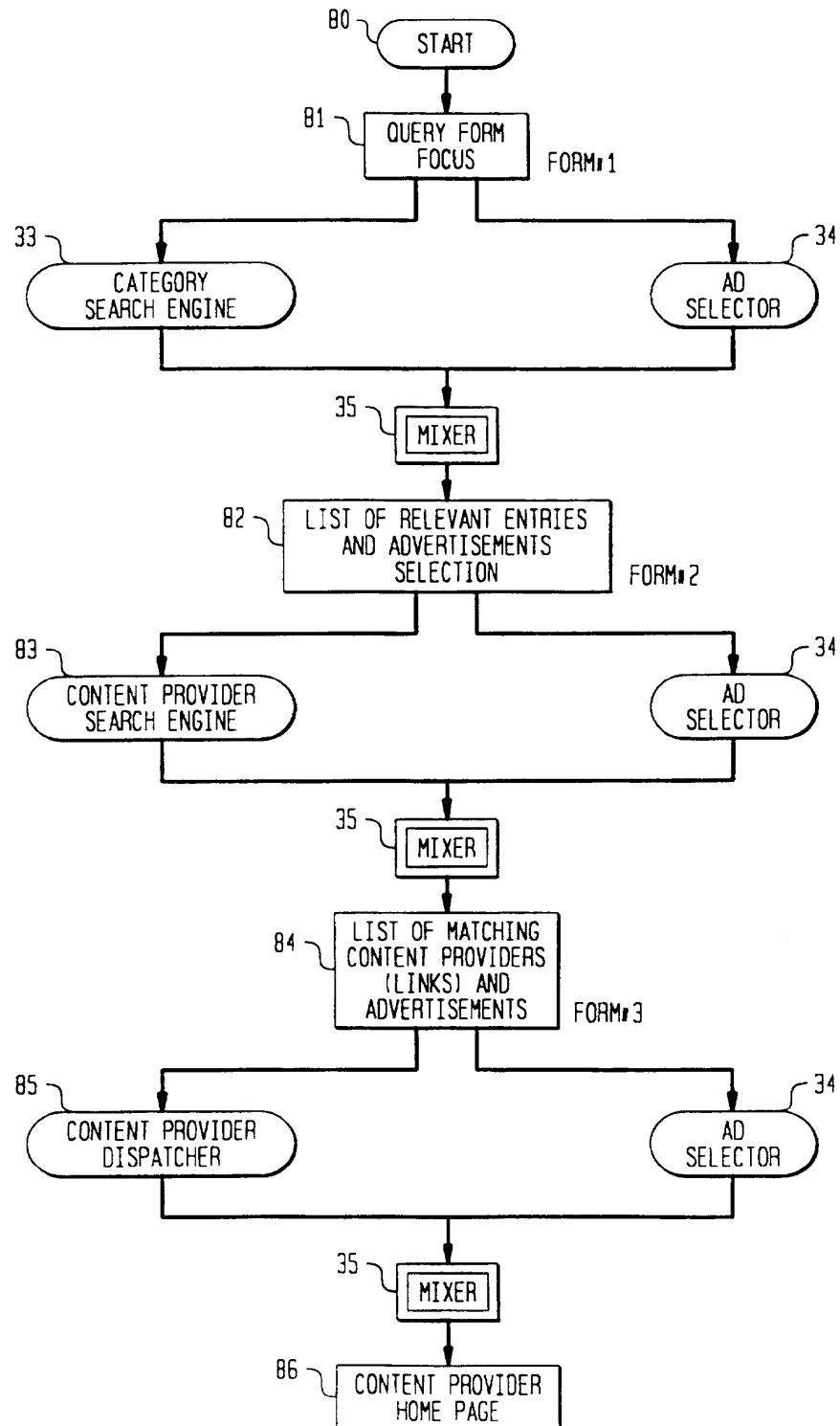
FIG. 6



SUBSTITUTE SHEET (RULE 26)

7/17

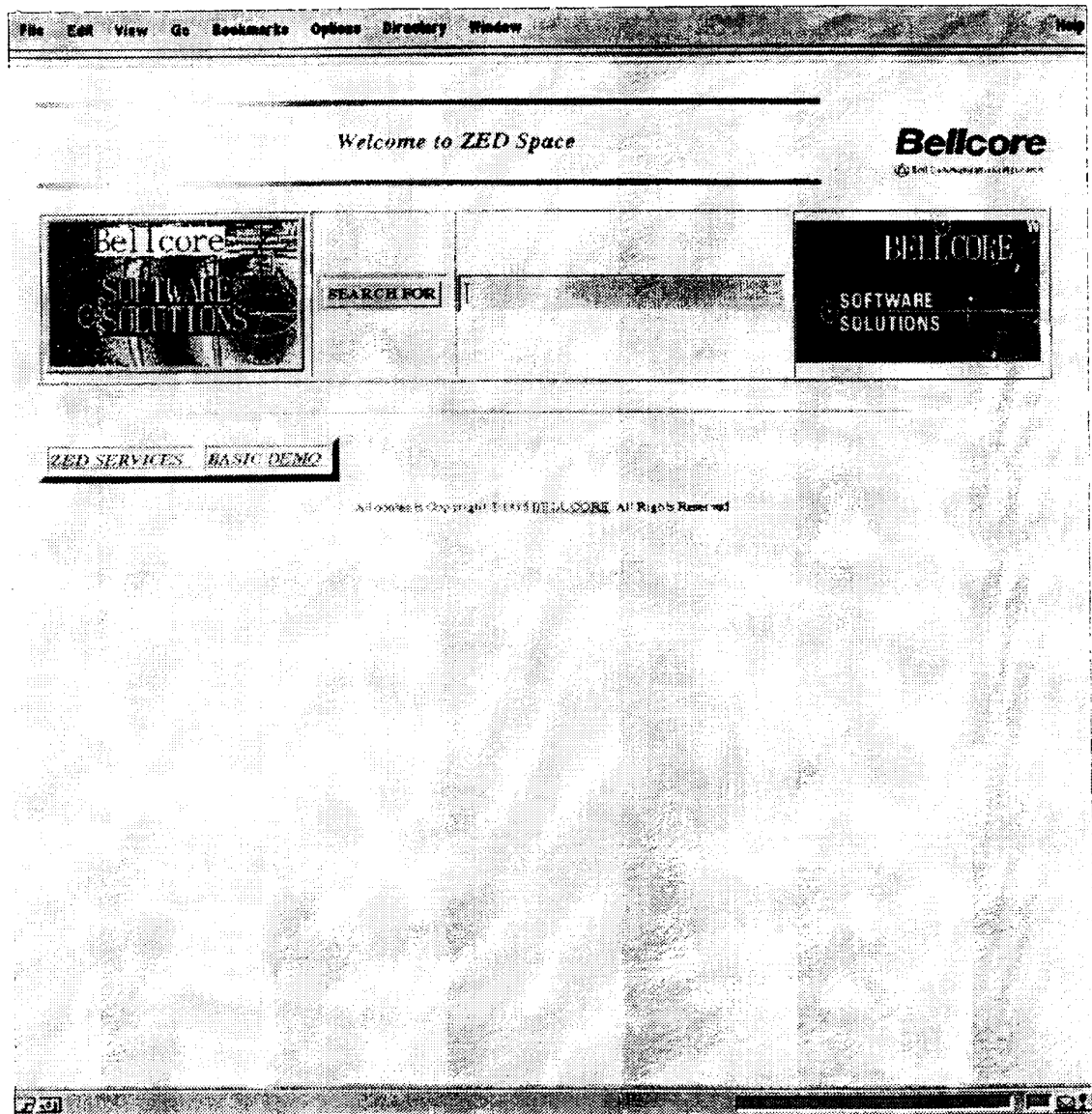
FIG. 7



SUBSTITUTE SHEET (RULE 26)

8/17

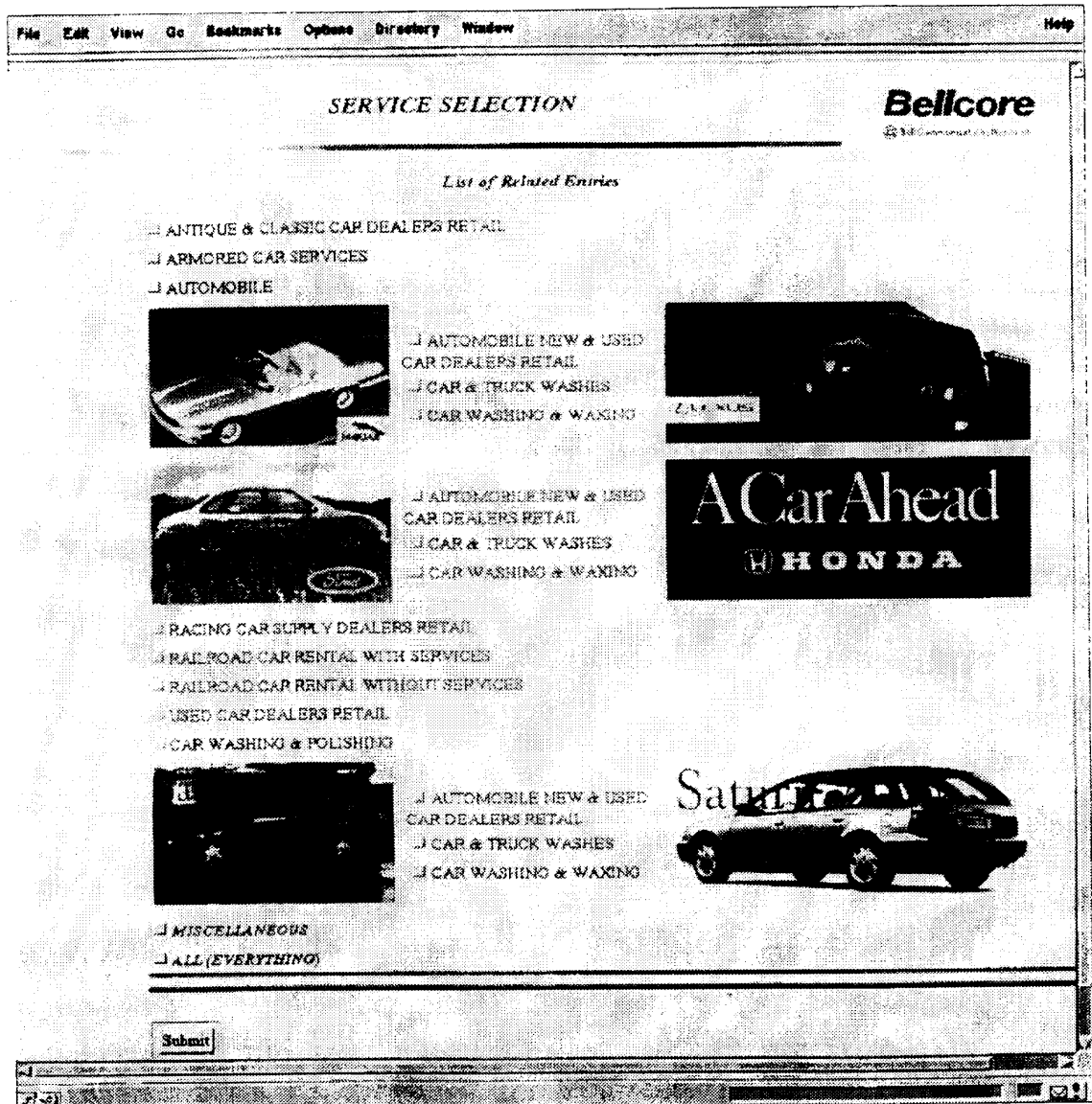
FIG. 8A



SUBSTITUTE SHEET (RULE 26)

9/17

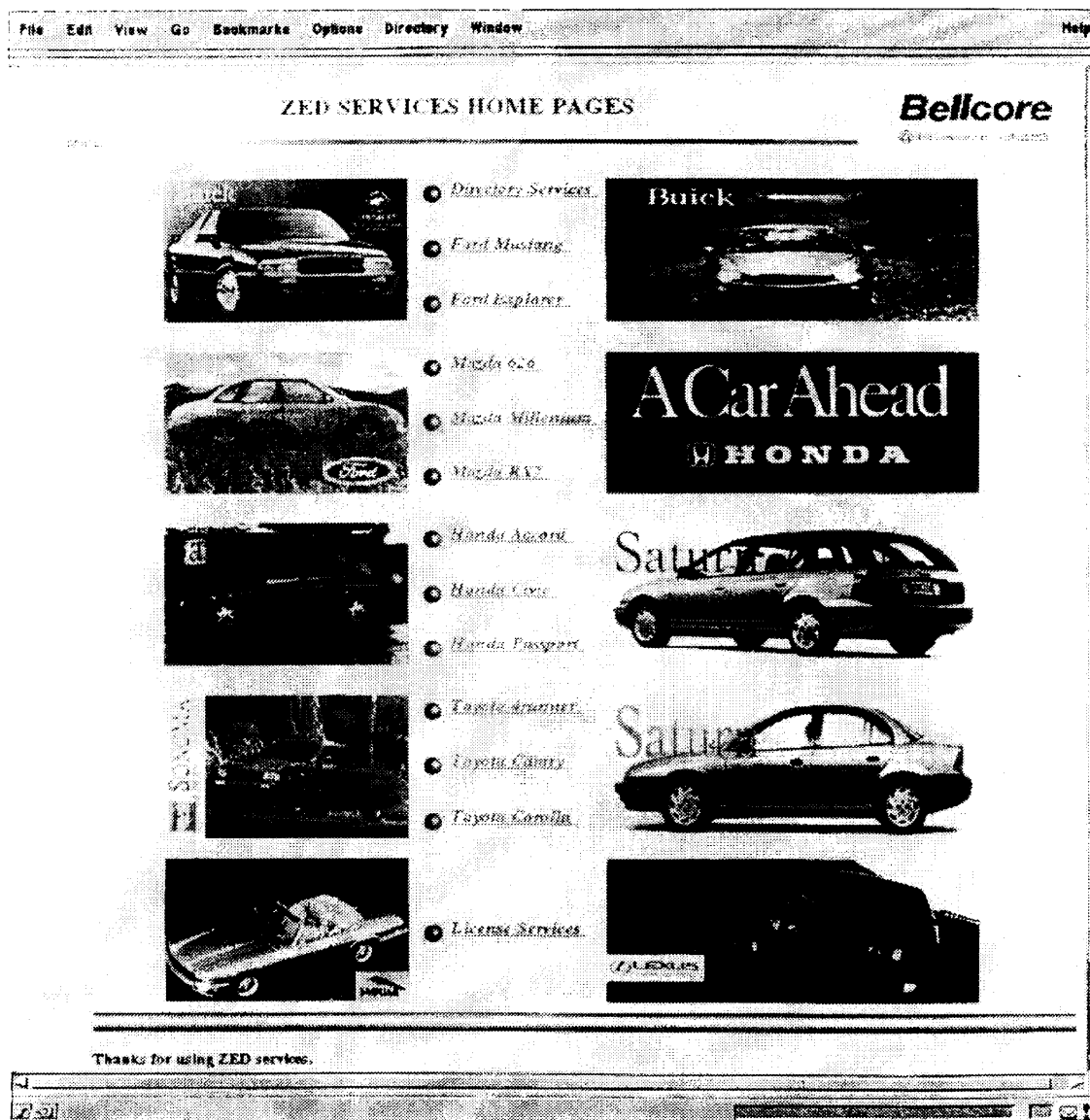
FIG. 8B



SUBSTITUTE SHEET (RULE 26)

10/17

FIG. 8C



SUBSTITUTE SHEET (RULE 26)

FIG. 9A

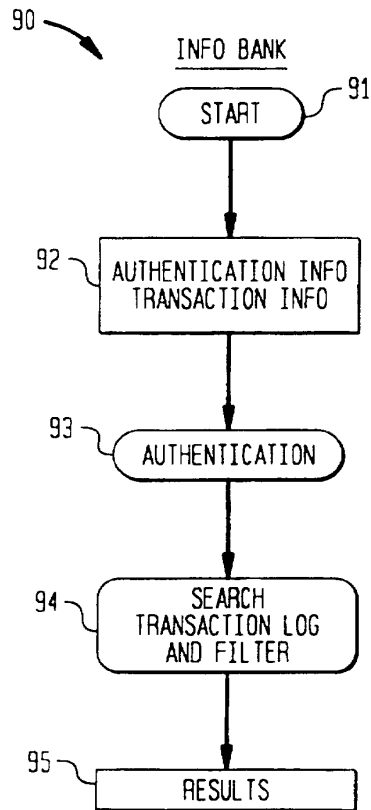
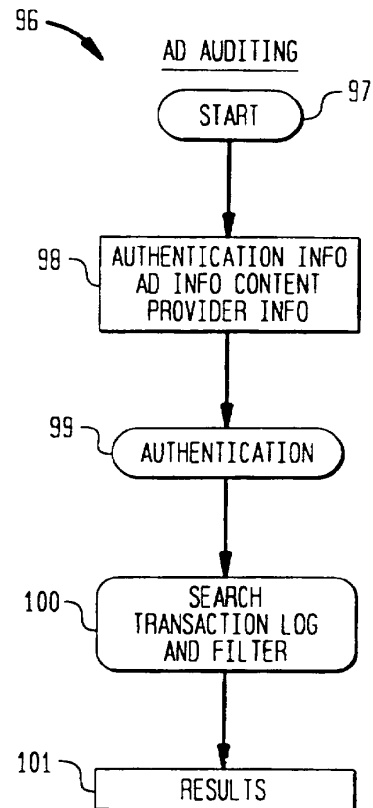


