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SCORE Placeholder Sheet for IFW Content

Application Number: 17961952 Document Date: 10/07/2022

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Form Revision Date: March 1, 2019

Duration Media Ex-1007

Doc Code: PA..
Document Description: Power of Attorney

PTO/AIA/82B (07-13)
Approved for use through 03/31/2021. OMB 0651-0035
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
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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	Not Yet Assigned
Filing Date	Concurrently Herewith
First Named Inventor	Brad KRASSNER
Title	SYSTEM AND METHOD FOR CREATION, DISTRIBUTION AND TRACKING OF ADVERTISING VIA ELECTRONIC NETWORKS
Art Unit	N/A
Examiner Name	Not Yet Assigned
Attorney Docket Number	689752-1U6

SIGNATURE of Applicant or Patent Practitioner

Signature	/Clark A. Jablon/	Date (Optional)	October 7, 2022
Name	Clark A. Jablon	Registration Number	35,039
Title (if Applicant is a juristic entity)			
Applicant Name (if Applicant is a juristic entity)			

NOTE: 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.

☐ *Total of 1 forms are submitted.

Applicant: Rich Media Club, LLC

GENERAL POWER OF ATTORNEY BY PATENT APPLICANT (USPTO)

I hereby revoke all previous powers of attorney given in the patent application identified in the attached Transmittal Letter.

I hereby appoint the Practitioners associated with Customer No. 000570 as my/our attorneys/agents to transact all business in the U.S. Patent and Trademark Office in connection therewith.

I am the Applicant:

☐ Inventor or Joint Inventor

☐ Legal Representative of a Deceased or Legally Incapacitated Inventor

☒ Assignee or Person to Whom the Inventor is Under an Obligation to Assign

☐ 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 currently being filed in this document)

The undersigned Representative of Applicant states that he is authorized and empowered to sign this document on behalf of Applicant.

Please address all correspondence to Customer No. 000570, namely, **PANITCH SCHWARZE BELISARIO & NADEL LLP**, Two Commerce Square, 2001 Market Street, Suite 2800, Philadelphia, PA 19103, e-mail address: usptomail@panitchlaw.com. Please direct all communications and telephone calls to the attorney/agent identified in the attached Transmittal Letter.

Applicant: Rich Media Club, LLC

Name of Representative of Applicant: Brad Krassner

Title of Representative of Applicant: Principal

Signature: brad krassner Date: 12/21/2021

INVENTOR'S DECLARATION (37 CFR 1.63)
(Utility Patent Application)

As a below-named inventor of a certain new and useful invention entitled:

System and method for creation, distribution and tracking of advertising via electronic networks

I hereby declare that:

This Declaration is directed to United States application number 17/316,499 filed on May 10, 2021.

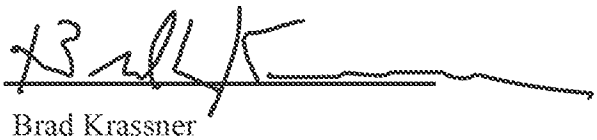
The above-identified application was made or authorized to be made by me.

I believe that I am the original inventor or an original joint inventor of a claimed invention in the application.

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.

Note to Inventor: 37 C.F.R. § 1.63(c) states: "A person may not execute an oath or declaration for an application unless that person has reviewed and understands the contents of the application, including the claims, and is aware of the duty to disclose to the Office all information known to the person to be material to patentability as defined in § 1.56."

First/Joint Inventor:

Date: 2/17/22 Signature: 

Typed Legal Name: Brad Krassner

Second/Joint Inventor:

Date: _____ Signature: _____

Typed Legal Name: Nikolai Mentchoukov

Third/Joint Inventor:

Date: _____ Signature: _____

Typed Legal Name: Fred Bernstein

Fourth/Joint Inventor:

Date: _____ Signature: _____

Typed Legal Name: Alan Edwards

Fifth/Joint Inventor:

Date: _____ Signature: _____

Typed Legal Name: Igor Tchibirev

INVENTOR'S DECLARATION (37 CFR 1.63)
(Utility Patent Application)

As a below-named inventor of a certain new and useful invention entitled:

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Note to Inventor: 37 C.F.R. § 1.63(c) states: "A person may not execute an oath or declaration for an application unless that person has reviewed and understands the contents of the application, including the claims, and is aware of the duty to disclose to the Office all information known to the person to be material to patentability as defined in § 1.56."

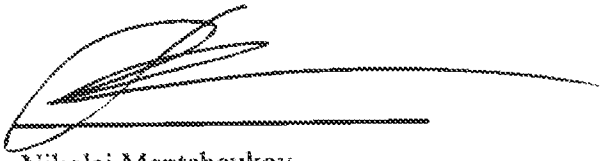
Duration Media Ex-1007

First/Joint Inventor:

Date: _____ Signature: _____

Typed Legal Name: Brad Krassner

Second/Joint Inventor:

Date: 03/04/2022 Signature: 

Typed Legal Name: Nikolai Mentchoukov

Third/Joint Inventor:

Date: _____ Signature: _____

Typed Legal Name: Fred Bernstein

Fourth/Joint Inventor:

Date: _____ Signature: _____

Typed Legal Name: Alan Edwards

Fifth/Joint Inventor:

Date: _____ Signature: _____

Typed Legal Name: Igor Tchibirev

Duration Media Ex-1007

INVENTOR'S DECLARATION (37 CFR 1.63)
(Utility Patent Application)

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First/Joint Inventor:

Date: _____ Signature: _____

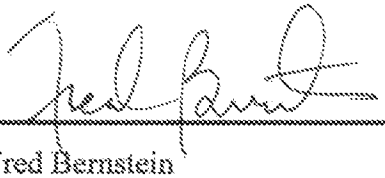
Typed Legal Name: Brad Krassner

Second/Joint Inventor:

Date: _____ Signature: _____

Typed Legal Name: Nikolai Mentchoukov

Third/Joint Inventor:

Date: 02.26.22 Signature: 

Typed Legal Name: Fred Bernstein

Fourth/Joint Inventor:

Date: _____ Signature: _____

Typed Legal Name: Alan Edwards

Fifth/Joint Inventor:

Date: _____ Signature: _____

Typed Legal Name: Igor Tchibirev

INVENTOR'S DECLARATION (37 CFR 1.63)
(Utility Patent Application)

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Note to Inventor: 37 C.F.R. § 1.63(c) states: "A person may not execute an oath or declaration for an application unless that person has reviewed and understands the contents of the application, including the claims, and is aware of the duty to disclose to the Office all information known to the person to be material to patentability as defined in § 1.56."

First/Joint Inventor:

Date: _____ Signature: _____

Typed Legal Name: Brad Krassner

Second/Joint Inventor:

Date: _____ Signature: _____

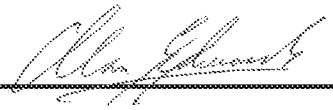
Typed Legal Name: Nikolai Mentchoukov

Third/Joint Inventor:

Date: _____ Signature: _____

Typed Legal Name: Fred Bernstein

Fourth/Joint Inventor:

Date: 02/21/2022 Signature: 

Typed Legal Name: Alan Edwards

Fifth/Joint Inventor:

Date: _____ Signature: _____

Typed Legal Name: Igor Tchibirev

INVENTOR'S DECLARATION (37 CFR 1.63)
(Utility Patent Application)

As a below-named inventor of a certain new and useful invention entitled:

System and method for creation, distribution and tracking of advertising via electronic networks

I hereby declare that:

This Declaration is directed to United States application number 17/316,499 filed on May 10, 2021.