FIG. 9B



SUBSTITUTE SHEET (RULE 26)

FIG. 10

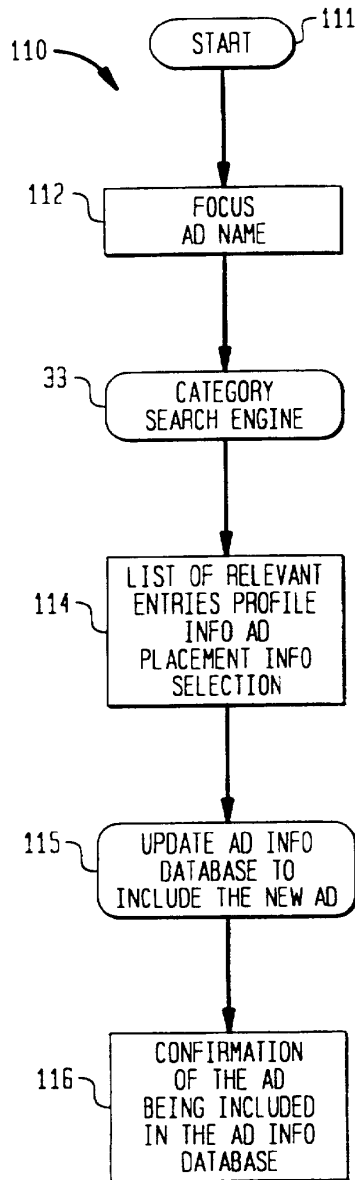
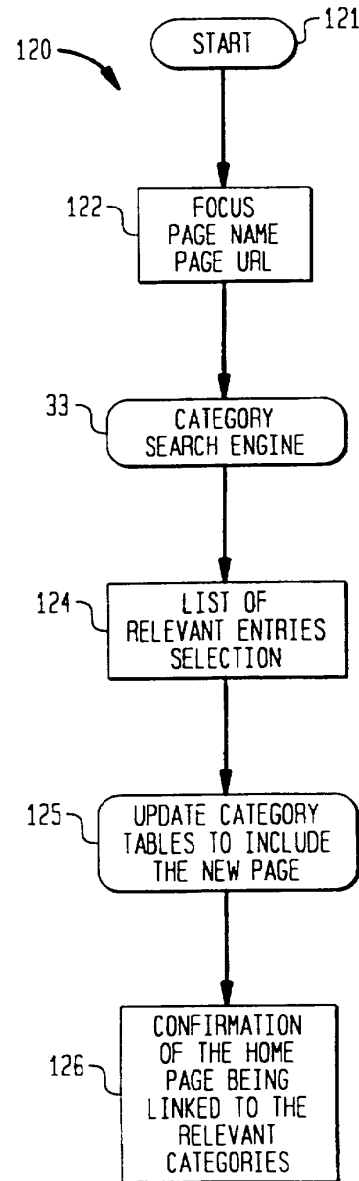
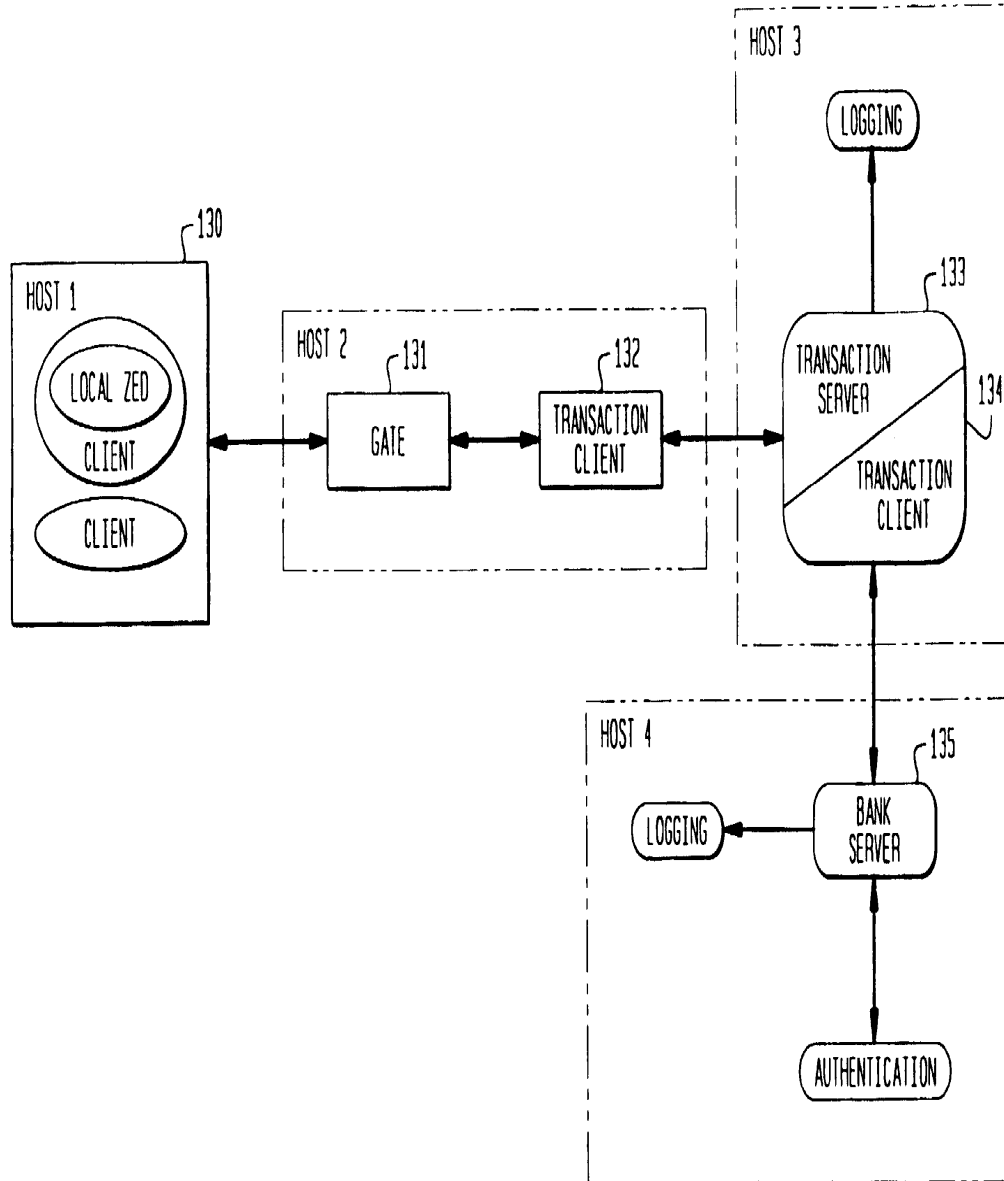


FIG. 11



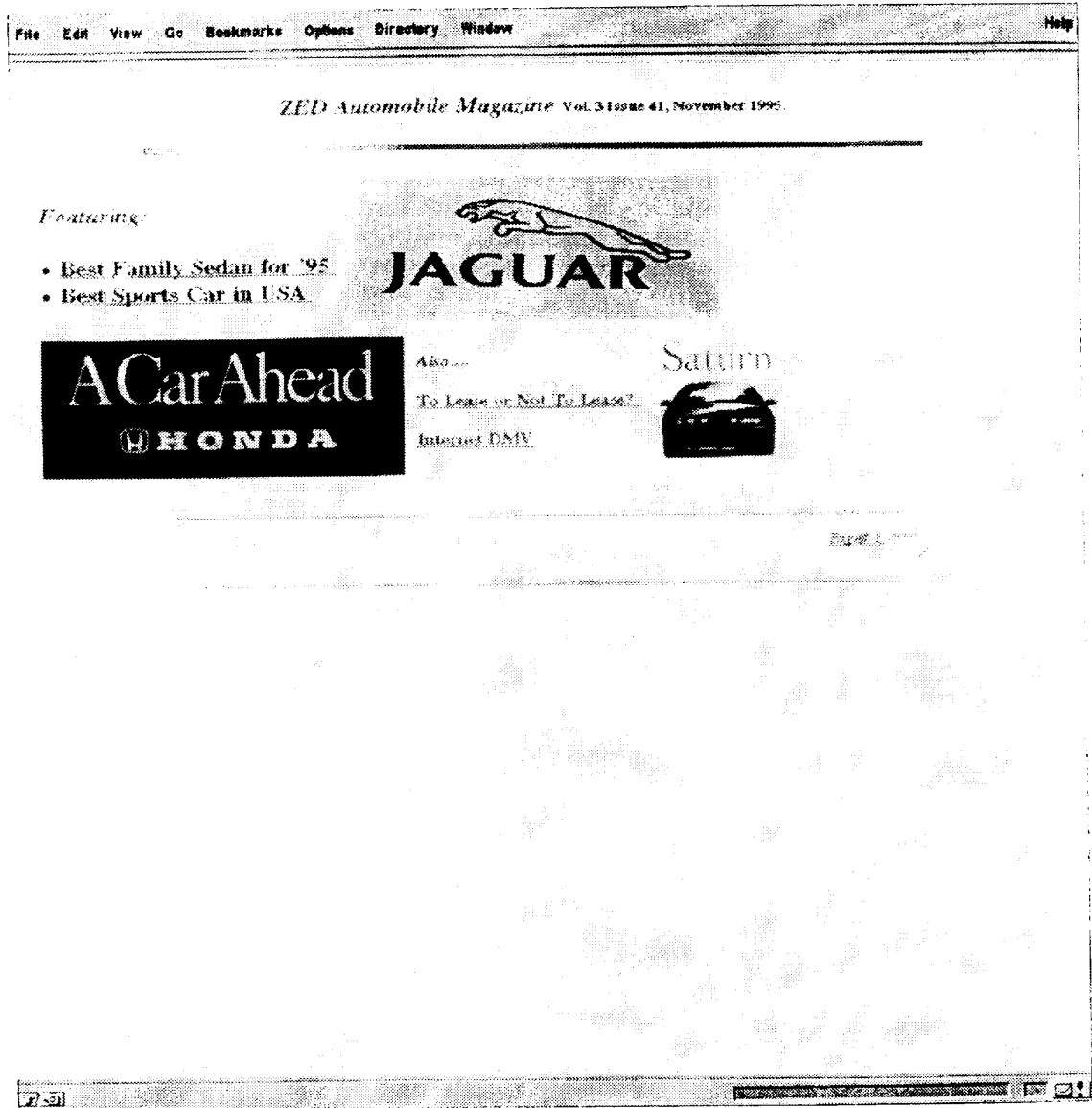
SUBSTITUTE SHEET (RULE 26)

FIG. 12



14/17

FIG. 13A



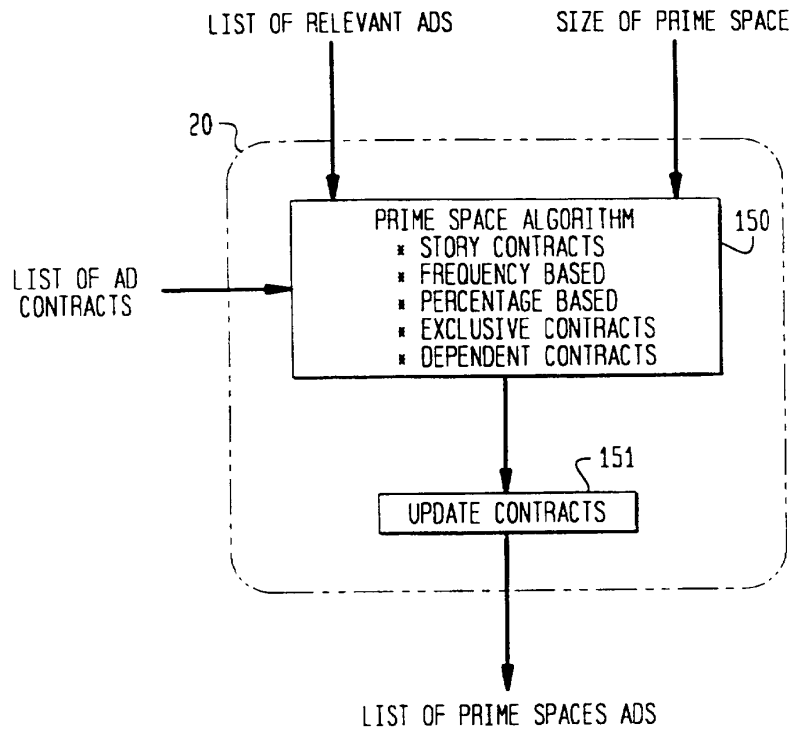
SUBSTITUTE SHEET (RULE 26)





17/17

FIG. 15



SUBSTITUTE SHEET (RULE 26)

## INTERNATIONAL SEARCH REPORT

International application No.  
PCT/US96/19509

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                          |                                                                                                                                                                                                                                              |                                          |    |                                                                                                                                                                                                 |                                                                                                               |     |                                                                                                                                                                          |                                                                          |     |                                                                                                                                                                                                                                              |                                                                                                                                                                         |     |                                           |                                                                              |  |  |                                                                                                        |  |  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------|----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|-----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------|-----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-------------------------------------------|------------------------------------------------------------------------------|--|--|--------------------------------------------------------------------------------------------------------|--|--|
| <b>A. CLASSIFICATION OF SUBJECT MATTER</b><br>IPC(6) : G06F 151:00/00, 153:00/00<br>US CL : 395/226, 227, 214<br>According to International Patent Classification (IPC) or to both national classification and IPC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                          |                                                                                                                                                                                                                                              |                                          |    |                                                                                                                                                                                                 |                                                                                                               |     |                                                                                                                                                                          |                                                                          |     |                                                                                                                                                                                                                                              |                                                                                                                                                                         |     |                                           |                                                                              |  |  |                                                                                                        |  |  |
| <b>B. FIELDS SEARCHED</b><br>Minimum documentation searched (classification system followed by classification symbols)<br>U.S. : 395/226, 227, 214<br><br>Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched<br><br>Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)<br>APS, DIALOG                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                          |                                                                                                                                                                                                                                              |                                          |    |                                                                                                                                                                                                 |                                                                                                               |     |                                                                                                                                                                          |                                                                          |     |                                                                                                                                                                                                                                              |                                                                                                                                                                         |     |                                           |                                                                              |  |  |                                                                                                        |  |  |
| <b>C. DOCUMENTS CONSIDERED TO BE RELEVANT</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                          |                                                                                                                                                                                                                                              |                                          |    |                                                                                                                                                                                                 |                                                                                                               |     |                                                                                                                                                                          |                                                                          |     |                                                                                                                                                                                                                                              |                                                                                                                                                                         |     |                                           |                                                                              |  |  |                                                                                                        |  |  |
| Category*                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Citation of document, with indication, where appropriate, of the relevant passages                                                       | Relevant to claim No.                                                                                                                                                                                                                        |                                          |    |                                                                                                                                                                                                 |                                                                                                               |     |                                                                                                                                                                          |                                                                          |     |                                                                                                                                                                                                                                              |                                                                                                                                                                         |     |                                           |                                                                              |  |  |                                                                                                        |  |  |
| X                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | US 5,283,731 (Lalonde et al.) 01 February 1994, Figs 1-3, 7-9, col. 3, line 42 to col. 4, line 54, col. 12, line 40 to col. 14, line 17. | 1-5, 7-11                                                                                                                                                                                                                                    |                                          |    |                                                                                                                                                                                                 |                                                                                                               |     |                                                                                                                                                                          |                                                                          |     |                                                                                                                                                                                                                                              |                                                                                                                                                                         |     |                                           |                                                                              |  |  |                                                                                                        |  |  |
| A                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | US 5,412,416 (Nemirofsky) 02 May 1995, figs. 1-3, abstract                                                                               | 1-11                                                                                                                                                                                                                                         |                                          |    |                                                                                                                                                                                                 |                                                                                                               |     |                                                                                                                                                                          |                                                                          |     |                                                                                                                                                                                                                                              |                                                                                                                                                                         |     |                                           |                                                                              |  |  |                                                                                                        |  |  |
| A                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | US 5,448,625 (Lederman) 05 September 1995, figs 1-6, cols. 2-6.                                                                          | 1-11                                                                                                                                                                                                                                         |                                          |    |                                                                                                                                                                                                 |                                                                                                               |     |                                                                                                                                                                          |                                                                          |     |                                                                                                                                                                                                                                              |                                                                                                                                                                         |     |                                           |                                                                              |  |  |                                                                                                        |  |  |
| Y                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | ONLINE International Command Chart, U.S. Systems, 1985-1986 Edition, See page 6.                                                         | 6                                                                                                                                                                                                                                            |                                          |    |                                                                                                                                                                                                 |                                                                                                               |     |                                                                                                                                                                          |                                                                          |     |                                                                                                                                                                                                                                              |                                                                                                                                                                         |     |                                           |                                                                              |  |  |                                                                                                        |  |  |
| A,P                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | APTEX announces SelectCast..., M2 Presswire, M2 Communications, December 5, 1996.                                                        | 1-11                                                                                                                                                                                                                                         |                                          |    |                                                                                                                                                                                                 |                                                                                                               |     |                                                                                                                                                                          |                                                                          |     |                                                                                                                                                                                                                                              |                                                                                                                                                                         |     |                                           |                                                                              |  |  |                                                                                                        |  |  |
| <input type="checkbox"/> Further documents are listed in the continuation of Box C. <input type="checkbox"/> See patent family annex.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                          |                                                                                                                                                                                                                                              |                                          |    |                                                                                                                                                                                                 |                                                                                                               |     |                                                                                                                                                                          |                                                                          |     |                                                                                                                                                                                                                                              |                                                                                                                                                                         |     |                                           |                                                                              |  |  |                                                                                                        |  |  |
| <table border="0"><tr><td>* Special categories of cited documents:</td><td>*T</td><td>later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention</td></tr><tr><td>*A* document defining the general state of the art which is not considered to be part of particular relevance</td><td>*X*</td><td>document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone</td></tr><tr><td>*E* earlier document published on or after the international filing date</td><td>*Y*</td><td>document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art</td></tr><tr><td>*L* document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)</td><td>*G*</td><td>document member of the same patent family</td></tr><tr><td>*O* document referring to an oral disclosure, use, exhibition or other means</td><td></td><td></td></tr><tr><td>*P* document published prior to the international filing date but later than the priority date claimed</td><td></td><td></td></tr></table> |                                                                                                                                          |                                                                                                                                                                                                                                              | * Special categories of cited documents: | *T | later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention | *A* document defining the general state of the art which is not considered to be part of particular relevance | *X* | document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone | *E* earlier document published on or after the international filing date | *Y* | document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art | *L* document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified) | *G* | document member of the same patent family | *O* document referring to an oral disclosure, use, exhibition or other means |  |  | *P* document published prior to the international filing date but later than the priority date claimed |  |  |
| * Special categories of cited documents:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | *T                                                                                                                                       | later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention                                              |                                          |    |                                                                                                                                                                                                 |                                                                                                               |     |                                                                                                                                                                          |                                                                          |     |                                                                                                                                                                                                                                              |                                                                                                                                                                         |     |                                           |                                                                              |  |  |                                                                                                        |  |  |
| *A* document defining the general state of the art which is not considered to be part of particular relevance                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | *X*                                                                                                                                      | document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone                                                                     |                                          |    |                                                                                                                                                                                                 |                                                                                                               |     |                                                                                                                                                                          |                                                                          |     |                                                                                                                                                                                                                                              |                                                                                                                                                                         |     |                                           |                                                                              |  |  |                                                                                                        |  |  |
| *E* earlier document published on or after the international filing date                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | *Y*                                                                                                                                      | document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art |                                          |    |                                                                                                                                                                                                 |                                                                                                               |     |                                                                                                                                                                          |                                                                          |     |                                                                                                                                                                                                                                              |                                                                                                                                                                         |     |                                           |                                                                              |  |  |                                                                                                        |  |  |
| *L* document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | *G*                                                                                                                                      | document member of the same patent family                                                                                                                                                                                                    |                                          |    |                                                                                                                                                                                                 |                                                                                                               |     |                                                                                                                                                                          |                                                                          |     |                                                                                                                                                                                                                                              |                                                                                                                                                                         |     |                                           |                                                                              |  |  |                                                                                                        |  |  |
| *O* document referring to an oral disclosure, use, exhibition or other means                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                          |                                                                                                                                                                                                                                              |                                          |    |                                                                                                                                                                                                 |                                                                                                               |     |                                                                                                                                                                          |                                                                          |     |                                                                                                                                                                                                                                              |                                                                                                                                                                         |     |                                           |                                                                              |  |  |                                                                                                        |  |  |
| *P* document published prior to the international filing date but later than the priority date claimed                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                          |                                                                                                                                                                                                                                              |                                          |    |                                                                                                                                                                                                 |                                                                                                               |     |                                                                                                                                                                          |                                                                          |     |                                                                                                                                                                                                                                              |                                                                                                                                                                         |     |                                           |                                                                              |  |  |                                                                                                        |  |  |
| Date of the actual completion of the international search<br>06 FEBRUARY 1997                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                          | Date of mailing of the international search report<br>07 MAR 1997                                                                                                                                                                            |                                          |    |                                                                                                                                                                                                 |                                                                                                               |     |                                                                                                                                                                          |                                                                          |     |                                                                                                                                                                                                                                              |                                                                                                                                                                         |     |                                           |                                                                              |  |  |                                                                                                        |  |  |
| Name and mailing address of the ISA/US<br>Commissioner of Patents and Trademarks<br>Box PCT<br>Washington, D.C. 20231<br>Facsimile No. (703) 305-3230                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                          | Authorized officer<br>GAIL HAYES<br>Telephone No. (703) 305-9711                                                                                                                                                                             |                                          |    |                                                                                                                                                                                                 |                                                                                                               |     |                                                                                                                                                                          |                                                                          |     |                                                                                                                                                                                                                                              |                                                                                                                                                                         |     |                                           |                                                                              |  |  |                                                                                                        |  |  |

Form PCT/ISA/210 (second sheet)(July 1992)\*

PCT

WORLD INTELLECTUAL PROPERTY ORGANIZATION  
International Bureau



INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>(51) International Patent Classification <sup>6</sup> :<br/><b>G06F 17/31</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <p><b>A1</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <p>(11) International Publication Number: <b>WO 99/57660</b></p> <p>(43) International Publication Date: 11 November 1999 (11.11.99)</p> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; vertical-align: top; padding: 5px;"> <p>(21) International Application Number: PCT/IL99/00237</p> <p>(22) International Filing Date: 6 May 1999 (06.05.99)</p> <p>(30) Priority Data:<br/> <div style="display: flex; justify-content: space-between;"> <div>60/084,397<br/>09/205,729</div> <div>6 May 1998 (06.05.98)<br/>4 December 1998 (04.12.98)</div> <div>US<br/>US</div> </div> </p> <p>(71) Applicant (for all designated States except US): IWEB LTD.<br/>[IL/IL]; Ha'yetsira 5, 43663 Raanana (IL).</p> <p>(72) Inventors; and<br/> (75) Inventors/Applicants (for US only): SAMBOURSKY, Ja'acob<br/>[IL/IL]; Yigal Alon 30/B, 46324 Herzliya (IL). GIRMON-<br/>SKY, Alon [IL/IL]; Hageula Street 19, 45272 Hod Hasharon<br/>(IL).</p> <p>(74) Agent: FRIEDMAN, Mark, M.; Beit Samueloff, Haomanim<br/>Street 7, 67897 Tel Aviv (IL).</p> </td> <td style="width: 50%; vertical-align: top; padding: 5px;"> <p>(81) Designated States: AE, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CU, CZ, DE, DK, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, UA, UG, US, UZ, VN, YU, ZA, ZW, ARIPO patent (GH, GM, KE, LS, MW, SD, SL, SZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).</p> <p><b>Published</b><br/> <i>With international search report.<br/> Before the expiration of the time limit for amending the claims and to be republished in the event of the receipt of amendments.</i></p> </td> </tr> </table> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                          | <p>(21) International Application Number: PCT/IL99/00237</p> <p>(22) International Filing Date: 6 May 1999 (06.05.99)</p> <p>(30) Priority Data:<br/> <div style="display: flex; justify-content: space-between;"> <div>60/084,397<br/>09/205,729</div> <div>6 May 1998 (06.05.98)<br/>4 December 1998 (04.12.98)</div> <div>US<br/>US</div> </div> </p> <p>(71) Applicant (for all designated States except US): IWEB LTD.<br/>[IL/IL]; Ha'yetsira 5, 43663 Raanana (IL).</p> <p>(72) Inventors; and<br/> (75) Inventors/Applicants (for US only): SAMBOURSKY, Ja'acob<br/>[IL/IL]; Yigal Alon 30/B, 46324 Herzliya (IL). GIRMON-<br/>SKY, Alon [IL/IL]; Hageula Street 19, 45272 Hod Hasharon<br/>(IL).</p> <p>(74) Agent: FRIEDMAN, Mark, M.; Beit Samueloff, Haomanim<br/>Street 7, 67897 Tel Aviv (IL).</p> | <p>(81) Designated States: AE, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CU, CZ, DE, DK, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, UA, UG, US, UZ, VN, YU, ZA, ZW, ARIPO patent (GH, GM, KE, LS, MW, SD, SL, SZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).</p> <p><b>Published</b><br/> <i>With international search report.<br/> Before the expiration of the time limit for amending the claims and to be republished in the event of the receipt of amendments.</i></p> |
| <p>(21) International Application Number: PCT/IL99/00237</p> <p>(22) International Filing Date: 6 May 1999 (06.05.99)</p> <p>(30) Priority Data:<br/> <div style="display: flex; justify-content: space-between;"> <div>60/084,397<br/>09/205,729</div> <div>6 May 1998 (06.05.98)<br/>4 December 1998 (04.12.98)</div> <div>US<br/>US</div> </div> </p> <p>(71) Applicant (for all designated States except US): IWEB LTD.<br/>[IL/IL]; Ha'yetsira 5, 43663 Raanana (IL).</p> <p>(72) Inventors; and<br/> (75) Inventors/Applicants (for US only): SAMBOURSKY, Ja'acob<br/>[IL/IL]; Yigal Alon 30/B, 46324 Herzliya (IL). GIRMON-<br/>SKY, Alon [IL/IL]; Hageula Street 19, 45272 Hod Hasharon<br/>(IL).</p> <p>(74) Agent: FRIEDMAN, Mark, M.; Beit Samueloff, Haomanim<br/>Street 7, 67897 Tel Aviv (IL).</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <p>(81) Designated States: AE, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CU, CZ, DE, DK, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, UA, UG, US, UZ, VN, YU, ZA, ZW, ARIPO patent (GH, GM, KE, LS, MW, SD, SL, SZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).</p> <p><b>Published</b><br/> <i>With international search report.<br/> Before the expiration of the time limit for amending the claims and to be republished in the event of the receipt of amendments.</i></p> |                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <p>(54) Title: CONTENT ENHANCEMENT SYSTEM</p> <div style="text-align: center; margin: 20px 0;"> </div>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <p>(57) Abstract</p> <p>A system (10) and a method for delivering the content, including rich media content, to a particular audience of computer users, preferably according to characteristics of these users, such that the content is exposed in a controlled manner and such that the content is delivered by a third party into a "two-party" system such as the World Wide Web. For example, rather than delivering the content, such as an advertisement, as part of a Web page at a Web site which is remote (14) to the computer user, the present invention delivers the advertisement through the ISP (Internet Service Provider) of the user on the screen of the user's computer, for example. The advertisement or other content is therefore optionally displayed to the user regardless of the Web page being displayed on the screen of the computer of the user, in a manner which is substantially transparent to the user. Thus, the content is targeted specifically to the user rather than being generally displayed on the Web page or otherwise delivered through "two-party" channels such as Web servers (14).</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |

**FOR THE PURPOSES OF INFORMATION ONLY**

Codes used to identify States party to the PCT on the front pages of pamphlets publishing international applications under the PCT.

|           |                          |           |                                          |           |                                              |           |                          |
|-----------|--------------------------|-----------|------------------------------------------|-----------|----------------------------------------------|-----------|--------------------------|
| <b>AL</b> | Albania                  | <b>ES</b> | Spain                                    | <b>LS</b> | Lesotho                                      | <b>SI</b> | Slovenia                 |
| <b>AM</b> | Armenia                  | <b>FI</b> | Finland                                  | <b>LT</b> | Lithuania                                    | <b>SK</b> | Slovakia                 |
| <b>AT</b> | Austria                  | <b>FR</b> | France                                   | <b>LU</b> | Luxembourg                                   | <b>SN</b> | Senegal                  |
| <b>AU</b> | Australia                | <b>GA</b> | Gabon                                    | <b>LV</b> | Latvia                                       | <b>SZ</b> | Swaziland                |
| <b>AZ</b> | Azerbaijan               | <b>GB</b> | United Kingdom                           | <b>MC</b> | Monaco                                       | <b>TD</b> | Chad                     |
| <b>BA</b> | Bosnia and Herzegovina   | <b>GE</b> | Georgia                                  | <b>MD</b> | Republic of Moldova                          | <b>TG</b> | Togo                     |
| <b>BB</b> | Barbados                 | <b>GH</b> | Ghana                                    | <b>MG</b> | Madagascar                                   | <b>TJ</b> | Tajikistan               |
| <b>BE</b> | Belgium                  | <b>GN</b> | Guinea                                   | <b>MK</b> | The former Yugoslav<br>Republic of Macedonia | <b>TM</b> | Turkmenistan             |
| <b>BF</b> | Burkina Faso             | <b>GR</b> | Greece                                   | <b>ML</b> | Mali                                         | <b>TR</b> | Turkey                   |
| <b>BG</b> | Bulgaria                 | <b>HU</b> | Hungary                                  | <b>MN</b> | Mongolia                                     | <b>TT</b> | Trinidad and Tobago      |
| <b>BJ</b> | Benin                    | <b>IE</b> | Ireland                                  | <b>MR</b> | Mauritania                                   | <b>UA</b> | Ukraine                  |
| <b>BR</b> | Brazil                   | <b>IL</b> | Israel                                   | <b>MW</b> | Malawi                                       | <b>UG</b> | Uganda                   |
| <b>BY</b> | Belarus                  | <b>IS</b> | Iceland                                  | <b>MX</b> | Mexico                                       | <b>US</b> | United States of America |
| <b>CA</b> | Canada                   | <b>IT</b> | Italy                                    | <b>NE</b> | Niger                                        | <b>UZ</b> | Uzbekistan               |
| <b>CF</b> | Central African Republic | <b>JP</b> | Japan                                    | <b>NL</b> | Netherlands                                  | <b>VN</b> | Viet Nam                 |
| <b>CG</b> | Congo                    | <b>KE</b> | Kenya                                    | <b>NO</b> | Norway                                       | <b>YU</b> | Yugoslavia               |
| <b>CH</b> | Switzerland              | <b>KG</b> | Kyrgyzstan                               | <b>NZ</b> | New Zealand                                  | <b>ZW</b> | Zimbabwe                 |
| <b>CI</b> | Côte d'Ivoire            | <b>KP</b> | Democratic People's<br>Republic of Korea | <b>PL</b> | Poland                                       |           |                          |
| <b>CM</b> | Cameroon                 | <b>KR</b> | Republic of Korea                        | <b>PT</b> | Portugal                                     |           |                          |
| <b>CN</b> | China                    | <b>KZ</b> | Kazakstan                                | <b>RO</b> | Romania                                      |           |                          |
| <b>CU</b> | Cuba                     | <b>LC</b> | Saint Lucia                              | <b>RU</b> | Russian Federation                           |           |                          |
| <b>CZ</b> | Czech Republic           | <b>LI</b> | Liechtenstein                            | <b>SD</b> | Sudan                                        |           |                          |
| <b>DE</b> | Germany                  | <b>LK</b> | Sri Lanka                                | <b>SE</b> | Sweden                                       |           |                          |
| <b>DK</b> | Denmark                  | <b>LR</b> | Liberia                                  | <b>SG</b> | Singapore                                    |           |                          |
| <b>EE</b> | Estonia                  |           |                                          |           |                                              |           |                          |

## CONTENT ENHANCEMENT SYSTEM

FIELD AND BACKGROUND OF THE INVENTION

The present invention relates to a system for content enhancement and, in particular, to a system which enables various types of content, such as information, to be presented to a computer user according to specific criteria, preferably through a Web browser. The information is optionally in the form of advertisements or other messages, for example, and preferably includes rich media such as audio samples and video clips. The system of the present invention is able to inject such content as a third party, such that the content is preferably provided to the computer user directly at substantially any convenient time, such as during a waiting period, and in a manner which is preferably substantially transparent to the computer user.

Many consumers are connected to the World Wide Web (WWW) on the Internet through a computer connection at home. For the vast majority of consumers, such a connection to the Internet is obtained by purchasing services from an ISP (Internet Service Provider), which charges monthly fees for such access. These consumers can then view Web pages on the World Wide Web for news, entertainment or information. Viewing Web pages, or "surfing the Web", is a popular leisure activity for many consumers.

Since many Web pages can be viewed without a separate access charge from the provider of the Web page itself, other sources of revenue have been sought by providers of commercial Web pages. Advertisements incorporated into the Web page itself are frequently sold by these Web page providers as a source of revenue. One drawback of such advertisements is the difficulty of determining how many computer users actually view these advertisements, let alone the demographic characteristics of these users. Without such information, the value and efficacy of the advertisements is difficult to ascertain.

Other media, such as television and radio, have developed ratings systems for determining how many consumers typically watch or listen to a given program and/or a given time slot, as well as the demographic characteristics of such consumers. Such ratings information enables the value of the advertisements to be more easily determined.