The above-identified application was made or authorized to be made by me.

I believe that I am the original inventor or an original joint inventor of a claimed invention in the application.

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.

Note to Inventor: 37 C.F.R. § 1.63(c) states: "A person may not execute an oath or declaration for an application unless that person has reviewed and understands the contents of the application, including the claims, and is aware of the duty to disclose to the Office all information known to the person to be material to patentability as defined in § 1.56."

First/Joint Inventor:

Date: _____ Signature: _____

Typed Legal Name: Brad Krassner

Second/Joint Inventor:

Date: _____ Signature: _____

Typed Legal Name: Nikolai Mentchoukov

Third/Joint Inventor:

Date: _____ Signature: _____

Typed Legal Name: Fred Bernstein

Fourth/Joint Inventor:

Date: _____ Signature: _____

Typed Legal Name: Alan Edwards

Fifth/Joint Inventor:

Date: Feb 8, 2012 Signature: 

Typed Legal Name: Igor Tchibirev

Doc Code: ECOMM.AUTH/ECOMM.WTDW
Doc Description: Internet Communications Authorized/Internet Communications Authorization Withdrawal

PTO/SB/439 (11-15)

AUTHORIZATION FOR INTERNET COMMUNICATIONS IN A PATENT APPLICATION OR REQUEST TO WITHDRAW AUTHORIZATION FOR INTERNET COMMUNICATIONS		
	Application No.	Not Yet Assigned
	Filing Date	Concurrently Herewith
	First Named Inventor	Brad KRASSNER
	Art Unit	N/A
	Examiner Name	Not Yet Assigned
	Practitioner Docket No.	689752-1U6

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

I. To authorize permission for Internet Communications.

[x] Recognizing that Internet communications are not secure, I hereby authorize the USPTO to communicate with the undersigned and practitioners in accordance with 37 CFR 1.33 and 37 CFR 1.34 concerning any subject matter of this application via video conferencing, instant messaging, or electronic mail. I understand that a copy of these communications will be made of record in the application file. (MPEP 502.03)

II. To withdraw authorization for Internet Communications.

[ ] The authorization given on _____, to the USPTO to communicate with the undersigned and any practitioner in accordance with 37 CFR 1.33 and 37 CFR 1.34 concerning any subject matter of this application via Internet communications such as video conferencing, instant messaging, or electronic mail is hereby withdrawn. I understand that the withdrawal is effective when approved rather than when received.

I am the

[ ] applicant.

[x] attorney or agent of record. Registration number 35,039.

[ ] attorney or agent acting under 37 CFR 1.34. Registration number _____.

/Clark A. Jablon/ — Signature

October 7, 2022 — Date

Clark A. Jablon — Typed or printed name

(215) 965-1330 — Telephone Number

NOTE: This form must be signed in accordance with 37 CFR 1.33. See 37 CFR 1.4 for signature requirements and certifications. Juristic entities must be represented by a patent practitioner (see 37 CFR 1.31, which is applicable to any paper filed on or after September 16, 2012, that is presented on behalf of a juristic entity, regardless of application filing date). Submit multiple forms if more than one signature is required, see below*.

[ ] * Total of 1 forms are submitted.

Duration Media Ex-1007

Electronic Acknowledgement Receipt

EFS ID:	46776125
Application Number:	17961952
International Application Number:	
Confirmation Number:	2082
Title of Invention:	SYSTEM AND METHOD FOR CREATION, DISTRIBUTION AND TRACKING OF ADVERTISING VIA ELECTRONIC NETWORKS
First Named Inventor/Applicant Name:	Brad KRASSNER
Customer Number:	00570
Filer:	Clark Alan Jablon/Melinda Ray
Filer Authorized By:	Clark Alan Jablon
Attorney Docket Number:	689752-1U6
Receipt Date:	07-OCT-2022
Filing Date:	
Time Stamp:	14:45:53
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Application Data Sheet	Application_Data_Sheet_Fillable_PDF.pdf	1256244 e7f497ed16274ba1574f48c166adedd42b0b1173	no	10

Warnings:

Duration Media Ex-1007

Information:					
2		Nonprovisional_patent_application.PDF	790253 c91eae3ecec53701c6b25c976eb3d9464aafb149	yes	96
	Multipart Description/PDF files in .zip description				
	Document Description		**Start**	**End**	
	Specification		1	94	
	Claims		95	95	
	Abstract		96	96	
Warnings:					
Information:					
3	Drawings-only black and white line drawings	Drawingspt1.pdf	20635332 34a76acc5760e7091c0d2cebd4d4fca47a445265	no	42
Warnings:					
Information:					
4	Drawings-only black and white line drawings	Drawingspt2.pdf	10908647 26bbefec0d329863fa5650535d81ee70378026bd	no	43
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5	Power of Attorney	Transmittal_GPOA.PDF	87280 4db5d22d2ae9fbb7290cb7b9db491fb8606112e0	no	2
Warnings:					
Information:					
6	Oath or Declaration filed	Declaration.PDF	4916585 eda6deb68ad3ac6910df9449b5ea0436fee3ae31	no	10
Warnings:					
Information:					
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Warnings:	
Information:	
Total Files Size (in bytes):	38817024

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.

New Applications Under 35 U.S.C. 111

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.

National Stage of an International Application under 35 U.S.C. 371

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.

New International Application Filed with the USPTO as a Receiving Office

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.

PTO/AIA/14 (02-18)
Approved for use through 11/30/2020. OMB 0651-0032
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
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.

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	689752-1U6
	Application Number	
Title of Invention	SYSTEM AND METHOD FOR CREATION, DISTRIBUTION AND TRACKING OF ADVERTISING VIA ELECTRONIC NETWORKS	

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.
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.