Ratings information is more difficult to obtain from the World Wide Web because of its diffuse, non-localized and non-controlled nature. First, monitoring viewing of advertisements to determine the number of users who actually see a particular advertisement is very difficult, and must currently be performed only as a measure of past performance. Furthermore, Web pages can be viewed all over the world, without regard to the physical

location of the computer user. However, many advertisers are only interested in reaching a particular segment of the population. For example, a restaurant owner in London does not necessarily want to advertise to consumers in Tokyo, and so forth. Therefore, determining the ratings information for a Web page, in order to determine the value of advertisements on this page, is not as simple as counting the number of computer users who view the Web page.

In addition, it is very difficult to gauge the number of computer users who not only view the Web page, but for whom the advertisement has any relevance. Such relevance may be geographical, as in the example of the restaurant, and/or demographic, as for advertisements aimed at parents of young children. Currently, proper targeting of the advertisement to the intended audience cannot be guaranteed.

Furthermore, the exposure of advertisements to computer users is part of a more general characteristic of the World Wide Web. The World Wide Web is structured as a "two-party" system, in which a first party, the computer user, receives content from a second party, the Web server. Client-server systems are also "two-party" systems. However, these systems do not enable a third party to inject content directly to the screen of the computer user, for example through a Web browser or other computer software on the computer of the user, in a manner which is substantially transparent to the user. Thus, current "two-party systems" have limitations for the transparent, controlled exposure of rich media content to the computer user.

Clearly, a system is required which would enable a third party to inject such content and to control exposure of the content to the computer user. For example, such a system would enable advertisers to target a particular audience of computer users, according to geographical and/or demographic information about the users, such that the advertisement would be displayed substantially only to members of that audience and such that the number of exposures of an advertisement could be sold in advance. Furthermore, such a system could advantageously load such content onto the computer of the user during waiting periods and other "down" times. Unfortunately, such a system does not currently exist.

Therefore, there is an unmet need for, and it would be highly useful to have, a system and a method for delivering content, including rich media content such as audio samples and video clips, to a targeted audience according to a controlled exposure in a manner which is preferably substantially transparent to the computer user, such that the content could be presented to each user in the audience optionally without being tied to the Web page or other

“two-party system” content being examined by the user.

#### SUMMARY OF THE INVENTION

The present invention is of a system and a method for delivering content, including  
5 rich media content, to a particular audience of computer users, preferably according to  
characteristics of these users, such that the content is exposed in a controlled manner and  
such that the content is delivered by a third party into a “two-party” system such as the  
World Wide Web. For example, rather than delivering the content, such as an advertisement,  
as part of a Web page at a Web site which is remote to the computer user, the present  
10 invention delivers the advertisement through the ISP (Internet Service Provider) of the user  
on the screen of the user’s computer, for example. The advertisement or other content is  
therefore optionally displayed to the user regardless of the Web page being displayed on the  
screen of the computer of the user, in a manner which is substantially transparent to the user.  
Thus, the content is targeted specifically to the user rather than being generally displayed on  
15 the Web page or otherwise delivered through generic “two-party” channels such as a generic  
Web server.

According to the present invention, there is provided a method for displaying an  
added content on a GUI (graphical user interface) of a first client of a first user being served  
by a general server, the general server serving a substantially similar general content to a  
20 plurality of clients of a plurality of users, the method comprising the steps of: (a) providing  
an added content server for serving an added content; (b) receiving a request for the general  
content from the first client by the general server; (c) selecting the added content according  
to a selection characteristic by the added content server; (d) sending the added content by the  
added content server to the first client for being displayed on the GUI of the first client; (e)  
25 sending the general content to the first client for being displayed on the GUI of the first  
client; and (f) displaying the added content and the general content on the GUI of the first  
client, such that a display of the added content is controlled according to the selection  
characteristic.

According to another embodiment of the present invention, there is provided a  
30 method for displaying an added content to a Web page on a Web browser of a user, the Web  
page being served by a remote Web server, the method comprising the steps of: (a) providing  
an added content server for serving the added content; (b) receiving a request for the Web  
page from the Web browser; (c) transmitting the request to the remote Web server; (d)

receiving the Web page from the remote Web server; (e) selecting the added content according to at least one user characteristic by the added content server, such that the added content is targeted to the user; (f) adding the added content to the Web page to form a content-added Web page by the added content server; (g) sending the content-added Web page from the added content server to the Web browser; and (h) displaying the content-added Web page by the Web browser.

According to yet another embodiment of the present invention, there is provided a system for delivering a content to a Web browser of a computer user when the user requests a Web page, the system comprising: (a) a content distribution center for storing, distributing and managing the content; (b) an content enhancement module for receiving the content from the content distribution center and for delivering the content to the Web browser upon receiving the request for the Web page, such that the content is specifically targeted to the computer user; and (c) a service provider for providing a connection between the Web browser and the content enhancement module.

According to still another embodiment of the present invention, there is provided a system for delivering a content to a Web browser of a user computer when a user requests a Web page, the system comprising: (a) a content distribution center for storing, distributing and managing the content; (b) an content enhancement module for receiving the content from the content distribution center; (c) a client module for requesting the content from one of the content enhancement module or the content distribution center, and for providing the content to the Web browser, such that the content is specifically targeted to the computer user; and (d) a service provider for providing a connection between the client module and the content enhancement module.

According to still another embodiment of the present invention, there is provided a method for transparently installing a client module on a Web browser of a user computer, the Web browser being operated by a user computer, the method comprising the steps of: (a) starting to operate the Web browser by the user computer; (b) detecting the start of operation of the Web browser; and (c) installing the client module on the user computer when the user computer is connected to the Internet substantially without any intervention by the user, such that the client module operates in a manner which is substantially transparent to the user.

Hereinafter, the term "computing platform" refers to a particular computer hardware system or to a particular software operating system. Examples of such hardware systems include, but are not limited to, personal computers (PC), Macintosh <sup>TM</sup> computers,

mainframes, minicomputers and workstations. Examples of such software operating systems include, but are not limited to, UNIX, VMS, Linux, MacOS™, DOS, one of the Windows™ operating systems by Microsoft Inc. (Seattle, Washington, USA), including Windows NT™, Windows 3.x™ (in which “x” is a version number, such as “Windows 3.1™”), Windows CET™, Windows95™ and Windows98™. For the present invention, a software application could be written in substantially suitable programming language, which could easily be selected by one of ordinary skill in the art. The programming language chosen should be compatible with the computing platform according to which the software application is executed. Examples of suitable programming languages include, but are not limited to, C, C++ and Java.

Hereinafter, the term “Web browser” refers to any software program for displaying a GUI (graphical user interface), and in particular for any software program which can be used to view a document written at least partially with at least one instruction taken from HTML (HyperText Mark-up Language), DHTML (Dynamic HyperText Mark-up Language) or VRML (Virtual Reality Modeling Language), or any other equivalent computer document language, hereinafter collectively and generally referred to as “document mark-up language”. Examples of Web browsers include, but are not limited to, Mosaic™, Netscape Navigator™ and Microsoft™ Internet Explorer™.

Hereinafter, the term “two-party system” refers to any system, such as a client-server system or a Web browser-Web server system, in which content is normally delivered from a first party (the server) to a second party (the client).

#### BRIEF DESCRIPTION OF THE DRAWINGS

The invention is herein described, by way of example only, with reference to the accompanying drawings, wherein:

FIG. 1 is a flowchart of an exemplary method for adding content by a third party into a two-party system according to the present invention;

FIG. 2 is a schematic block diagram illustrating an exemplary system according to the present invention;

FIG. 3 is a schematic block diagram showing the system of Figure 2 in greater detail;

FIG. 4 is a schematic block diagram illustrating an exemplary display screen according to the present invention;

FIG. 5 is a flowchart of an exemplary method for the operation of Promo according to the present invention;

FIG. 6 is a schematic block diagram of an illustrative embodiment of a system for collecting a charge for added content according to the present invention;

5        FIG. 7 is a schematic block diagram of an illustrative but preferred embodiment of a portion of the system of Figure 2; and

FIG. 8 is a schematic block diagram of an illustrative but preferred embodiment of the system of Figure 7.

## 10    DESCRIPTION OF THE PREFERRED EMBODIMENTS

The present invention is of a system and a method for presenting various types of content, such as information, to a computer user according to specific criteria, preferably through a Web browser. The information is optionally in the form of advertisements or other messages, for example, and preferably includes rich media such as audio samples and video  
15    clips. The system of the present invention is able to inject such content as a third party, such that the content is provided to the computer user directly at substantially any convenient time, such as during a waiting period, and in a manner which is substantially transparent to the computer user.

For example, if the content is in the form of advertising, rather than delivering the  
20    advertisement as part of a Web page at a Web site which is remote to the computer user, the present invention delivers the advertisement through the ISP (Internet Service Provider) of the user on the screen of the user's computer. The advertisement is therefore optionally displayed to the user regardless of the Web page being displayed on the screen of the computer of the user. Thus, the advertisement is targeted specifically to the user rather than  
25    being generally displayed on the Web page, and is delivered to the user in a transparent, controlled manner.

The principles and operation of the system and method according to the present invention may be better understood with reference to the drawings and the accompanying description.

30        Referring now to the drawings, Figure 1 is a flowchart of an example of a method for operating a general system for injecting content as a third party into a two-party system. The method displays an added content on a GUI (graphical user interface) of a user. The GUI is connected to, and is served by, a general server. This general server serves a plurality of

such users as part of a "two-party system". The method of the present invention, as shown in Figure 1, is capable of injecting specific, tailored content to the user through the GUI in a controlled manner, preferably according to at least one characteristic of the user. Preferably, this additional content is served by an added content server, which could be a separate server computer from the general server computer, or alternatively could be a separate function of the general server computer, for example as a separate software module. Thus, the method of the present invention generally controls the exposure of the added content to the user from a third party into the two-party system.

In step 1, the general server receives a request for the general content from the GUI. In step 2, preferably at least one user characteristic of the user is determined. In step 3, the added content is selected according to some criteria by the added content server, preferably according to the at least one user characteristic, such that the added content is preferably targeted to the at least one user. In step 4, the added content and the general content are sent to the client for being displayed on the GUI, such that the added content is injected into the client GUI-server relationship, either by the added content server or by the general content server. Preferably, the added content is sent to the client in a controlled manner, such that the added content is sent during a period when the client is idle or otherwise has capacity for receiving the content for example. More preferably, the added content is to the client in a substantially transparent manner to the user, such that the user does not need to interact with the GUI specifically in order to receive the content.

Preferably, the method also includes two more steps. In step 5, first the added content is displayed on the GUI. In step 6, more preferably the general content is displayed on the GUI, such that the added content is displayed substantially before the general content. This preferred embodiment might be suitable for Web advertising, for example if the added content is an advertisement, the GUI is a Web browser, the general content is a Web page and the general server is a Web server. Most preferably, the added content could be removed from the GUI substantially before the general content is displayed. Alternatively, the added content and the general content could be displayed substantially simultaneously. For example, if the added content was an advertisement and the general content was a Web page, the advertisement could be displayed as an overlay to the Web page, either static or moving.

Alternatively, the general server and the GUI of the client are optionally connected through an intranet of a corporation, and the user is an employee of the corporation, such that the added content is targeted to the employee.

In any case various types of added content are possible. For example, the added content could feature information of a type selected from the group consisting of customer support, news, entertainment and instruction.

Figure 2 is a schematic block diagram illustrating a specific example of a system according to the present invention for delivering targeted advertising and other messages. Although the following description centers upon targeted advertising, it is understood that this is for the purposes of discussion only and is not meant to be limiting in any way, since the present invention could be used for delivering substantially any type of targeted content to the user, including but not limited to, advertisements, messages, software objects, audio and video clips and other rich content.

As shown in Figure 2, in a general system 10, a computer user interacts with a Web browser 12. As used herein, the term "Web browser" can apply to substantially any type of GUI (graphical user interface) being displayed by the display device of the computer user, and not only to software which is capable of rendering mark-up documents for display. However, the following description is directed toward software programs which render mark-up documents for display only for the purposes of clarity and without intending to be limiting in any way.

Web browser 12 receives content from, and sends commands to, a remote Web server 14, according to the HTTP (HyperText Transfer Protocol) protocol. Web browser 12 is not directly connected to remote Web server 14, however. Rather, Web browser 12 is connected to an content enhancement module 16. Content enhancement module 16 is also connected to remote Web server 14. In this embodiment of the present invention, substantially all interactions between Web browser 12 and remote Web server 14 therefore pass through content enhancement module 16, such that content enhancement module 16 is an intermediary layer between Web browser 12 and remote Web server 14. Optionally, content enhancement module 16 may also connect to remote Web server 14 indirectly, through one or more additional proxy servers (not shown).

Content enhancement module 16 accesses the data streams transmitted according to the HTTP protocol between Web browser 12 and remote Web server 14, and is able to inject additional data according to the HTTP protocol for display by Web browser 12. For example, content enhancement module 16 can send data to Web browser 12 which causes Web browser 12 to display an advertisement, such that the Web page displayed by Web browser 12 is a "content-added Web page". The advertisement optionally features a static

graphic, with or without text, preferably including sound data. More preferably, the advertisement features animation. The advertisement can be static, but alternatively and preferably moves within the display of Web browser 12 in order to more effectively catch the attention of the computer user. Most preferably, additional rich content, such as audio and/or video clips, or optionally streaming audio and/or video data, is included.

In order to more effectively use the period of time required for Web browser 12 to load a particular Web page requested from remote Web server 14, preferably content enhancement module 16 displays the content, such as the advertisement, within the display of Web browser 12 as the requested Web page loads into Web browser 12. More preferably, the content is displayed in the context of a display Web page, which is optionally a completely separate Web page with separate Web content from the requested Web page. Thus, the time which is required for the requested Web page to load can now be used for displaying an advertisement or other content. The advertisement or other content, such as the display Web page, then preferably disappears from the display of Web browser 12 after the requested Web page has been loaded.

Alternatively, the advertisement or other content could appear at substantially any time during the operation of Web browser 12, and not only when a requested Web page was being loaded, such that the display Web page could be built from a combination of the content and the requested Web page, for example. Other preferred features and embodiments of the content itself and of the display of the content are discussed in greater detail below with reference to Figures 5 and 6. According to one particularly preferred embodiment of the present invention, the content itself is quite rich, including for example video data in the form of video clips. This rich content is optionally and preferably supported by a pre-fetch method of the present invention, described in greater detail below.

In either case, the content is preferably displayed as an overlay to the Web page display, even if the Web page itself is in the process of being downloaded.

In order to provide external control over the advertisements, the type of display and the timing of the display, content enhancement module 16 is optionally connected to a system administrator Web browser interface 18. System administrator Web browser interface 18 provides a management interface which enables the administrator of the service provider to control the type of advertisement shown, the type and timing of the display, and the identity of the user or users to whom the advertisement is shown. System administrator Web browser interface 18 controls the management functions of content enhancement

module 16.

The exact identity of the administrator depends upon the type of connection provided between Web browser 12 and remote Web server 14. For example, if this connection is provided by an ISP (Internet service provider), then the administrator could be an employee of the ISP. Alternatively, if the connection was an intranet connection provided by a company to employees of that company, then the administrator could be an employee of that company. Of course, the administrator could be substantially any individual charged with administering system 10.

According to preferred embodiments of the present invention, general system 10 also features a content management system 20 for enabling the content provider to transmit content. Preferably, the content provider can also receive statistics concerning the number of users to whom the content was made available, as well as an analysis of the characteristics of these users. Such characteristics optionally and preferably include the types of Web pages visited by the users, as well as demographic and/or geographic characteristics. More preferably, the content provider is also able to request users with certain demographic and/or geographic characteristics through content management system 20.

The identity of the content provider, as well as the type of information requested or required by that content provider in order to determine which content is to be served to each user or groups of users, can vary depending upon the implementation of general system 10. Such variations could easily be determined according to one of ordinary skill in the art for the particular implementation of general system 10. For example, if the content is advertisements, then the content provider could optionally be an advertisement agency or vendor of products and/or services to be advertised. On the other hand, if the content is corporate information being provided to employees of a corporation, then the content provider could optionally be the corporation itself.

Content management system 20 is connected to a content distribution center 22. Content distribution center 22 is directly associated with, and interacts with, content enhancement module 16, such that collectively content distribution center 22 and content enhancement module 16 form a content enhancement system 24 according to the present invention.

Content distribution center 22 preferably receives content from content management system 20, in the form of graphics, sounds, video, text or other data to be displayed by Web browser 12. Content distribution center 22 then relays the content to content enhancement

module 16, which actually performs the necessary steps for preparing the content to be sent to Web browser 12 for display.

Preferably, content distribution center 22 features a plurality of databases for storing different types of information. These databases preferably include a user database 26, for storing demographic and/or geographic information about the computer users; and a content database 28 for storing the content such as advertisements. User database 26 preferably contains demographic information about the computer user, such as age, family size, profession, hobbies and interests, and other potentially useful information for the content provider such as an advertiser. Such information could be provided voluntarily by the computer user. Optionally, the information could be gathered by an analysis of the Web pages requested through Web browser 12. Also optionally, the information could be provided by the content provider, such as the ISP. Preferably, all of these sources of information are gathered for storage in user database 26.