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.	Brad		KRASSNER	

Residence Information (Select One) ● US Residency Non US Residency Active US Military Service

City	State/Province	Country of Residence
Salt Lake City	UT	US

Mailing Address of Inventor:

Address 1	1590 East Hanover Drive
Address 2	

City	State/Province	Postal Code	Country
Salt Lake City	UT	84103	US

Inventor 2 Remove

Legal Name

Prefix	Given Name	Middle Name	Family Name	Suffix
	Nikolai		MENTCHOUKOV	

Residence Information (Select One) ◉ US Residency Non US Residency Active US Military Service

City	State/Province	Country of Residence
Miami Beach	FL	US

Mailing Address of Inventor:

Address 1	2399 Collins Avenue, Suite 1008
Address 2	

City	State/Province	Postal Code	Country
Miami Beach	FL	33139	US

Inventor 3 Remove

Legal Name

Prefix	Given Name	Middle Name	Family Name	Suffix
Mr.	Fred		BERNSTEIN	

Residence Information (Select One) ◉ US Residency Non US Residency Active US Military Service

Duration Media Ex-1007

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	689752-1U6
	Application Number	
Title of Invention	SYSTEM AND METHOD FOR CREATION, DISTRIBUTION AND TRACKING OF ADVERTISING VIA ELECTRONIC NETWORKS	

City	Miami Beach	State/Province	FL	Country of Residence	US

Mailing Address of Inventor:

Address 1	2399 Collins Avenue, Suite 1008
Address 2	

City	Miami Beach	State/Province	FL
Postal Code	33139	Country	US

Inventor 4 — Remove

Legal Name

Prefix	Given Name	Middle Name	Family Name	Suffix
Mr.	Alan		EDWARDS	

Residence Information (Select One) ◉ US Residency ○ Non US Residency ○ Active US Military Service

City	Salt Lake City	State/Province	UT	Country of Residence	US

Mailing Address of Inventor:

Address 1	1590 East Hanover Drive
Address 2	

City	Salt Lake City	State/Province	UT
Postal Code	84103	Country	US

Inventor 5 — Remove

Legal Name

Prefix	Given Name	Middle Name	Family Name	Suffix
Mr.	Igor		TCHIBIREV	

Residence Information (Select One) ◉ US Residency ○ Non US Residency ○ Active US Military Service

City	Sea Cliff	State/Province	NY	Country of Residence	US

Mailing Address of Inventor:

Address 1	104 Main Ave
Address 2	

City	Sea Cliff	State/Province	NY
Postal Code	11579	Country	US

All Inventors Must Be Listed - Additional Inventor Information blocks may be generated within this form by selecting the **Add** button. Add

Correspondence Information:

Enter either Customer Number or complete the Correspondence Information section below.
For further information see 37 CFR 1.33(a).

☐ **An Address is being provided for the correspondence Information of this application.**

Apple Inc. Media Ex-1007

PTO/AIA/14 (02-18)
Approved for use through 11/30/2020. OMB 0651-0032
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
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.

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	689752-1U6
	Application Number	
Title of Invention	SYSTEM AND METHOD FOR CREATION, DISTRIBUTION AND TRACKING OF ADVERTISING VIA ELECTRONIC NETWORKS	

Customer Number	00570		
Email Address	usptomail@panitchlaw.com	Add Email	Remove Email

Application Information:

Title of the Invention	SYSTEM AND METHOD FOR CREATION, DISTRIBUTION AND TRACKING OF ADVERTISING VIA ELECTRONIC NETWORKS		
Attorney Docket Number	689752-1U6	**Small Entity Status Claimed**	☒
Application Type	Nonprovisional		
Subject Matter	Utility		
Total Number of Drawing Sheets (if any)	85	**Suggested Figure for Publication (if any)**	

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:	● Customer Number	US Patent Practitioner	○ Limited Recognition (37 CFR 11.9)
Customer Number	00570		

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	689752-1U6
	Application Number	
Title of Invention	SYSTEM AND METHOD FOR CREATION, DISTRIBUTION AND TRACKING OF ADVERTISING VIA ELECTRONIC NETWORKS	

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	Pending			Remove
Application Number	Continuity Type	Prior Application Number	Filing or 371(c) Date (YYYY-MM-DD)	
	Continuation of	17/316499	2021-05-10	

Prior Application Status	Patented			Remove
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)	Patent Number	Issue Date (YYYY-MM-DD)
17/316499	Continuation of	12/384403	2009-04-04	11004090	2021-05-11

Prior Application Status	Pending			Remove
Application Number	Continuity Type	Prior Application Number	Filing or 371(c) Date (YYYY-MM-DD)	
12/384403	Continuation in part of	12/316781	2008-12-16	

Prior Application Status	Patented			Remove
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)	Patent Number	Issue Date (YYYY-MM-DD)
12/384403	Continuation in part of	11/803779	2007-05-16	10380602	2019-08-13

Prior Application Status	Patented			Remove
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)	Patent Number	Issue Date (YYYY-MM-DD)
11/803779	Continuation in part of	11/643245	2006-12-21	10380597	2019-08-13

Prior Application Status	Expired			Remove
Application Number	Continuity Type	Prior Application Number	Filing or 371(c) Date (YYYY-MM-DD)	
11/643245	Claims benefit of provisional	60/753536	2005-12-24	

Additional Domestic Benefit/National Stage Data may be generated within this form by selecting the **Add** button. Add

Foreign Priority Information:

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	689752-1U6
	Application Number	
Title of Invention	SYSTEM AND METHOD FOR CREATION, DISTRIBUTION AND TRACKING OF ADVERTISING VIA ELECTRONIC NETWORKS	

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)[i] 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).

Remove

Application Number	Country[i]	Filing Date (YYYY-MM-DD)	Access Code[i] (if applicable)

Additional Foreign Priority Data may be generated within this form by selecting the **Add** button. Add

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

☐ 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.
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.

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	689752-1U6
	Application Number	
Title of Invention	SYSTEM AND METHOD FOR CREATION, DISTRIBUTION AND TRACKING OF ADVERTISING VIA ELECTRONIC NETWORKS	

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.

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	689752-1U6
	Application Number	
Title of Invention	SYSTEM AND METHOD FOR CREATION, DISTRIBUTION AND TRACKING OF ADVERTISING VIA ELECTRONIC NETWORKS	

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.

Applicant 1 — Remove

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.

Clear

● 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:

Name of the Deceased or Legally Incapacitated Inventor:

If the Applicant is an Organization check here. ☒

Organization Name	Rich Media Club, LLC		
Mailing Address Information For Applicant:			
Address 1	1590 East Hanover Drive		
Address 2			
City	Salt Lake City	**State/Province**	UT
Country	US	Postal Code	84103
Phone Number		Fax Number	
Email Address			

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Assignee Information including Non-Applicant Assignee Information:

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	689752-1U6
	Application Number	
Title of Invention	SYSTEM AND METHOD FOR CREATION, DISTRIBUTION AND TRACKING OF ADVERTISING VIA ELECTRONIC NETWORKS	

Assignee 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.

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If the Assignee or Non-Applicant Assignee is an Organization check here. ☐

Prefix	**Given Name**	Middle Name	**Family Name**	Suffix

Mailing Address Information For Assignee including Non-Applicant Assignee:

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

Signature	/Clark A. Jablon/			Date (YYYY-MM-DD)	2022-10-07
First Name	Clark	Last Name	Jablon	Registration Number	35,039

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	689752-1U6
	Application Number	
Title of Invention	SYSTEM AND METHOD FOR CREATION, DISTRIBUTION AND TRACKING OF ADVERTISING VIA ELECTRONIC NETWORKS	

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.**

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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.

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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.

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TITLE OF THE INVENTION

SYSTEM AND METHOD FOR CREATION, DISTRIBUTION AND TRACKING OF ADVERTISING VIA ELECTRONIC NETWORKS

CONTINUITY/PRIORITY INFORMATION

This application is a continuation of copending U.S. Nonprovisional Patent Application No. 17/316,499 filed on May 10, 2021, which in turn is a continuation of U.S. Nonprovisional Patent Application Serial No. 12/384,403 filed on April 4, 2009 now U.S. Patent No. 11,004,090, which is a continuation-in-part of U.S. Nonprovisional patent application Ser. No. 11/803,779 filed on May 16, 2007 now U.S. Pat. No. 10,380,602, which in turn is a continuation-in-part of U.S. Nonprovisional patent application Ser. No. 11/643,245 filed on Dec. 21, 2006 now U.S. Pat. No. 10,380,597, which is based upon and claims priority back to U.S. Provisional Patent Application Ser. No. 60/753,536 filed on Dec. 24, 2005, the entirety of each of which is incorporated herein by reference.

The benefit of the earlier filing date of copending U.S. Nonprovisional Patent Application No. 17/316,499 filed on May 10, 2021 is claimed pursuant to 35 U.S.C. Section 120; the benefit of the earlier filing date of Nonprovisional patent application Ser. No. 12/384,403 filed on April 4, 2009 is claimed pursuant to 35 U.S.C. Section 120; the benefit of the earlier filing date of Nonprovisional patent application Ser. No. 11/803,779 filed on May 16, 2007 is claimed pursuant to 35 U.S.C. Section 120; the benefit of the earlier filing date of co-pending Nonprovisional patent application Ser. No. 11/643,245 filed on Dec. 21, 2006 is claimed pursuant to 35 U.S.C. Section 120; and the benefit of the earlier filing date of provisional patent application Ser. No. 60/753,536 filed on Dec. 24, 2005 is claimed pursuant to 35 U.S.C. Section 119(e).

Nonprovisional patent application Ser. No. 12/384,403 filed on April 4, 2009 is also a continuation-in-part of Nonprovisional patent application Ser. No. 12/316,781 filed on Dec. 16, 2008, the entirety of which is incorporated herein by reference, and the benefit of the earlier filing dates of which is claimed.

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BACKGROUND OF THE INVENTION

A. Technical Field

The present invention relates generally to methods and systems for creation and distribution of advertising, promotional and informational electronic communications regarding products and services via computer and communication networks, and displaying same at desired locations. More specifically, the present invention is a system and method for creation of electronic advertisements using digital content made available for licensing, and placing the ads at desired network locations utilizing an auction of designated advertising space at desired locations on a network. The system can be used to provide an ad content as well as an ad space exchange for content licensors, advertisers and ad publishers, including barter-based implementations.

B. Background

Advertisers seeking the global reach of the Internet and other electronic networks as an effective and efficient medium for disseminating advertisements to consumers have had to deal with various limitations in technology and methods. From the advertiser's perspective, there are two main tasks to accomplish: 1) creation of an effective ad; and 2) effective placement of the ad. From the ad publisher's perspective there are also two main tasks to accomplish: 1) display of the highest revenue-producing ads; and 2) reducing the amount of work necessary to place, maintain, track and process payments for advertising. The creation of electronic advertising content can be an expensive task for those that take the traditional route of either creating content internally or

engaging a third party contractor to create same. While there are sources of pre-existing electronic content that can be used in exchange for payment of a fee, because of content provider system limitations in the ability to track usage activity with respect to the content, usually the fee is a flat fee payable up front, which makes the use of such content an expense that users must incur beforehand. This method does not allow for optimization of return on investment, or "ROI," with respect to ads based on real-time ad response, because if the advertising content is not working effectively, to change the content would mean losing all invested in the purchase of that content. This also can result in content licensors not maximizing the revenues generated from their content.

Effective placement of an ad is crucial for success of any ad campaign. The ad must reach the proper audience and as large an audience as possible in order to maximize the effectiveness of the ad in generating business for the advertiser. Ad display space costs money as well, and advertisers therefore need to make sure that the display locations they select for their ads produce an acceptable ROI to be worthwhile. In the case of the Internet, which is dominated by a large number of personal and special interest websites with relatively low traffic, a simple method for publishers to place advertising on their web sites for optimal return is necessary. Internet advertising charging methods include the pre-pay or billed cost-per-impression, or "CPM," or cost-per-click, or "CPC," models, wherein advertisers pay publishers to place their advertisements on a website according to the number of impressions served, or click actions taken on the advertisement. Usually these transactions are done through a third party agency who receives commissions based on a percentage agency discount offered by the publisher.

SUMMARY OF THE INVENTION

The present invention is a system and method for creating electronic advertisements using licensed digital content, and distributing such advertisements for display at desired network locations, including on multiple networks (such as, without limitation, computer networks such as the Internet as well as cellular, wireless, cable, satellite and other networks), whereby the ad to be displayed at a particular network location is selected from a group of ads that reference the same keyword or category and network location via an auction when the display location is acted

upon by a network user/ad viewer. The digital content is delivered to designated advertising locations on the network and becomes part of an advertising display composed at the time requested by the network user/ad viewer by using a relational database for storing data required for commands that execute retrieval, assembly and dispatching of the licensed digital content files previously stored in one or more servers, as well as messaging, tracking, display, and billing for both use of the licensed content and display of the ad at the designated location on a cost-per-use basis. Third parties that make their digital content available for licensing and the publishers that display the advertisements on their network locations are automatically paid via the system each time an ad is displayed using their content and ad space, respectively. Ad publishers can participate in a barter-based ad exchange network wherein ad publishers can exchange advertising impressions/views in their publication (whether online or other) for impressions/views of their advertisements via the network. The system and method provides the ability for both publishers and advertisers to optimize the benefits of creating and distributing advertisements electronically, and manage and track every aspect of the advertisement creation and distribution process.

The present invention provides ad publishers with the ability to automatically accept placement of advertising at their network locations by providing a display space module, or "billboard module" that can be easily embedded at the network location where the ad will be displayed, such as, for example, on the ad publisher's web page(s) or, installed in cellular phone or a variety of other network devices that display advertising. This "billboard module" is associated with categories or keywords and communicates with a central dispatcher server that selects advertising and provides instructions to render the advertising in the module.

The present invention allows advertisers to create their own advertisements and license quality third party digital content for use in creating their advertisements (and also for content creators and providers to market their content) with payment for licensing of such third party content and ad distribution based on a cost-per-click, cost-per-impression or other pay-as-used scheme and with clicks/usage of the licensed ad content being accurately trackable. The advertisers can then associate topic keywords with the ads and include a bid for the display of the ad at desired network locations such as in specified areas of websites, search engines, portals or other network