Preferably, the demographic information includes such personal information as the name of the user, age, gender, marital status, occupation, hobbies or other interests. The geographic information preferably enables the user to be located within a fairly precise geographical area. For example, in the United States of America, such geographic information would optionally and preferably include the zip code, state and city of the user.

The information preferably also includes the language preference of the user, which is not necessarily determined according to the country in which the user physically resides. The language preference is particularly preferred for displaying advertisements which include text, and enables the advertisements to be adjusted according to the language of the user, rather than using only one language for all advertisements throughout the World Wide Web.

Also, user database 26 preferably stores user profile information, such as the history of Web page browsing, or "surfing" and the ratings of the user in various categories which might be of interest to advertisers. All of this information, including the classification of the requested Web page and the user information, is preferably accessible as a "request factor" to enable a particular type of content, such as a particular advertisement, to be selected.

In addition, user database 26 preferably also stores such information as the permissions which the user has given for access by content enhancement module 16. For example, the user is preferably able to determine whether advertisements from content enhancement module 16 can be blocked, or whether content enhancement module 16 is

12

allowed to construct a dynamic history of the Web page browsing by a user.

Optionally and preferably, content distribution center 22 also includes an URL (universal resource locator) database 30 for storing the Web page addresses (URL's) for any Web pages associated with the advertisement content stored in content database 28. More preferably, these URL's are classified by an URL classifier module 32. Distribution module 28 preferably receives information concerning the type of Web page being requested from URL classifier module 32. URL classifier module 32 could include information about different types of Web pages which is manually entered through system administrator Web browser interface 18, for example. Alternatively and preferably, the Web pages could be classified automatically according to keywords.

Within content distribution center 22, distribution module 34 determines which content is selected from content database 28 for being served by content enhancement module 16. The selection of content is preferably performed according to the profile of the computer user, and more preferably is also performed according to the type of Web page being displayed. The selection according to the type of Web page being displayed is particularly important for computer users in the home environment, in which more than one user may share Web browser 12. Under these circumstances, the content, such as an advertisement, is preferably tailored according to the type of Web page being displayed.

Figure 3 shows a more detailed view of an illustrative, preferred embodiment of general system 10. In this preferred embodiment, again Web browser 12 requests Web pages from remote Web server 14 through content enhancement system 24. Content enhancement system 24 includes content enhancement module 16, which serves both the Web page and the added content to Web browser 12. Content enhancement module 16 receives the added content from distribution module 34 of content distribution center 22. The operation of these components of general system 10 is explained in greater detail below.

Content enhancement module 16 features a proxy server 36, which is an HTTP server. Proxy server 36 receives a request for a particular Web page from Web browser 12. If proxy server 36 already has the Web page stored, then proxy server 36 can serve the Web page directly, without transmitting the request to remote Web server 14. Otherwise, proxy server 36 must transmit the request to remote Web server 14 and wait to receive the Web page from remote Web server 14.

Proxy server 36 also serves the advertisement or other content to Web browser 12, for example while the computer user waits for Web browser 12 to load the Web page. Proxy

server 36 receives the content from a Core module 38.

Core module 38 preferably communicates with proxy server 36 according to the HTTP protocol, or alternatively through another type of software-based interface. Core module 38 receives HTTP events from proxy server 36, such as requests for a particular Web page. Preferably, Core module 38 filters the event according to a preconfigured event filter. Core module 38 then passes the event to a Brain module 40.

Brain module 40 then receives the event from Core module 38. Brain module 40 preferably controls the session with Web browser 12, including initiating communication with Web browser 12 and terminating such communication. Brain module 40 also preferably can alter the event filter in Core module 38. Brain module 40 preferably communicates with URL classifier 32 to classify the Web page being requested according to site-related information. The site-related information describes the Web site holding the requested Web page. The site-related information can be important for displaying the advertisement, as described in further detail below. URL classifier 32 communicates with distribution module 34 and URL database 30 to receive this information.

After receiving the site-related information from URL classifier 32, Brain module 40 then decides which plug-in module should handle the event and passes the event to that plug-in module. Brain module 40 preferably also passes the site-related information to that plug-in module. Preferably, there is a plurality of plug-in modules, although for the purposes of illustration, only one such module is shown in Figure 3, a Promo module 42.

Once Promo module 42 has received the event, Promo module 42 performs a number of functions. First, Promo module 42 decides whether to serve the content, such as the advertisement, to Web browser 12. Preferably, the decision is made by Promo module 42 at least partially according to information received from content management system 20. Such information could include criteria for deciding when the content should be displayed, for example.

Next, if Promo module 42 decides to serve the content, Promo module 42 retrieves the framework for the content. For example, if the content is an advertisement which is to be displayed on an HTML page, Promo module 42 first retrieves a framework for that page. Promo module 42 then requests at least one advertisement from content management system 20. Promo module 42 adds the at least one advertisement to the framework, as well as causing distribution module 34 to serve the advertisement to proxy server 36 for serving to Web browser 12. The framework is then given to Brain module 40.

Brain module 40 receives the framework from Promo module 42. Brain module 40 then passes the framework to Core module 38, which also receives the original requested Web page from proxy server 36. Core module 38 first passes the framework to Web browser 12, preferably either while the Web page is being received by proxy server 36 or while the Web page is being served to Web browser 12.

Web browser 12 then displays the framework with the advertisement. For example, as noted previously, preferably an advertisement can be displayed on Web browser 12 in several ways. The advertisement could be seamlessly integrated onto the displayed Web page, such that the advertisement appeared to be another banner advertisement, for example. Banner advertisements are a common feature of advertising on the World Wide Web, and are displayed at the top or side of a Web page. Alternatively and preferably, the advertisement could be a "fly-by" advertisement, which moves across the Web page and then disappears. Also preferably, the user might specify "audio only" advertisements, in which only sounds would be produced for the advertisement. Brain module 40 is preferably able to receive a request for a particular type of advertising from Web browser 12 and to transmit the request to Promo module 42, such that proxy server 36 then delivers the correct type of advertisement to Web browser 12.

In addition, preferably Brain module 40 is able to support various criteria which determine the length of time for displaying the advertisement. For example, the advertisement could disappear after a fixed length of time has elapsed. Alternatively and preferably, the advertisement could disappear after some positive action by the user, for example clicking a button on the advertisement with the mouse or other pointing device. The advertisement could also disappear when the requested Web page has finished loading, assuming that the advertisement is displayed while the Web page is being loaded. Alternatively, the advertisement could disappear only after the content of the advertisement, such as video or animation, has finished being displayed. All of these different display modes, as well as the control over the display of the advertisement, is preferably handled by Brain module 40.

An example of the displayed framework with the content is shown in Figure 4. A display 44 of Web browser 12 is shown, with content in the form of a banner 46. Banner 46 could include text or graphic images, for example.

The implementation of the display of the advertisements on Web browser 12 is optionally performed in a number of ways. For example, a Web page produced by Brain

15

module 40 could be substituted for the requested Web page, preferably adding a refresh tag to the original request for the Web page. Alternatively and preferably, the requested Web page could be changed into a Web page with at least two style sheets or layers. One layer would contain the original requested Web page, while the other layer would display the Web page with the additional advertising. The latter option is particularly preferred because the delay for loading the Web page is substantially reduced or eliminated. In addition, with the latter option the user is able to request that the advertisement disappear after a period of time has elapsed or some other criterion has been fulfilled, leaving only the originally requested Web page being displayed by Web browser 12.

10 Web browser 12 displays the framework with the advertisement until the Web page has been received from proxy server 36. Preferably, Web browser 12 then removes the advertisement from the display and displays the requested Web page.

Promo module 42 preferably also gathers data related to the content which is served. For example, Promo module 42 preferably records which content was displayed to the user through Web browser 12. In addition, Promo module 42 preferably gathers content-specific data. For example, if the content is an advertisement, Promo module 42 preferably determines the advertisement(s) which were "clicked through" by the user. More preferably, Promo module 42 determines which users purchased a product from a vendor after "clicking through" or otherwise interacting with an advertisement. All of this gathered data can be used to assess the efficacy of the content which is served. For example, in the case of advertisements, the gathered data could be used to determine the cost for serving the advertisement.

25 According to a preferred embodiment of the present invention, a slightly different protocol is optionally followed for initiating a session between Web browser 12 and content enhancement module 16. Web browser 12 initiates the session by requesting an initial Web page in order to start the session. Core module 38 receives the request for the Web page through proxy server 36. As for the previous embodiment, Core module 38 then passes the event to a Brain module 40, as well as requesting the original Web page from remote Web server 14.

30 Brain module 40 receives the event from Core module 38, and decides which plug-in module should handle the event and passes the event to that plug-in module, in this case Promo module 42.

Web browser 12 receives the requested Web page from remote Web server 14

through proxy server 36. Once Web browser 12 requests the next Web page, apart from the home page, Brain module 40 initializes Promo module 42. Such initialization preferably includes obtaining user data from user database 26, as well as “pre-fetching” content, as described with regard to Figure 5 below.

5        Figure 5 is a flowchart of an exemplary method for “pre-fetching” content such as advertisements, in order to more rapidly display such content to the user through Web browser 12. Web browser 12 and Promo module 42 each has a storage area for storing the pre-fetched content: Web browser 12 has a cache, and Promo module 42 has a prefetch FIFO (first in first out) storage. At the beginning of the process, both storage areas are empty.

10        In step 1, Web browser 12 connects to Promo module 42. In step 2, Promo module 42 requests at least one, and preferably two, prefetched content parcels such as advertisements from content management system 20. In step 3, content management system 20 sends the advertisement(s) to Promo module 42, which stores these advertisement(s) in the pre-fetch storage FIFO. In step 4, Web browser 12 requests a Web page. In step 5,  
15        Promo module 42 sends the framework with at least one advertisement to Web browser 12. In addition, in step 6, Promo module 42 also sends at least one, and preferably two, additional advertisements to Web browser 12. In step 7, Web browser 12 preferably stores the advertisement(s) in the cache. More preferably, if the file, such as the advertisement, is relatively large, such that the period of time required to load it into the cache of Web browser  
20        12 is undesirably long, the file is broken into more than two portions, and each portion is loaded separately. The advertisement(s) are now optionally available for future display, such that the amount of time required for Web browser 12 to display the next advertisement is much shorter, since the advertisement is stored locally. Steps 2-7 could optionally be repeated during the session with Web browser 12.

25        Figure 6 shows yet another preferred embodiment of the present invention, featuring another plug-in module, the Meter module. In this embodiment, an content enhancement system 48 again features an content enhancement module 50 and a content delivery center 52. Now, however, content enhancement module 52 also includes a Meter module 54. In addition, content delivery center 52 also includes a billing module 56. Components which  
30        have the same numbering as for Figure 3 retain their previously described function, unless otherwise specified.

Meter module 54 enables the user to pay for content obtained from remote Web server 14 or from content database 28, or from a combination thereof. For example, if the

user requests a Web page from a Web site for which payment is required, remote Web server 14 communicates with Meter module 54 to request payment. If such payment is authorized, manually for example by having the user click on a button displayed by Web browser 12, or automatically, Meter module 54 communicates with billing module 56. Billing module 56 then records the payment. The service provider is then able to request remuneration from the user. The service provider also sends payment to the holder of the Web site, possibly after subtracting a commission or other handling fee. Thus, Meter module 54 enables users to purchase content through regular billing, such as part of a monthly bill from an ISP, without entering a credit card number.

As noted previously, the system and method of the present invention are useful for many types of content, such as advertisements, messages, customer support, announcements and educational materials. Furthermore, control over the type of content and the display of the content would depend upon the service provider. For example, if the service provider was an ISP, then the ISP could optionally control the content in order to generate advertising revenue. Alternatively, if the service provider was a corporation, the corporation could optionally control the content in order to inform or instruct its employees, for example.

Figure 7 shows a preferred, illustrative embodiment of the system of Figure 2. In this embodiment, a system 58 again includes a Web browser 60 for interacting with a computer user, as described for Web browser 12 of Figure 2. However, in system 58, Web browser 60 is alternately connected to a content enhancement module 62 and to a remote Web server 64 for serving a Web page 66. Content enhancement module 62 is also connected to remote Web server 64. In addition, as for Figure 2, a content distribution center 22 is connected to content enhancement module 62. Thus, Web browser 60 is either connected directly to remote Web server 64 or alternately is connected indirectly, through content enhancement module 62.

When Web browser 60 is connected to content enhancement module 62, substantially all interactions between Web browser 60 and remote Web server 64 therefore pass through content enhancement module 62, such that content enhancement module 62 is an intermediary layer between Web browser 60 and remote Web server 64, as described for system 10 of Figure 2. However, such a connection can place a heavy load on content enhancement module 62, which effectively acts a proxy server. Therefore, as shown in Figure 7, preferably Web browser 60 can also connect directly to remote Web server 64, thereby by-passing content enhancement module 62 such that content enhancement module

62 is not able to send data to Web browser 60 in this mode.

More preferably, system 58 alternates between these two different modes, with Web browser 60 either connected directly to remote Web server 64, or alternately connected indirectly through content enhancement module 62, most preferably according to either a  
5 predetermined schedule or alternatively according to a dynamic schedule. For example, Web browser 60 could be connected to content enhancement module 62 only when the user first “logs on” and connects to the Internet. Alternatively, Web browser 60 could periodically connect to content enhancement module 62 in order for content enhancement module 62 to be able to more effectively track the activity of the user on the Internet. For example, Web  
10 browser 60 could periodically connect to content enhancement module 62 every  $n$  minutes for such tracking, in which  $n$  is an integer. In any case, such a periodic connection significantly reduces the burden on content enhancement module 62, such that the amount of traffic flowing through content enhancement module 62 is significantly reduced.

In the other, alternative and optional embodiment of system 58, Web browser 60  
15 connects to content enhancement module 62 dynamically, preferably according to the traffic between Web browser 60 and remote Web server 64, such that as the amount of traffic is increased, Web browser 60 connects to content enhancement module 62 more frequently. Such detection of the amount of traffic could be performed by a client module 68 as shown, which could be an applet being operated by Web browser 60 for example.

20 In either embodiment, as for Figure 2, in order to more effectively use the period of time required for Web browser 60 to load a particular Web page 66 requested from remote Web server 64, preferably content enhancement module 62 causes the content, such as the advertisement, to be displayed within the display of Web browser 60 as the requested Web page 66 loads into Web browser 60. More preferably, the content is displayed in the context  
25 of an additional displayed Web page. Thus, the time which is required for Web page 66 to load can now be used for displaying an advertisement or other content. The advertisement or other content, such as the displayed Web page, then preferably disappears from the display of Web browser 60 after the Web page has been loaded.

Alternatively, the advertisement or other content could appear at substantially any  
30 time during the operation of Web browser 60, and not only when a Web page was being loaded, such that the display Web page could be built from a combination of the content and the requested Web page 66, for example. Other preferred features and embodiments of the content itself and of the display of the content were previously discussed. More preferably,

the rich content is supported by a pre-fetch method of the present invention.

Figure 8 shows a preferred, illustrative embodiment of the system of Figure 7. In this embodiment, system 58 again features a Web browser 60 connected to a client module 68. Both Web browser 60 and client module 68 are installed on, and are operated by, a user computer 70. In addition, a service provider 72 for providing a connection to the Internet, which could be an ISP (Internet Service Provider) for example, is shown for clarity. User computer 70 could be connected to service provider 72 through substantially any type of suitable connection, such as a modem connection to the telephone network for example, which could easily be selected by one of ordinary skill in the art.

However, Web browser 60 now connects directly to Web server 64 in order to request and download Web page 66. Client module 68 now connects directly to content enhancement module 62 and requests the additional content, such as the advertisement or other media content, directly from content enhancement module 62. Thus, this embodiment of the present invention can be distinguished in that client module 68 now "pulls" content from content enhancement module 62, rather than having content enhancement module 62 push this content. Alternatively, client module 68 could retrieve content from content distribution center 22.

Preferably, client module 68 is automatically installed on user computer 70, in a manner which is transparent to the user, such that client module 68 is able to cause the additional content to be displayed by Web browser 60 as previously discussed, without intervention by the user. Client module 68 would therefore be a "hidden" client software module. For example, client module 68 could be installed on user computer 70 by content enhancement module 62 only when the user first "logs on" and connects to the Internet, particularly for a non-permanent connection, such that user computer 70 is alternately connected to, and disconnected from, the Internet. Optionally, content enhancement module 62 could detect when client module 68 was no longer operating on user computer 70, and could then install client module 68 on user computer 70 again.

More preferably, content enhancement module 62 is employed as a proxy server at certain times, and most preferably is employed as such a server when the user first "logs on", or first activates Web browser 60 and/or first connects to the Internet, for example through service provider 72, thereby enabling client module 68 to be installed on user computer 70. For example, either Web browser 60 or service provider 72 could be configured such that when Web browser 60 first connects to service provider 72, Web browser 60 initially

20

connects to content enhancement module 62 as a proxy server. Content enhancement module 62 would then install client module 68.

Optionally and most preferably, client module 68 is implemented as an applet, which is installed on user computer 70 in a non-permanent, transient installation, such that client module 68 is not installed on the hard disk or other permanent storage medium of user computer 70. Rather, client module 68 is preferably only stored in the RAM (random access memory) or other volatile memory of user computer 70. Thus, client module 68 preferably does not consume any permanent resources of user computer 70.