location display screens, in response to the "billboard module" being requested or otherwise acted upon. An advertiser can first create a custom advertisement using both content licensed from third parties made available for selection via the system, or use the advertiser's own content, with the instructions being stored in a database to execute and run the created advertisement at a desired location of a website, search engine or other network location when requested. The data stored in the database file for the ad with the rest of the ad execution instructions includes the cost-per-click, cost-per-impression or other charge rates for the licensed content used in the ad, which is the amount that the advertiser will be charged for using the licensed content each time the content is displayed to a user as part of the advertisement. The data stored in the database can also include the cost-per-click or other amount that the advertiser "bids" for display of the advertisement at certain locations on the website, search engine user search results screen, or other network location display screen when specified topic keywords are used as search queries. The system selects the advertisement to display in a designated ad space by conducting a real-time auction based at least in part on the bids placed by the advertisers for display of their ad at the location. The auction can also be based at least in part on the parameters of the advertisements, including, but not limited to, click-through rate, ad space size, display region and ad type. The auction is conducted immediately upon the request and initiation of the "billboard module" by a network user/ad viewer. If the advertisement is meant to display on a web page, the auction will begin when the web page containing the embedded billboard module is served. Like any page on the Internet, this page may be requested in a variety ways, including entering a URL address in a browser URL field, initiating a search by entering a specified search term in a search engine website, or clicking on the specified link, button or other symbol on any web advertising or content. In the case of search engines, the auctioned ad space is preferably space on the user query search results page other than in the actual search results list, which distinguishes the present invention's auction from those often used with respect to the preferred placement of advertiser listings in search results listings. In fact, present invention's method of auctioning ad space operates completely independently of any search engine query operation; the auction of ad space can be implemented with respect to any ad space, not just space on a search engine screen. Also, ads may be displayed after a search query that have no direct relationship to the search query keywords, making it possible for publishers to display second generation relevant ads. For example, when someone searches for bathing suits, an ad may appear for a diet

product, because the ad module on the search result page contained "diet" as a topic keyword. The module may be placed in cell phones or physical electronic billboards presenting advertising as a result of auctions initiated at certain times of the day or when a phone is opened, or based on other customizable parameters. This also can prevent publishers from running advertisements of their competitors, which is something that was not accomplishable under current keyword advertising systems.

The auction comparison can take into a account various customizable parameters to select the ad to be displayed at a designated location, including without limitation, topic keywords, categories, the advertisers' CPC/CPM bids and the ads' click-through, as well as the cost-per-click, cost-per-impression or other cost-per-use license fee for the licensed content comprising the ad. Actual ad parameters such as ad size, ad type, geographic display region, click-through rate and other parameters can also be used in the auction to select the ad to be displayed.

The system's relational database, housed preferably in a dispatcher server, contains data files with the parameters and execution instructions for ads, and each ad parameter file has a unique identifier. The advertising space module or "billboard module," is preferably of the .swf format, or .net, .asp, AJAX and consists of code placed at the ad display location that triggers ad file selection auction and display of the selected ad when acted upon. The billboard module may be embedded as an object in a web page of a website, search engine or other network location, or used in a self-contained device, such as a cellular phone or other mobile device or electronic billboard. When requested or otherwise acted upon by the viewer, the billboard module communicates with the remote dispatcher server where the relational database is located. The relational database has all the information necessary to run the auction of available advertisements and then retrieve, assemble and present the advertising content of the auction winner to the viewer of the designated billboard module. The billboard module can contain instructions, including ad space size location and keywords associated with the ad space and may display more than one ad simultaneously or rotate different advertising in the same ad space. The keywords associated with the advertising space may be entered into the billboard module in a variety of ways, including manually by a webmaster, or dynamically, such as when a search engine user enters the keyword as a query, in which event the keyword is passed to the billboard

module at the time the search is executed.

The present system provides publishers with an account where they can enter information including their preferred method of receiving payment, address, and other relevant information. Publishers are also provided the opportunity to select ad size parameters, enter keywords or select categories to associate with their ad space. The system then generates the instructions and or the code necessary to embed a billboard module at the publisher's ad space. In the case of a website with search functionality, instructions will be generated on embedding the module so search query words are automatically passed to the module. The publisher is also given an interface to view metadata associated with the billboard module's activity, including clicks, impressions, and amount owed.

The present system provides advertisers with an account where they can enter instructions to select ad content from a variety of third party owned digital media and put together an electronic ad. Here they can also create customized advertising content and their advertising campaign by entering keywords to associate with the advertisement, the ad display locations desired and the CPC/CPM bid for display of the ad at such locations, regional targeting information or other parameters. Advertisers are also provided an account to deposit funds that is drawn upon based on their advertising activity. They are also provided an interface where they can view real-time metadata on the advertising campaign activity, including clicks, views, and amount paid.

The system is intended to be used by advertisers to create and place advertisements on third party websites, search engines and other network locations. The system's existence and operation is not apparent to end user/consumer who is the intended viewer of the advertisements. The system serves the advertisement files in addition to tracking impressions and click through rates in real time while the advertisement runs.

The present invention, in a preferred embodiment, uses file server direct connection or "FSDC" technology to process ad viewer activity tracking data. This allows the system to send a tracking string with information (variables) received from the dispatcher server by the ad file directly to a tracking server. In a preferred embodiment, the tracking functions of the present invention are

performed in a more efficient manner than prior art systems. Instead of redirecting a website user's request as discussed above, when a network user views an advertisement using the present invention and in response clicks or requests a URL or other location address from the information provided, the network user is taken directly to the URL or other location of interest, while a query string is independently sent to the system's tracking server from the ad file. The performance of the tracking server is not apparent to the network user and cannot affect the user. The tracking data is more accurate and can represent several different customizable parameters sent from the destination file viewed rather than merely counting the number of requests. Furthermore, the use of independent connection processes insures that the network user's system and privacy is not further exposed to the tracking system. Within the context of server side data sharing, the present invention provides fast and efficient, predominantly one-way communication, without requiring storage of any files on a network user's computer system. The system, by utilizing FSDC for tracking, directly establishes network connections between the ad file and the dispatcher server system where the tracking parameters and click-through destinations for advertisements are stored in the dispatcher server database by means of a single compiled file that does not require an additional network communications system such as a web browser or other supporting application. Specifically, a network connection is established to an encoded URL or other location address, and information is delivered to the tracking server in the form of a query string. Differing from a typical browser, or other typical network enabling software systems, the communication link established by the compiled file is predominantly one way and non-conversational. Impact on system resources is reduced as overhead support software is not required. Likewise bandwidth is conserved and issues of privacy are maintained as minimal information is exchanged without network user interaction or storage of files on the user's computer memory.

The present invention improves over prior advertising systems and methods in many ways. The present invention does not embed advertising HTML files within a web page, providing considerable economies to advertisers in saved labor, time and cost in terms of both inserting advertisements into web page files, and later changing any of those advertisements. The present invention functions totally transparently to a network user and which neither inconveniences nor burdens the user. The present invention does not require a network user to download or install on

the user's computer a separate application program specifically to receive advertising or perform any affirmative act other than normal browsing to receive such advertising. The present invention also provides proper accounting to an advertiser, content licensor and ad publisher by accurately and validly ascertaining and tracking user click-throughs/impressions of fully rendered advertisements. The present invention also allows ad publishers to maximize the revenues an increase effectiveness they receive from running third party ads, by being able to select for display (via the auction) the most profitable ads due to cost-per-click and click-through rate statistics. The present invention allows advertisers to more accurately target their advertising on search engine websites by separating the advertising auction process from the search engine process, allowing for second generation relevancy. The present invention allows for optimization of advertising campaigns by allowing for real-time auctions for available advertising spots, taking into account the amount of available advertising spots at the time of the action, optimizing the value of the advertising spot at the time it is requested, and by allowing for the assembly of advertising on the fly for display on the network, and the ability to license quality digital media creative files on a cost effective cost-per-use basis, and update campaign parameter and creative according to campaign results derived in real time by FSDC tracking.