While the invention has been described with respect to a limited number of embodiments, it will be appreciated that many variations, modifications and other applications of the invention may be made.

## WHAT IS CLAIMED IS:

1. A method for displaying an added content on a GUI (graphical user interface) of a first client of a first user being served by a general server, the general server serving a substantially similar general content to a plurality of clients of a plurality of users, the method comprising the steps of:

- (a) providing an added content server for serving an added content;
- (b) receiving a request for the general content from the first client by the general server;
- (c) selecting said added content according to a selection characteristic by said added content server;
- (d) sending said added content by said added content server to the first client for being displayed on the GUI of the first client;
- (e) sending the general content by the general server to the first client for being displayed on the GUI of the first client; and
- (f) displaying said added content and the general content on the GUI of the first client, such that a display of said added content is controlled according to said selection characteristic.

2. The method of claim 1, wherein said selection characteristic is a user characteristic and wherein step (c) further comprises the step of:

- (i) determining at least one user characteristic of the user, such that the added content is targeted to said at least one user.

3. The method of claim 2, wherein the GUI is a Web browser, the general content is a Web page and the general server is a Web server.

4. The method of claim 3, wherein the added content is an advertisement.

5. The method of claim 4, wherein said advertisement includes at least one type of content selected from the group consisting of an image, a text, an animation, a video clip and a sound.

6. The method of claim 4, wherein step (f) further comprises the steps of:

22

- (i) displaying the added content on the GUI; and
- (ii) displaying the general content on the GUI, such that the added content is displayed substantially before the general content.

7. The method of claim 6, wherein the step of displaying the general content on the GUI further includes the step of removing the added content from being displayed on the GUI substantially before the general content is displayed.

8. The method of claim 7, wherein said at least one user characteristic is selected from the group consisting of demographic information and geographic information about the user.

9. The method of claim 8, wherein said at least one user characteristic is determined according to said Web page being requested.

10. The method of claim 2, wherein the general server and the GUI are connected through an intranet of a corporation, and the user is an employee of said corporation, such that the added content is targeted to said employee.

11. The method of claim 1, wherein the added content features information of a type selected from the group consisting of customer support, news, entertainment and instruction.

12. The method of claim 11, wherein the added content features a type of data selected from the group consisting of an audio sample, a graphic image, a text message, a software object and a video clip.

13. The method of claim 1, wherein step (d) further comprises the steps of:
- (i) detecting a period of time when the client is receptive to receiving data; and
  - (ii) sending the added content substantially only during said period of time.

14. A method for displaying an added content to a Web page on a Web browser of a user, the Web page being served by a remote Web server, the method comprising the

steps of:

- (a) providing an added content server for serving the added content;
- (b) receiving a request for the Web page from the Web browser;
- (c) transmitting said request to the remote Web server;
- (d) receiving the Web page from the remote Web server;
- (e) selecting the added content according to at least one user characteristic by said added content server, such that the added content is targeted to the user;
- (f) adding the added content to the Web page to form a content-added Web page by said added content server;
- (g) sending said content-added Web page from said added content server to the Web browser; and
- (h) displaying said content-added Web page by the Web browser.

15. A system for delivering a content to a Web browser of a computer user when the user requests a Web page, the system comprising:

- (a) a content distribution center for storing, distributing and managing the content;
- (b) an content enhancement module for receiving the content from said content distribution center and for delivering the content to the Web browser upon receiving the request for the Web page, such that the content is specifically targeted to the computer user; and
- (c) a service provider for providing a connection between the Web browser and said content enhancement module.

16. The system of claim 15, further comprising:

- (d) a remote Web server for serving the Web page to said content enhancement module upon receiving a Web page request from said content enhancement module;

such that said content enhancement module delivers the content to the Web browser substantially before serving the Web page to the Web browser, the content being delivered in a form of a display Web page.

17. The system of claim 15, further comprising:

- (d) a remote Web server for serving the Web page to said content enhancement module upon receiving a Web page request from said content enhancement module;

such that said content enhancement module delivers the content to the Web browser substantially simultaneously with the Web page, such that the Web page is a content-added Web page.

18. The system of claim 17, wherein said content enhancement module further comprises:

- (i) a proxy server for serving the content to the Web browser, said proxy server receiving the content from said content distribution center.

19. The system of claim 18, further comprising:

- (d) a content management system for managing the content and for determining the content for delivering to the Web browser from said content distribution center.

20. The system of claim 19, wherein said content enhancement module further comprises:

- (ii) a Core module for receiving the request from the Web browser;
- (iii) a Promo module for requesting the content from said content management system according to at least one request factor; and
- (iv) a Brain module for receiving the request from said Core module and for passing the request to said Promo module, and for determining said at least one request factor.

21. The system of claim 20, wherein said at least one request factor is at least partially determined according to the Web page.

22. The system of claim 21, wherein said content distribution center further comprises:

- (i) an URL database for storing at least one URL of at least one Web page; and
- (ii) an URL classifier for classifying said at least one URL according to

25

information presented in said at least one Web page.

23. The system of claim 22, wherein said Brain module requests a classification of the Web page from said URL classifier, such that said at least one request factor is at least partially determined according to said classification.

24. The system of claim 23, wherein said content distribution center further comprises:

(iii) a user database for storing user information, such that the content is selected by said Promo module according to said user information.

25. The system of claim 24, wherein the content is an advertisement.

26. The system of claim 25, wherein said user information is selected from the group consisting of demographic and geographic information.

27. The system of claim 26, wherein the Web browser, said remote Web server, said proxy server and said Promo module communicate according to the HTTP (HyperText Transfer Protocol) protocol, and wherein the content is delivered in a form of a display Web page, the system further comprising:

(e) a framework for the display Web page for holding said advertisement, said framework being retrieved by said Promo module, and said framework determining a display of the content.

28. The system of claim 27, wherein said display is determined according to a criterion selected from the group consisting of a length of time for said display and a location on the Web browser of said display.

29. The system of claim 28, wherein said length of time for said display is a fixed period of time.

30. The system of claim 28, wherein said length of time for said display is determined according to an action of the computer user.

31. The system of claim 28, wherein said advertisement is displayed substantially only until the requested Web page is loaded by the Web browser.

32. The system of claim 28, wherein said location of said display is fixed.

33. The system of claim 28, wherein said location of said display is substantially continuously altered, such that said advertisement appears to move across a display of the Web browser.

34. The system of claim 27, wherein said framework for the display Web page features two layers, a first layer including the requested Web page and a second layer including the requested Web page and said advertisement.

35. The system of claim 27, wherein the Web browser further comprises a cache for storing a stored advertisement, said Promo module sending said stored advertisement to said cache of the Web browser substantially before the Web browser requests the requested Web page, such that the Web browser rapidly displays said display Web page upon receipt of said framework.

36. The system of claim 35, wherein said Promo module sends said stored advertisement in a plurality of portions to said cache of the Web browser, such that each of said plurality of portions is sent substantially separately to said cache.

37. The system of claim 36, wherein a size of each of said plurality of portions is adjusted according to a period of time available for sending each of said plurality of portions to said cache, such that a performance of the Web browser is not altered by receiving each of said plurality of portions.

38. The system of claim 25, wherein said service provider is an ISP (Internet Service Provider).

39. The system of claim 25, wherein said service provider is a corporation and the

computer user is an employee of said corporation.

40. The system of claim 19, wherein said content enhancement module further comprises:

- (ii) a Core module for receiving the request from the Web browser; and
- (iii) a Meter module for requesting the Web page from said remote Web page server, and for determining a cost of receiving the Web page from said remote Web page server.

41. The system of claim 40, wherein said service provider is an ISP (Internet Service Provider) and said ISP provider charges the computer user for said cost.

42. The system of claim 15, further comprising:

- (d) a client for being operated by the Web browser;
- (e) a remote Web server for serving the Web page to said content enhancement module upon receiving a Web page request from said content enhancement module or alternatively directly to the Web browser upon receiving a Web page request from the Web browser, said client determining whether said content enhancement module or alternatively the Web browser receives the content and the Web page.

43. The system of claim 42, wherein said client contacts said content enhancement module for said content enhancement module to receive the Web page.

44. The system of claim 43, wherein said client contacts said content enhancement module at predetermined intervals.

45. The system of claim 43, wherein said client contacts said content enhancement module at dynamically determined intervals, said intervals being determined according to a level of traffic to the Web browser.

46. The system of claim 15, further comprising:

- (d) a remote Web server for serving the Web page to said content enhancement

28

module upon receiving a Web page request from said content enhancement module or alternatively directly to the Web browser upon receiving a Web page request from the Web browser, said content enhancement module determining whether said content enhancement module or alternatively the Web browser receives the content and the Web page.

47. The system of claim 46, wherein said content enhancement module receives the Web page at predetermined intervals.

48. The system of claim 46, wherein said content enhancement module receives the Web page at dynamically determined intervals, said intervals being determined according to a level of traffic to the Web browser.

49. A system for delivering a content to a Web browser of a user computer when a user requests a Web page, the system comprising:

- (a) a content distribution center for storing, distributing and managing the content;
- (b) an content enhancement module for receiving the content from said content distribution center;
- (c) a client module for requesting the content from one of said content enhancement module or said content distribution center, and for providing the content to the Web browser, such that the content is specifically targeted to the computer user; and
- (d) a service provider for providing a connection between said client module and said content enhancement module.

50. The system of claim 49, wherein said client module requests the content from said content enhancement module.

51. The system of claim 50, wherein said client module is installed by said content enhancement module without any intervention by the user.

52. The system of claim 51, wherein said client module operates in a manner

which is substantially transparent to the user.

53. The system of claim 52, wherein said client module is installed temporarily by said content enhancement module, thereby obviating the need for storing said client module on said user computer.

54. The system of claim 53, further comprising:

- (e) a Web server for serving the Web page, said Web server communicating with the Web browser through said service provider.

55. A method for transparently installing a client module on a Web browser of a user computer, the Web browser being operated by a user computer, the method comprising the steps of:

- (a) starting to operate the Web browser by the user computer;
- (b) detecting the start of operation of the Web browser; and
- (c) installing the client module on the user computer when the user computer is connected to the Internet substantially without any intervention by the user, such that said client module operates in a manner which is substantially transparent to the user.

56. The method of claim 55, wherein step (a) further comprises the step of connecting the user computer to the Internet by a non-permanent connection before the start of operation of the Web browser, such that the user computer is alternately connected to, and disconnected from, the Internet.

57. The method of claim 55, further comprising the step of providing a content enhancement module for installing the client module on the user computer, said content enhancement module detecting when the user computer is connected to the Internet.

58. The method of claim 57, wherein step (b) further comprises the step of detecting if the client module is already installed on the user computer, such that step (c) is only performed if the client module is already installed on the user computer.

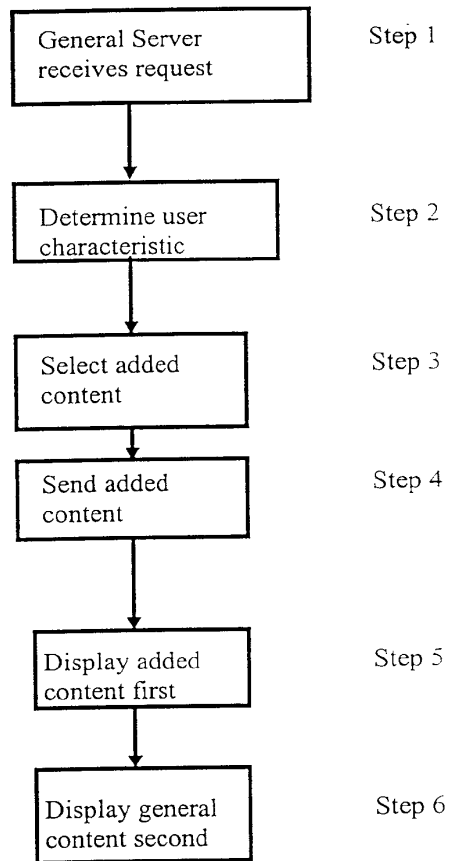
59. The method of claim 58, wherein step (c) is performed by installing the client module on a non-permanent memory storage media of the user computer.

60. The method of claim 59, wherein step (c) is performed by installing the client module on a RAM (random access memory) of the user computer.

61. The method of claim 60, further comprising the steps of:

- (c) requesting a Web page by the Web browser;
- (d) requesting an additional content by the client module from said content enhancement module; and
- (e) delivering the content to the Web browser by the client module.

Figure 1



SUBSTITUTE SHEET (RULE 26)

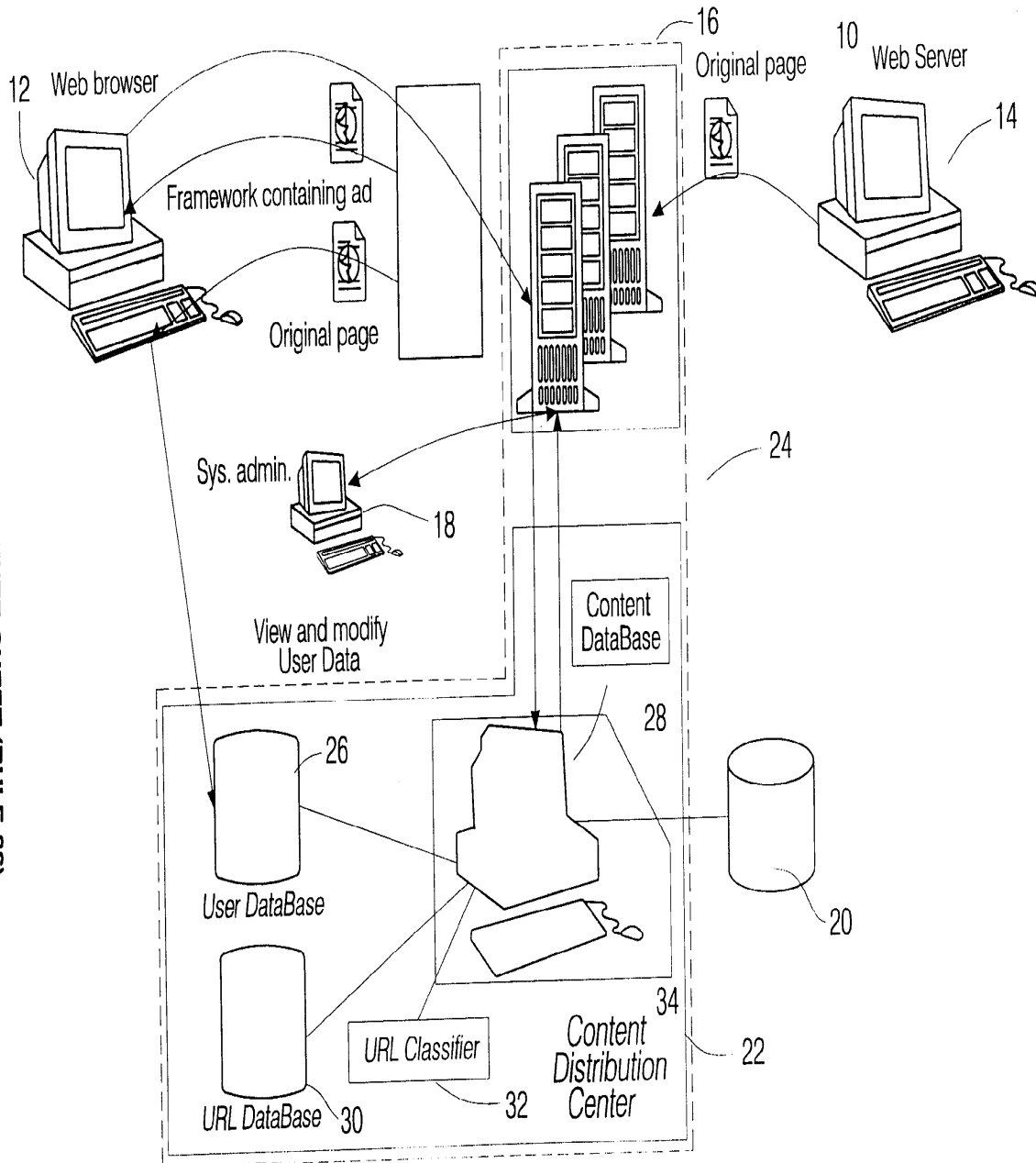


FIG. 2

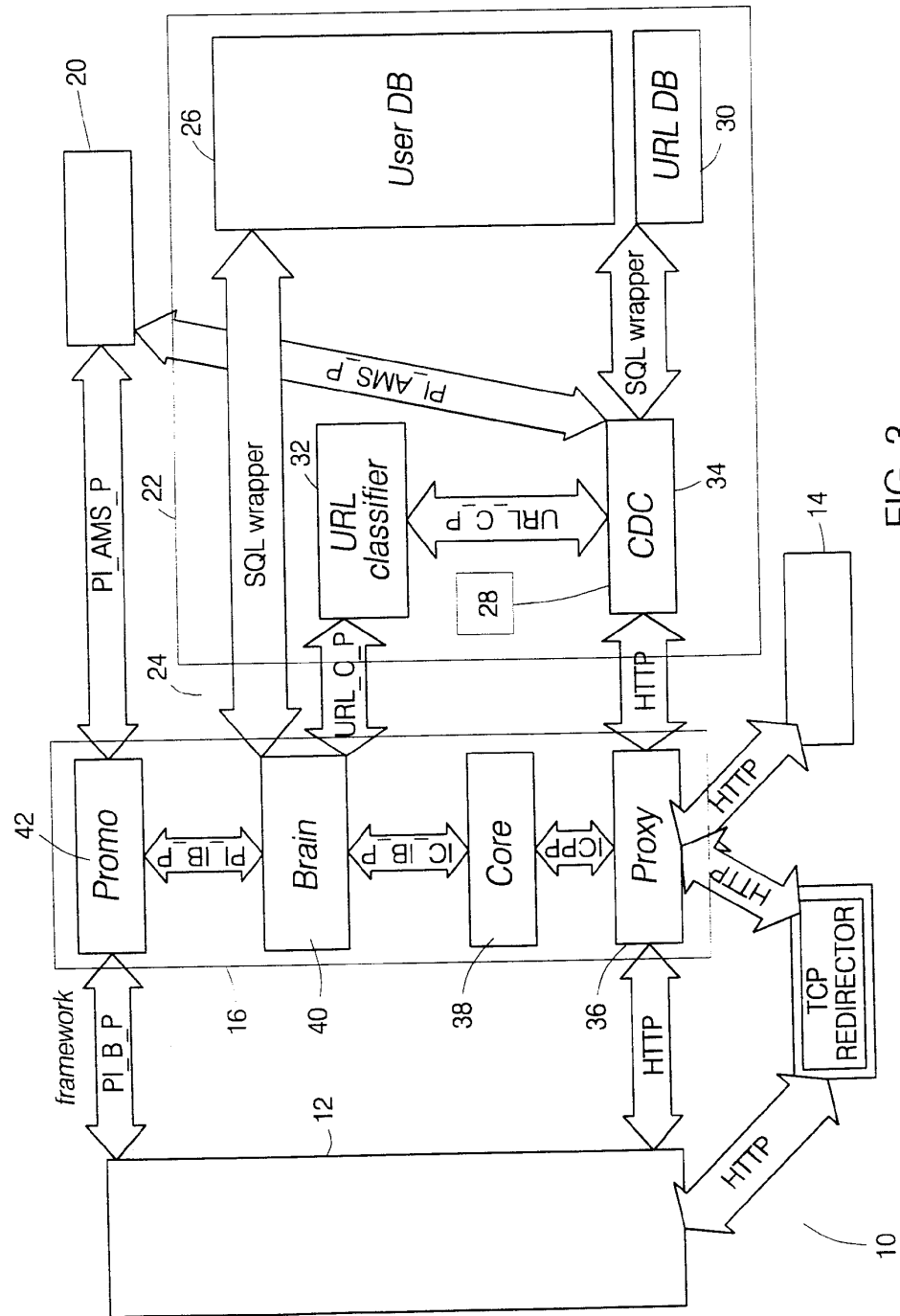


FIG. 3

SUBSTITUTE SHEET (RULE 26)

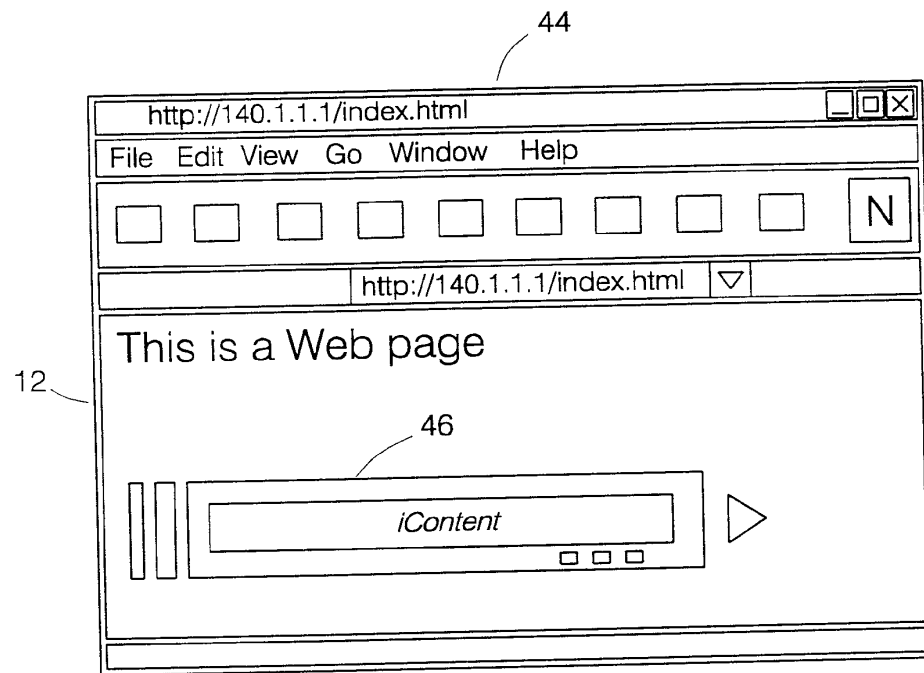
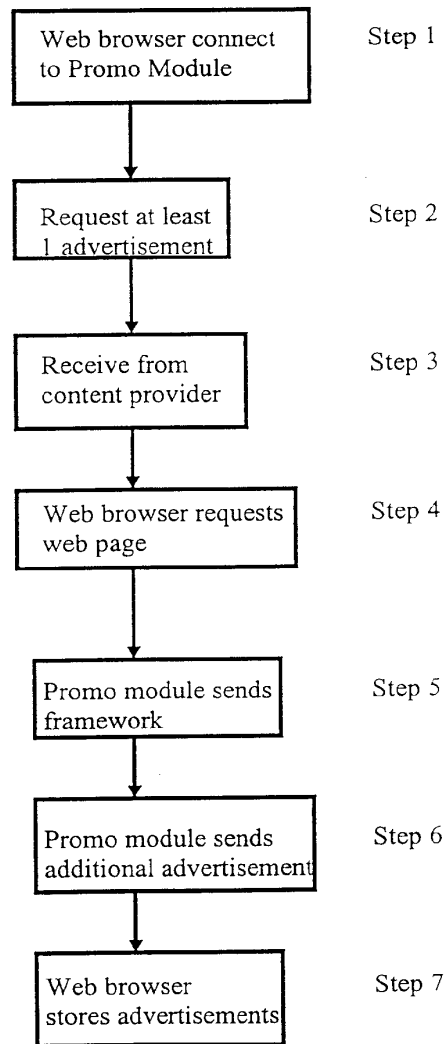


FIG. 4

SUBSTITUTE SHEET (RULE 26)

Figure 5



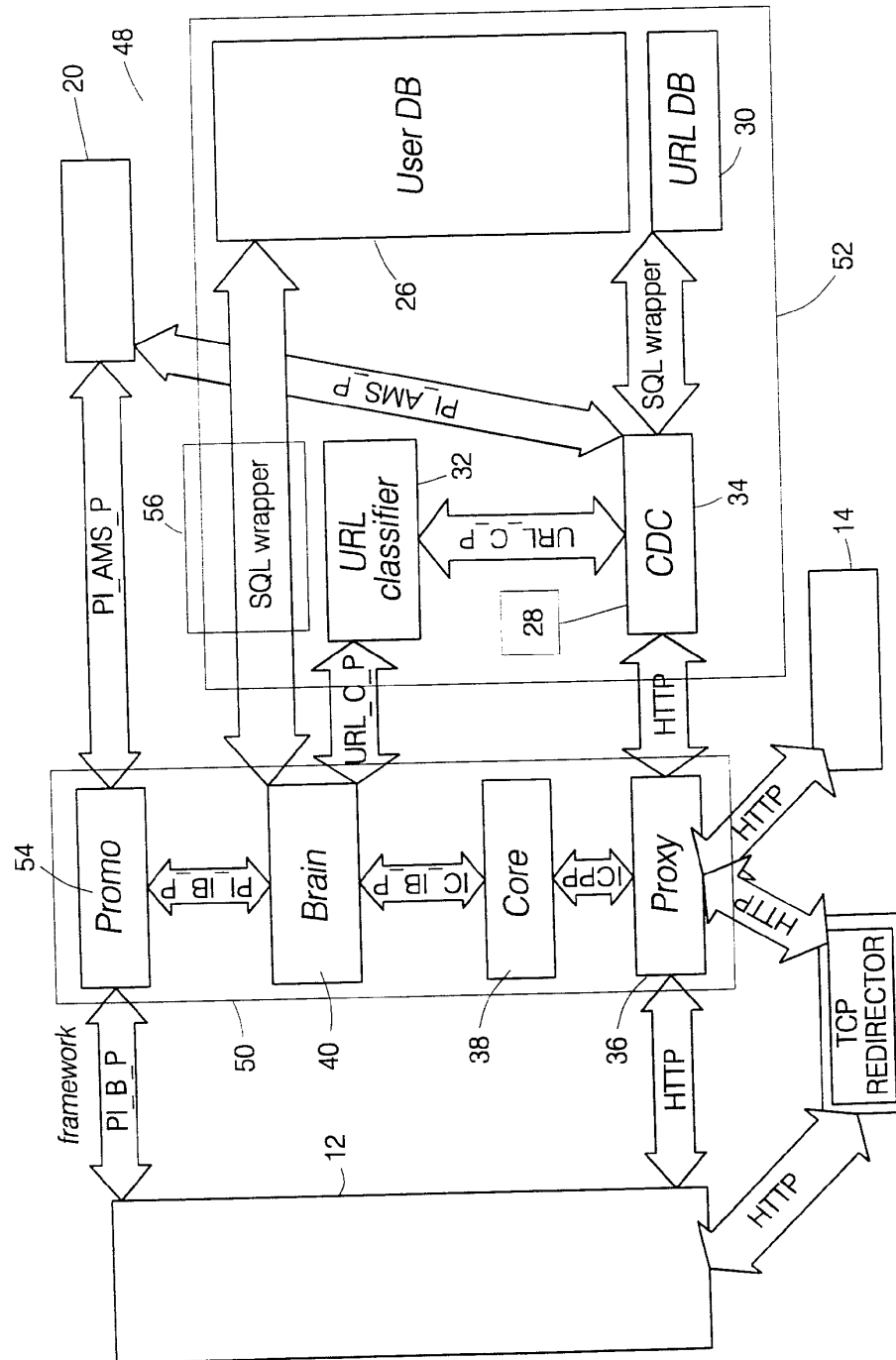


FIG. 6

SUBSTITUTE SHEET (RULE 26)

Figure 7

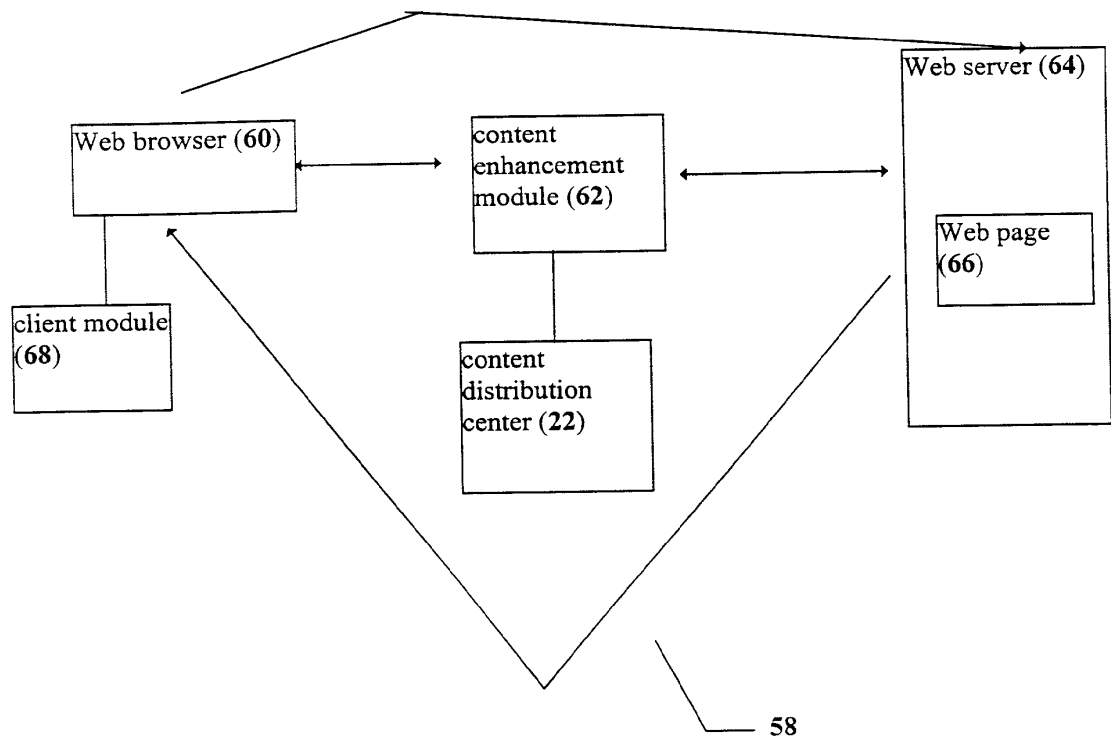
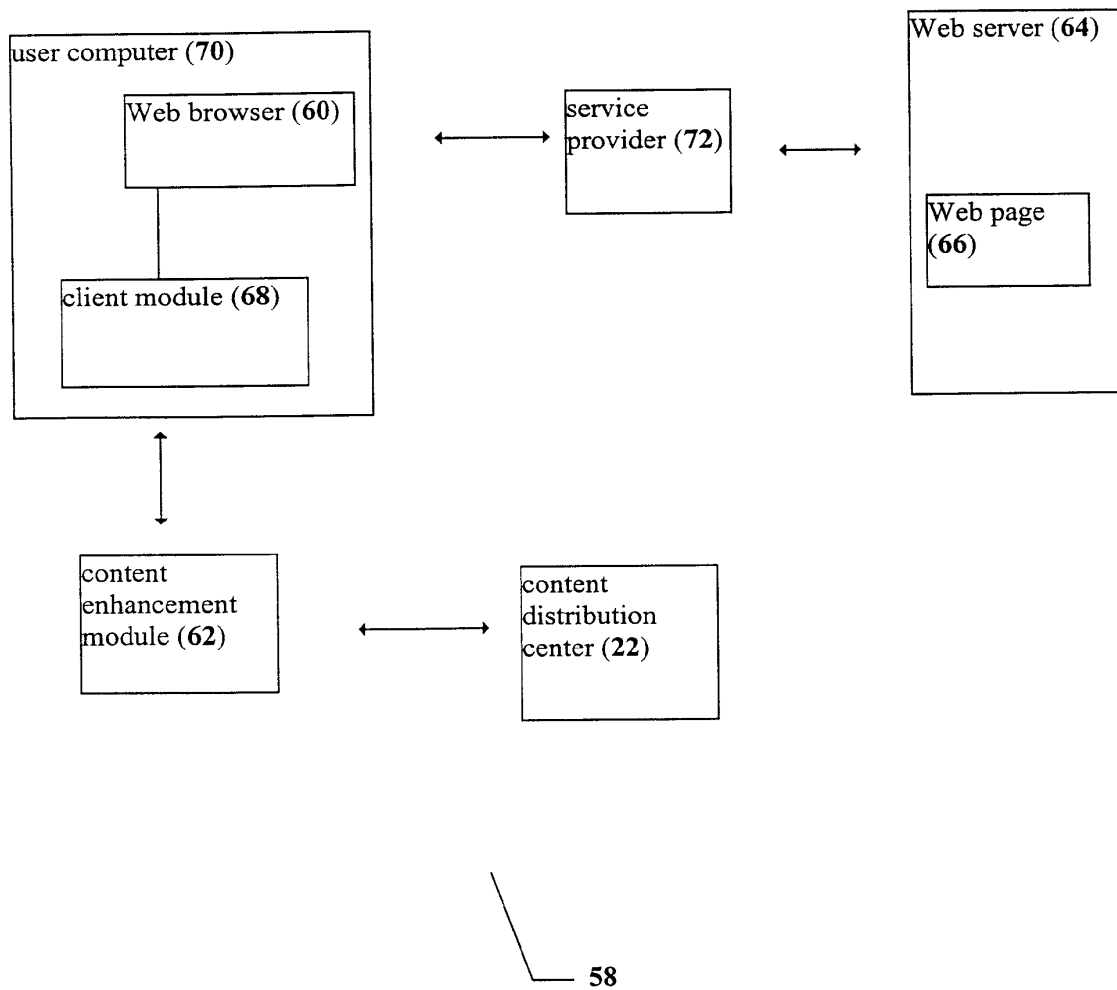


Figure 8



## INTERNATIONAL SEARCH REPORT

International application No.  
PCT/IL99/00237

## A. CLASSIFICATION OF SUBJECT MATTER

IPC(6) : G06F 17/31

US CL : 707/ 1, 6, 10, 102, 104

According to International Patent Classification (IPC) or to both national classification and IPC

## B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

U.S. : 707/ 1, 6, 10, 102, 104

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

Please See Extra Sheet.