Additionally, for those advertisers that do not have an e-commerce website, the system allows them to create their own online e-commerce catalog and connect their product or catalog of products to their advertising. Users can then, when viewing the advertisement, access and review the product/catalog information and select items for purchase. The system provides the online e-commerce functionality to allow users to purchase and pay for the advertiser's products online, which is a valuable feature for those that do not have their own e-commerce capability, and provides a turnkey advertising and e-commerce system for users, providing them with the ability to create professional looking large display ads which are more effective in an easy and cost-efficient way.

The present invention can be used to implement a barter-based advertising exchange network where in ad publishers can exchange advertising impressions/views in their publication (whether online or other) for impressions/views of their own advertisements at third party publisher network locations. The ad publishers preferably contribute more ad impression/views than they

receive in exchange such that a pool or inventory of available impressions/views is available for selection and use by participating ad publishers/advertisers. Ad content licensors can also participate in barter transactions whereby they can barter their content in exchange for ad impressions/views for display of their own ads at third party network locations or other barterable advertising commodities.

In one embodiment, the invention further includes a system and method for delivering and rendering the ad content automatically and only when and/or to the extent that a pre-defined area of the ad content display page where the content is to be rendered, which is preferably the billboard module location on the ad publisher display location on an electronic network, is within the viewer's browser window dimensions and scrolling position, or within a pre-defined distance from the viewer's browser window dimensions and scrolling position. As used herein, the term "render" or "rendering" refers to the process of requesting and loading content so that it may be viewed, heard or otherwise perceived by a viewer communicating electronically using a browser. The pre-defined area, designated by the ad content display page administrator to trigger rendering, is referred to below as the "ad content display page triggering area." In a preferred embodiment, the pre-defined area of the ad content display page referred to as the "ad content display page triggering area" is the designated ad content display page area where the content is to be rendered, which is preferably the billboard module location on an ad publisher ad content display location. In other embodiments the ad content display page triggering area can be an area of the ad content display page other than the billboard module location area where the content will be rendered. The invention in this embodiment can be configured to trigger rendering of content in a designated billboard module ad content display page rendering area when the pre-defined ad content display page triggering area is within the dimensions and scrolling position of a viewer's browser window, or alternatively, when the pre-defined ad content display page triggering area is within a pre-defined distance outside of the viewer's browser screen dimensions and scrolling position. The invention in this embodiment further includes additional interface features, primarily for interaction with publishers (either additional to the billboard module creation interface or included as part of such interface) for receiving, in addition to ad content display page address and ad content file information (which may be in the form of instructions to retrieve one or more ad content files stored in a content server or other storage device, which

may be either part of the system-end components or remotely located components), the billboard module ad content display page rendering area and ad content display page triggering area parameters and other ad content display page data from ad content display page administrators for storing one or more records containing such data in a system server database, each record being given an identification code. As with other embodiments of the invention, a system software application generates a single tag based on said ad content display page data, and the tag is placed on the ad content display page as the billboard module. The tag includes the identification code for the corresponding record with ad content display page data stored in the system database and a link to a system server-side application. When a viewer requests the designated ad content display page, the tag is activated and links to a system server-side application. The system server-side application then collects data from the request, including, but not limited to, the address of the ad content display page and the viewer's network address (for example, the Internet Protocol address associated with a viewer computer when the network is the Internet), and retrieves the corresponding record containing ad content display page data stored in the system server database, and generates code, preferably JavaScript code, referred to herein as a "correlator code," which is written to or otherwise embedded on the ad content display page and interacts with the viewer's browser. The correlator code can be positioned anywhere on the ad content display page, not necessarily the billboard module location on the ad content display page where the particular content will be rendered. The correlator code may also be placed directly on the web page without the use of the server side application. A unique identification code is then assigned to the particular viewer/browser which can be created by the correlator code itself, or can be created by the system server-side software application and be retrieved from cookies or from the system database. The correlator code collects additional information from the viewer's browser, including, without limitation, the viewer's operating system and browser type/version, and a list of other content that was already rendered on the page to prevent duplication of the same content on the ad content display page, among other data and preferably also indexes the page for content and whether the browser window is open, minimized, or otherwise covered by another browser window or other application opened by a viewer. The correlator code in one embodiment dynamically generates HTML code on the ad content display page to be used as a marker for the ad content display page area where the content will be rendered. The marker may be HTML code or coordinates in the correlator code,

or can be created by other means for creating a page area marker. The system correlator code then generates a query string link including the data collected via the correlator code and server-side application and the query string link is stored as a variable on the ad content display page. The correlator code periodically checks viewer browser screen coordinate data from the viewer's browser application with ad content display page coordinates for the pre-defined ad content display page triggering area (which may be the same area as the billboard module content display page rendering area), in addition to periodically checking whether the browser window is open, minimized, or otherwise covered by another browser window or other application opened by a viewer. As a viewer scrolls through a ad content display page (whether up and down or left and right) or the viewer's browser window dimensions change, the correlator code periodically checks data from the viewer's browser regarding the viewer's browser window scrolling position and dimensional coordinates and when there is correspondence between the browser window dimensional and scrolling position coordinates and the coordinates for the ad content display page triggering area (which may be partial correspondence or full correspondence, or correspondence with coordinates that are a pre-defined distance outside the viewer's browser dimensional and scrolling position coordinates), the query string link is activated, activating the billboard module and the content is rendered in the designated ad content display page rendering area. The billboard module may be embedded on the page in a variety of ways, including but not limited to by the web publisher, or by the system itself at the time the correlator code is written or otherwise embedded on the page. The correlator code also records at the display page data retrieved from the viewer's browser regarding the rendering of the content The correlator code is preferably JavaScript code, although the invention is not limited to use of JavaScript; other scripting or compiling languages can be used, such as, without limitation, JScript, ECMAScript or other scripting capable of generating code that determines whether or not the specified ad content display page triggering area is within, or within a pre-defined distance outside of, the dimensions and scrolling position of a viewer's browser window. The correlator code contains all of the necessary variables and functions to execute the correlation process described above in conjunction with the viewer's browser. The correlator code is code delivered in the form of source code that interprets and executes the script accordingly by the browser application of the viewer although it resides on the ad content display page itself. It is not an applet or other compiled file or self-executing software application. Content is only rendered on an ad content

display page to a viewer when and/or to the extent that the pre-defined ad content display page triggering area is within, or within a pre-defined distance outside of, the viewer's browser screen dimensions and scrolling position. In a preferred embodiment, the pre-defined ad content display page triggering area is the area of the ad content display page where the content is to be rendered, which is the billboard module location on an ad publisher's site in a preferred embodiment, and content to be rendered in the pre-defined area of the ad content display page is not rendered unless and until the particular area of the ad content display page is within the viewer's browser screen dimensions and scrolling position, or within a pre-defined distance outside of the viewer's browser screen dimensions and scrolling position. This embodiment of the present invention enables use of bandwidth and other communications resources more effectively and efficiently.