## C. DOCUMENTS CONSIDERED TO BE RELEVANT

| Category*           | Citation of document, with indication, where appropriate, of the relevant passages   | Relevant to claim No.                        |
|---------------------|--------------------------------------------------------------------------------------|----------------------------------------------|
| X,P<br>-----<br>Y,P | US 5,778,367 A (WESINGER, JR. ET AL.) 07 JULY 1998<br>(07/06/98), See whole document | 1, 14, 15, 49<br>-----<br>2-13, 16-48, 50-60 |
| Y, P                | US 5,809,242 A (SHAW ET AL.) 15 SEPTEMBER 1998<br>(15/09/98), See whole document     | 1-60                                         |
| A,P                 | US 5,799,151 A (HOFFER) 25 AUGUST 1998 (25/08/98), See whole document.               | 1-60                                         |

☐ Further documents are listed in the continuation of Box C. ☐ See patent family annex.

|                                                                                                                                                                         |                                                                                                                                                                                                                                                  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| * Special categories of cited documents:                                                                                                                                | *T* later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention                                              |
| *A* document defining the general state of the art which is not considered to be of particular relevance                                                                | *X* document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone                                                                     |
| *E* earlier document published on or after the international filing date                                                                                                | *Y* document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art |
| *L* document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified) | *A* document member of the same patent family                                                                                                                                                                                                    |
| *O* document referring to an oral disclosure, use, exhibition or other means                                                                                            |                                                                                                                                                                                                                                                  |
| *P* document published prior to the international filing date but later than the priority date claimed                                                                  |                                                                                                                                                                                                                                                  |

Date of the actual completion of the international search

01 SEPTEMBER 1999

Date of mailing of the international search report

30 September 1999 (30.09.99)

Name and mailing address of the ISA/US  
Commissioner of Patents and Trademarks  
Box PCT  
Washington, D.C. 20231

Facsimile No. (703) 305-3230

Authorized officer

SANJIV *James R. Matthews*

Telephone No. (703) 305-8355

Form PCT/ISA/210 (second sheet)(July 1992)\*

**INTERNATIONAL SEARCH REPORT**

International application No.  
PCT/IL99/00237

**B. FIELDS SEARCHED**

Electronic data bases consulted (Name of data base and where practicable terms used):

U.S. PTO APS

Search terms: ISP or (Internet Service Provider), advertisement, WWW or (World wide Web)



# UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office  
Address: COMMISSIONER FOR PATENTS  
P.O. Box 1450  
Alexandria, Virginia 22313-1450  
www.uspto.gov

| APPLICATION NUMBER | FILING OR 371(C) DATE | FIRST NAMED APPLICANT | ATTY. DOCKET NO./TITLE |
|--------------------|-----------------------|-----------------------|------------------------|
| 15/360,762         | 11/23/2016            | Roy Shkedi            | 14-EP-CON7             |

**CONFIRMATION NO. 7247**

## PUBLICATION NOTICE



OC000000089943200

26362  
LOUIS J. HOFFMAN, P.C.  
7689 East Paradise Lane  
Suite 2  
Scottsdale, AZ 85260

**Title:**Media properties selection method and system based on expected profit from profile-based ad delivery

**Publication No.**US-2017-0076326-A1

**Publication Date:**03/16/2017

## NOTICE OF PUBLICATION OF APPLICATION

The above-identified application will be electronically published as a patent application publication pursuant to 37 CFR 1.211, et seq. The patent application publication number and publication date are set forth above.

The publication may be accessed through the USPTO's publically available Searchable Databases via the Internet at [www.uspto.gov](http://www.uspto.gov). The direct link to access the publication is currently <http://www.uspto.gov/patft/>.

The publication process established by the Office does not provide for mailing a copy of the publication to applicant. A copy of the publication may be obtained from the Office upon payment of the appropriate fee set forth in 37 CFR 1.19(a)(1). Orders for copies of patent application publications are handled by the USPTO's Office of Public Records. The Office of Public Records can be reached by telephone at (571) 272-3150 or (800) 972-6382, by facsimile at (571) 273-3250, by mail addressed to the United States Patent and Trademark Office, Office of Public Records, Alexandria, VA 22313-1450 or via the Internet.

In addition, information on the status of the application, including the mailing date of Office actions and the dates of receipt of correspondence filed in the Office, may also be accessed via the Internet through the Patent Electronic Business Center at [www.uspto.gov](http://www.uspto.gov) using the public side of the Patent Application Information and Retrieval (PAIR) system. The direct link to access this status information is currently <http://pair.uspto.gov/>. Prior to publication, such status information is confidential and may only be obtained by applicant using the private side of PAIR.

Further assistance in electronically accessing the publication, or about PAIR, is available by calling the Patent Electronic Business Center at 1-866-217-9197.

Office of Data Management, Application Assistance Unit (571) 272-4000, or (571) 272-4200, or 1-888-786-0101

**Form PTO-1449 (Modified)**  
**List of Patents and Publications For**  
**Information Disclosure Statement**

Serial No.: 15/360,762  
Applicant: Shkedi, Roy  
Filed: 11/23/2016  
Art Unit: 2441  
Examiner: Katsikis, Kostas J.  
Docket No.: 14-EP-CON7  
Conf. No.: 7247

Page 1 of 4

OTHER ART

| Examiner |      |                                                                                                                                                                                                         |
|----------|------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Initials | Item | AUTHOR, Title, Date, Pertinent Pages, Etc.                                                                                                                                                              |
|          | 1    | RevenueScience (for Publishers), Behavioral Targeting, Delivering on the Promise of One-to-One Marketing (2005)                                                                                         |
|          | 2    | 24/7 RealMedia, The Science of Digital Marketing, Company Overview (2007)                                                                                                                               |
|          | 3    | aaddzz.com webpages from www.archive.org, archived January 30, 1998                                                                                                                                     |
|          | 4    | AdForce, Inc., User Guide, A Complete Guide to AdForce, Version 2.6 (1998)                                                                                                                              |
|          | 5    | Fawcett, Adrienne W., Publishers thankful but nervous about boom, Magazinedotcom, Hot spending boosts ..., adage.com, November 1, 1999                                                                  |
|          | 6    | Ad-Star.com website archive from www.archive.org (archived on April 12, 1997 and February 1, 1997)                                                                                                      |
|          | 7    | Chang et al., "Goodies" in exchange for Consumer Information on the Internet, The Economics and Issues, Proceedings of the Thirty-First Annual Hawaii International Conference on System Sciences, 1998 |
|          | 8    | avenuea.com webpage, FAQ, www.avenuea.com/corpinfo/faq.html, archived October 2, 1999                                                                                                                   |
|          | 9    | Advertising-A Unified Approach to Adverstising Management, Baseview Products, Inc. brochure, October 14, 1999                                                                                           |
|          | 10   | Ribeiro-Neto et al., Extracting Semi-Structured Data Through Examples, Proceedings of the Eighth international Conference on Information and Knowledge Management (1999)                                |
|          | 11   | Raskutti and Beitz, Acquiring Customer Preferences for Information Filtering, a Heuristic-Statistical Approach, Fifth Annual Conference on User Modeling (1996)                                         |
|          | 12   | AdKnowledge, Campaign Manager-Quick Reference Card (1996)                                                                                                                                               |
|          | 13   | Emert, 2 Web Ad Firms Decide to Marry, Palo Alto's Focalink, ClickOver Merging, San Francisco Chronicle, November 17, 1997                                                                              |
|          | 14   | Elderbrock & Borwankar, Building Successful Internet Businesses, IDG Worldwide, 1996                                                                                                                    |
|          | 15   | David W. Schumann & Ester Thorson, Advertising and the World Wide Web, Lawrence Erlbaum Associates, 1999                                                                                                |
|          | 16   | Williamson, Debra Aho, Web ads mark 2nd birthday with decisive issues ahead, adage.com, October 21, 1996                                                                                                |
|          | 17   | Williamson, Debra Aho, Targeting distinguishes AdForce from the pack, adage.com, March 1, 1999                                                                                                          |
|          | 18   | DoubleClick.com webpages from www.archived.org, archived February 5, 1998                                                                                                                               |

Examiner: \_\_\_\_\_ Date Considered: \_\_\_\_\_

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance *and* not considered. Include copy of this form with next communication to applicant.

**Form PTO-1449 (Modified)**  
**List of Patents and Publications For**  
**Information Disclosure Statement**

Serial No.: 15/360,762  
Applicant: Shkedi, Roy  
Filed: 11/23/2016  
Art Unit: 2441  
Examiner: Katsikis, Kostas J.  
Docket No.: 14-EP-CON7  
Conf. No.: 7247

Page 2 of 4

OTHER ART

| Examiner<br>Initials | Item | AUTHOR, Title, Date, Pertinent Pages, Etc.                                                                                                                                       |
|----------------------|------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                      | 19   | Tittel et al., Foundations of World Wide Web Programming with HTML & CGI, IDG Books Worldwide (1995)                                                                             |
|                      | 20   | Harrison et al., An Emerging Marketplace for Digital Advertising Based on Amalgamated Digital Signage Networks, IEEE International Conference on E-Commerce, June 24-27, 2003    |
|                      | 21   | Graham, Ian S., HTML Sourcebook, A Complete Guide to HTML, John Wiley & Sons (1995)                                                                                              |
|                      | 22   | Aaddzz Brochure, Information Access Technologies, Inc. (1997)                                                                                                                    |
|                      | 23   | Gilbert, SPECIAL REPORT, Agencies centralize Web ad serving, adage.com, Mar 1, 1999                                                                                              |
|                      | 24   | Palmer & Eriksen, Digital Newspapers Explore Marketing on the Internet, Communications of the ACM, Vol. 42, No. 9, September 1999                                                |
|                      | 25   | Angwin, Julia, Focalink Will Monitor World of Online Ads, San Francisco Chronicle, February 7, 1996                                                                              |
|                      | 26   | Gallagher & Parsons, A Framework for Targeting Banner Advertising on the Internet, Proceedings of the Thirtieth Hawaii International Conference on System Sciences, January 1997 |
|                      | 27   | Kazienko & Adamski, Personalized Web Advertising Methods, Third International Conference, AH 2004, August 23-26, 2004                                                            |
|                      | 28   | Cleland, Kim, Accipiter latest entrant in race to manage ads; company sets sights on helping content providers target audience, Adage.com, September 9, 1996                     |
|                      | 29   | Cleland, Kim, New Player joins fray of Web ad targeters, adage.com, February 24, 1997                                                                                            |
|                      | 30   | Bayne, Kim M., AdKnowledge rolls out Web ad evaluation tool, adage.com, July 8, 1999                                                                                             |
|                      | 31   | Langheinrich et al., Unintrusive Customization Techniques for Web Advertising, COMPUTER NETWORKS 31, 1259-1272, May 1999                                                         |
|                      | 32   | Maekawa et al., A Java-Based Information Browsing System in a Remote Display Environment, IEEE (2004)                                                                            |
|                      | 33   | Meeker, Mary, The Internet Advertising Report, Harper Business, 1997                                                                                                             |
|                      | 34   | Yeager & McGrath, Web Server Technology, The Advance Guide for World Wide Web Information Providers, Morgan Kaufmann Publishers (1996)                                           |
|                      | 35   | net.Genesis & Devra Hall, Build a Website, The Programmer's Guide to Creating, Building, and Maintaining a Web Presence, Prima Publishing (1995)                                 |

Examiner: \_\_\_\_\_ Date Considered: \_\_\_\_\_

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance *and* not considered. Include copy of this form with next communication to applicant.

**Form PTO-1449 (Modified)**  
**List of Patents and Publications For**  
**Information Disclosure Statement**

Serial No.: 15/360,762  
Applicant: Shkedi, Roy  
Filed: 11/23/2016  
Art Unit: 2441  
Examiner: Katsikis, Kostas J.  
Docket No.: 14-EP-CON7  
Conf. No.: 7247

Page 3 of 4

---

OTHER ART

---

Examiner

| <u>Initials</u> | <u>Item</u> | <u>AUTHOR, Title, Date, Pertinent Pages, Etc.</u>                                                                                                             |
|-----------------|-------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                 | 36          | NetGravity Launches AdServer 3.5 with Beefed Up Targeting, clickz.com, September 10, 1998                                                                     |
|                 | 37          | Novak & Hoffman, New Metrics for New Media, Toward the Development of Web Measurement Standards, Project 2000, elab.vanderbilt.edu, September 26, 1996        |
|                 | 38          | RealMedia.com webpages, www.archive.org, archived on May 15, 19977 and June 7, 1997                                                                           |
|                 | 39          | Bruner, Rick E., Interactive, NetGravity to launch new ad service bureau, adage.com, December 1, 1997                                                         |
|                 | 40          | Bruner, Rick E., Small networks chase per-click ad business, Aaddzz, ValueClick compete, AdvertisingAge, September 8, 1997                                    |
|                 | 41          | Zeff & Aronson, Advertising on the Internet, 1st Edition, John Wiley & Sons (1997)                                                                            |
|                 | 42          | Zeff & Aronson, Advertising on the Internet, 2nd Edition, John Wiley & Sons (1999)                                                                            |
|                 | 43          | Singh & Dalal, Web Home Pages as Advertisements, Communications of the ACM, August 1999                                                                       |
|                 | 44          | The ClickZ Network, Netscape Selects Real Media's Open AdStream, January 13, 1998                                                                             |
|                 | 45          | The ClickZ Network, Real Media Signs More Media Companies, December 30, 1998                                                                                  |
|                 | 46          | www.Spinbox.com webpages, www.archive.org, archived beginning Nov. 11, 1998                                                                                   |
|                 | 47          | Bakos, The Emerging Role of Electronic Marketplaces on the Internet, Communications of the ACM, Vol. 41, No. 8, August 1998                                   |
|                 | 48          | Youiji Kohda & Susumu Endo, Ubiquitous Advertising on the WWW, Merging Advertisement on the Browser, Fifth International World Wide Web Conference (May 1996) |
|                 | 49          | Baseview.com webpages from www.archive.org, archived January 16, 1997                                                                                         |
|                 | 50          | AdForce, Inc., Quick Reference Guide, Version 3.0 (1999)                                                                                                      |
|                 | 51          | AdManagerPro; Ad Entry Manual; User's Manual V.1.05; 1997                                                                                                     |
|                 | 52          | AdManagerPro; Ad Entry Manual; User's Manual V.2.0; 1997                                                                                                      |
|                 | 53          | AdManagerPro; Administration and Receivables Manual; Administrator's Manual Version 1.0.5; November 1997                                                      |
|                 | 54          | AdManagerPro; Administration and Receivables Manual; Administrator's Manual Version 2.0; June 1998                                                            |
|                 | 55          | Commercialization of the World Wide Web, The Role of Cookies, vanderbilt.edu web pages, archive.org, February 1, 1997                                         |

Examiner: \_\_\_\_\_

Date Considered: \_\_\_\_\_

---

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance *and* not considered. Include copy of this form with next communication to applicant.

**Form PTO-1449 (Modified)**  
**List of Patents and Publications For**  
**Information Disclosure Statement**

Serial No.: 15/360,762  
Applicant: Shkedi, Roy  
Filed: 11/23/2016  
Art Unit: 2441  
Examiner: Katsikis, Kostas J.  
Docket No.: 14-EP-CON7  
Conf. No.: 7247

Page 4 of 4

---

OTHER ART

---

Examiner

| <u>Initials</u> | <u>Item</u> | <u>AUTHOR, Title, Date, Pertinent Pages, Etc.</u>                                                                      |
|-----------------|-------------|------------------------------------------------------------------------------------------------------------------------|
|                 | 56          | Crabtree et al., Adaptive Personal Agents, Personal Technologies (1998)                                                |
|                 | 57          | Dalton, Gregory, OPS, Answer to Cookies?, InformationWeek, October 13, 1997                                            |
|                 | 58          | Dunn et al.; Privacy and Profiling on the Web; Submitted to W3C on June 2, 1997                                        |
|                 | 59          | firefly.com web pages, archive.org, archived 1998-2000                                                                 |
|                 | 60          | Gilbert, Jennifer, CMGI's Web dealmaking hits big-time, Advertising Age, October 4, 1999                               |
|                 | 61          | Hersley et al., Implementation of OPS Over HTTP, Submitted to W3C on June 2, 1997                                      |
|                 | 62          | Hersley et al., Proposal for an Open Profiling Standard, Submitted to W3C on June 2, 1997                              |
|                 | 63          | Hersley et al., Standard Practices of OPS Systems, Submitted to W3C on June 2, 1997                                    |
|                 | 64          | junkbusters.com web pages; archive.org; archived April 1997 through November 2000                                      |
|                 | 65          | Karpinski, Richard; ICE application to revolutionize e-commerce; Business Marketing, March 1998                        |
|                 | 66          | matchlogic.com web pages, archive.org, April 13, 2000                                                                  |
|                 | 67          | Roscheisen, R. Martin; A Network-Centric Design for Relationship-Based Rights Management (Dissertation); December 1997 |

Examiner: \_\_\_\_\_

Date Considered: \_\_\_\_\_

---

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance *and* not considered. Include copy of this form with next communication to applicant.