Reports regarding the delivery and rendering of content can be generated by the system for use by system users and third party content providers and content publishers (e.g., web pages) to better analyze the effectiveness of their content distribution. Unlike other systems, the invention in this embodiment enables precise and accurate accounting of what content actually appears within in a viewer's browser window dimensions and scrolling position area, in addition to whether the browser window is open, minimized, or otherwise covered by another browser window or other application opened by a viewer and enables analysis of content rendering activity with respect to particular areas of an ad publisher's ad content display page, i.e., which areas are most active with regard to content rendering to viewers, enabling effective content placement page organization schemes and content placement fee structures based on rendering activity for the particular content display area of an ad content display page relative to other areas of the page and the viewer's browser window dimensions. In this embodiment, the invention gathers information to better deliver content loaded, including reach, frequency, viewer's geographic location, the demographics of the viewership, keywords derived from the indexing of page content, among other data, allowing websites to effectively provide content on their web pages on an as needed basis and then to utilize the information in myriad ways. With the invention in this embodiment, content placed in any designated ad publisher's web page area, including but not limited to, below the fold areas of a web page, can be loaded as needed, and its usage/rendering can be reported and billed only if the viewer scrolls them into the available area

of their browser window, and when response rates are calculated against the ads loaded and rendered.

The invention in this embodiment gives ad publishers, by specifying a predefined area on the ad content display page which, when its coordinates correspond in a pre-defined manner with coordinates of the viewer's browser dimensions and scrolling position, triggers content rendering at the ad content display page, the ability to provide to viewers of their pages a variety of content including promotions, video promotions, advertising and third party network advertising on their web pages and deliver this content to the page when and/or only to the extent that the pre-defined ad content display page triggering area of the ad content display page is within, or within a pre-defined distance outside of, the then current dimensions and scrolling position of the viewer's browser window. The invention, in this embodiment, may then trigger several actions, including an indicator to show the viewer or system users that the ad content is rendered and available, and report with accuracy whether or to what extent the ad content display page area where particular ad content is to be rendered, which is the billboard module location in the ad publisher's ad content display page in a preferred embodiment, is within the available area of viewer's browser window, for how long the ad content was available to trigger further action, considering whether the browser window where the content is rendered is open, minimized, or otherwise covered by another browser window or other application opened by a viewer, how many unique viewers were presented the ad content (reach), the amount of times each unique viewer was presented the ad content (frequency) the general geographic location of the viewer, the browser version used by the viewer, what actions were taken on the advertisement in the form of clicks, the click rate in relation to the number of views, and other meta data in relation to the rendered content. The ad content can be successively rendered automatically to the viewer as the viewer scrolls through an ad content display page, with the effects of instant rendering attracting the attention of the viewer.

The invention in this embodiment also allows ad publishers (e.g., ad content display page administrators), to generate accurate reports to analyze ads on their pages according to different areas of their ad content display pages and how they relate to the available areas of viewer's browser windows, enabling accurate accounting and reporting of ad content rendering and

viewer ad content display page viewing and scrolling characteristics, providing insights as to what display areas of a content display site are most effective for ad content display. The reports consist of accurate data of their pages, and how often they become available to a viewer within their browser window. Ad content display pages are, in one embodiment, divided into four areas, top, above the fold, below the fold, and bottom, although further division is programmable as desired. The data for each area is based on the collected rendering activity data from the rendering of ad content in the specified area of the ad content display page.

In a preferred embodiment, the computer and communications network is the Internet, the content display sites and pages websites and web pages, and ad content display page administrators may be web page administrators, but this embodiment of the present invention is not limited to any particular communications network or content display site. The content can be stored at a network location other than the content display site server, such as, for example, one or more content file servers, which can be remotely located, with the instructions being stored in the system database to execute and render the content at the specified rendering area on a ad content display page when requested.

This embodiment of the present invention allows content display page administrators to divide their content display site pages into one or more content rendering areas. Ad publishers, as ad content display page administrators, interact with the system to designate such content rendering areas, specifying their position and size and designating the billboard modules and/or content files to be located and/or rendered thereat. The system processes the specified information and provides a JavaScript tag that includes the identification code for the system server database record storing the ad content display page information provided by the ad content display page administrator and includes a link to a system server-side application at the system server. When the viewer requests the particular ad content display page, the JavaScript tag links to the system server-side application and the system server-side application retrieves data from the viewer's request as well as the record with data for the particular ad content display page and generates code, referred to as a "correlator code" which is preferably JavaScript code, that dynamically creates a marker for the ad content display page area, and also correlates the pre-defined ad content display page triggering area with viewer browser window scrolling position and

dimensions, and the correlator code generates a query string link which is stored as a variable on the ad content display page, including data collected from the viewer's browser via the correlator code. The marker may be HTML code or coordinates in the correlator code, or can be created by other means for creating a page area marker. As the viewer scrolls through the ad content display page, the correlator code determines whether the browser scrolling position and dimensional coordinates correspond with ad content display page coordinates for the pre-defined ad content display page triggering area on the ad content display page, (which may be the area on the ad content display page where the billboard module is located, which is where the content is to be rendered or any other pre-defined area of the ad content display page) and when browser window and the pre-defined ad content display page triggering area's coordinates correspond (the correspondence can be customized and pre-defined as well, and can be partial correspondence, full correspondence or correspondence with coordinates that are a pre-defined distance outside of the viewer's browser window dimensional and scrolling position coordinates), the query string link stored on the page is triggered, activating the billboard module, and the real time auction is conducted to select a bidding advertiser's ad parameter and command file at the dispatcher server for rendering at the designated billboard module location at the ad content display page, and the content designated for rendering at or in relation to such billboard module ad content display page area is retrieved, assembled and rendered in the designated billboard module ad content display page rendering area. The specified content is rendered only if and when such pre-defined content triggering area, which can be the same as the content rendering area, is determined by the correlator code to be within, or within a pre-defined distance outside of, the dimensions and scrolling position of the viewer's browser window. When the pre-defined ad content display page triggering area is the area where the content is to be rendered, i.e., the billboard module location on the ad publisher's ad content display page, the content is rendered only when and/or to the extent that the billboard module area of the ad content display page where the content is to be rendered is within, or within a pre-defined distance outside of, the dimensions and scrolling position of the viewer's browser window.

As with other embodiments of the present invention, the system database storing the records with ad content display page data is preferably a relational database, housed preferably in a system-end server, preferably the system dispatcher server. Each such record has a unique identifier. The

system server-side software application contains all code that is necessary to communicate with the system server database as well as with the ad publishers and their ad content display pages and generate the correlator code which is written to or otherwise embedded on the ad content display page and interacts with the viewer's browser to control the triggering of billboard modules, content requesting and rendering when the billboard module display page area where the content is to be rendered is within, or within a pre-defined distance outside of, the dimensions and scrolling position of a viewer's browser window. The JavaScript tag placed on the ad content display page for the particular content rendering area consists of a tag placed somewhere on the ad content display page containing a link to the system server-side software application and an encrypted ID for the applicable content rendering area record stored at the system database located preferably at the system server. When a viewer requests the particular ad content display page, the request activates the link to the system server-side application, which retrieves the record with data corresponding to the encrypted id for such record and retrieves viewer data from the http request itself. The system server-side application generates the custom correlator code to be written to or otherwise embedded on the ad content display page. The correlator code then creates a marker for the ad content display page area where the content will be rendered. The marker may be HTML code or coordinates in the correlator code, or can be created by other means for creating a page area marker. The correlator code collects additional information from the viewer's browser, which may include information regarding the viewer's computer system, browser type/version, and information regarding content that has previously been rendered on the ad content display page to prevent duplication of content on the page, among other data, and also collects and indexes data pertaining to text on the ad content display page. A unique identification code is then assigned to the particular viewer/browser, which can be created by the correlator code itself or can be created by the system server side software applications and be retrieved from cookies or from the system database. The correlator code creates a query string link with the information collected by the correlator code attached thereto and the query string link is stored as a variable on the ad content display page. When the pre-defined ad content display page triggering area is within, or within a pre-defined distance outside of, the dimensions and scrolling position of the viewer's browser screen, the correlator code triggers the query string link that is stored on the page and activates the billboard module. Then the billboard module establishes communication with a separate ad dispatcher server database, which selects an

ad/content record to render in the billboard. The instructions in the record are retrieved by the billboard module and the content is rendered in the designated billboard module within content display page rendering area. The correlator JavaScript code on the ad content display page contains the variables and commands to continuously determine what ad content display page area(s) is/are within, or within a pre-defined distance outside of, the dimensions and scrolling position of the viewer's browser, including whether the browser window where the content is rendered is open, minimized, or otherwise covered by another browser window or other application opened by a viewer. The correlator code establishes continuous communication with the billboard module. The information gathered can be sent back to any server for tracking and reporting via the billboard module using FSDC. The billboard module may also cease rendering or send additional requests to the ad dispatcher server to select a new ad/content to render in the billboard module, say if the billboard was in view for a pre-determined period of time, or has been scrolled outside the viewer's browser window dimensions.

BRIEF DESCRIPTION OF THE DRAWINGS

All of the figures depict preferred embodiments although other embodiments are contemplated and the present invention is not limited to the embodiments shown.

FIG. 1 is diagrammatical overview of the communication flow of the present invention.

FIG. 2 is a diagrammatical representation of system components and their interrelationship.

FIG. 3 is a diagrammatical overview of the relationship among system servers and website viewers.

FIG. 4 depicts a sample system dispatcher server database parameter file.

FIG. 5 is a flow chart depicting the pay-per-use content licensing process flow.

FIG. 6 is a flow chart depicting the ad spot-auction process flow.

FIG. 7 depicts a sample system user registration screen.

FIG. 8 depicts a sample system user log-in screen.

FIG. 9 depicts a sample initial advertisement creation input screen.

FIG. 10 depicts a sample advertisement click destination input screen.

FIG. 11 depicts a sample system user ad size selection screen.

FIG. 12 depicts a sample system advertisement creative content catalog and selection screen.

FIG. 13 depicts a sample system ad text and messaging input screen.

FIG. 14 depicts a sample system ad preview and save screen.

FIG. 15 depicts a sample system geographic region designation screen.

FIG. 16 depicts a sample ad payment option selection screen.

FIG. 17 depicts a sample keyword and maximum bid data input screen.

FIG. 18 depicts a sample ad placement plan budget input screen.

FIG. 19 depicts a sample target category selection screen.

FIG. 20 depicts a sample ad budget data input screen.

FIG. 21 depicts a sample ad payment data input screen.

FIG. 22 depicts a sample ad publisher website registration screen.

FIG. 23 depicts a sample ad publisher billboard identification screen.

FIG. 24 depicts a sample billboard advertising program selection screen.

FIG. 25 depicts a sample ad publisher billboard size selection screen.

FIG. 26 depicts a sample billboard module customization selection screen.

FIG. 27 depicts a sample ad publisher billboard target category selection screen.

FIG. 28 depicts a sample ad publisher billboard code copying screen.

FIG. 29 depicts a sample skip/destination URL input screen, for use when billboard is created for an interstitial ad.

FIG. 30 depicts a sample interstitial ad/billboard URL copying screen.

FIG. 31 depicts a sample ad publisher billboard location within an ad publisher web page, showing billboard module placement at top bar.

FIG. 32 depicts a sample rendered ad in an ad publisher search engine web page screen.

FIG. 33 depicts a sample ad parameter data base listing showing multiple ad parameter files.

FIG. 34 depicts a sample ad campaign statistics screen with data regarding performance of ads and budget consumption.

FIG. 35 depicts a sample single ad statistics screen.

FIG. 36 describes the system process flow in an embodiment wherein the billboard module is embedded in an informational website.

FIG. 37 describes the system process flow in an embodiment wherein the billboard module is embedded in a search engine screen.

FIG. 38 describes the system process flow in an embodiment wherein the billboard module is embedded in a mobile device such as a cellular phone.

FIG. 39 describes the system process flow in an embodiment wherein the billboard module is embedded in an electronic billboard.

FIG. 40 depicts a sample system user screen for posting product catalog information in the system, enabling advertisement viewers to purchase the advertiser's product/service via the system e-commerce functionality.

FIG. 41 depicts a sample system screen showing products posted by advertisers for sale via the system.

FIG. 42 depicts a sample product information and selection page.

FIG. 43 shows a sample check-out and payment screen used in the e-commerce functionality provided to advertisers that do not have their own e-commerce capability.

FIG. 44 depicts a sample system screen for the ad exchange feature of the system.

FIG. 45 depicts a sample system screen for participants in the system's ad exchange program to specify the identification parameters for ad space to be made available on the participant's network location for placement of other participants' ads.

FIG. 46 depicts a sample screen for participants in the system's ad exchange program to specify

size parameters for the ad space to be made available on the participants network location for placement of other participants' ads.

FIG. 47 depicts a sample system screen for participants in the system's ad exchange program to customize the appearance of the ad space to be made available on the participant's network location for placement of other participants' ads.

FIG. 48 depicts a sample system screen for participants in the system's ad exchange program to select the advertisement for said participant's own products/services to be placed at third party network locations in exchange for the ad space contributed by said participant.

FIG. 49 depicts a sample system screen for participants in the system's ad exchange program to select target categories to be associated with the ad space on said participant's network location contributed to said program by said participant.

FIG. 50 depicts a sample system screen for participants in the system's ad exchange program to receive and copy ad space code to be placed in said participant's own network location to run ads placed by other program participants.

FIG. 51 is a diagrammatical overview of the interplay and overlap of a viewer's screen display area, browser application, browser window and ad content display page.

FIG. 52 is a diagrammatical representation of system components and their interrelationship with ad publishers as ad content display page administrators, viewers and communications network(s) in an embodiment including the content rendering control feature of the present invention.

FIG. 53 is a diagrammatical overview of the communication flow among system components, ad content display page administrators and website viewers in an embodiment including the content rendering control feature of the present invention.

FIG. 54-A is a process flow diagram showing the process flow of the present invention in an

embodiment including the content rendering control feature of the present invention.

FIG. 54-B is a continuation of a process flow diagram showing the process flow of the present invention in an embodiment including the content rendering control feature of the present invention.

FIG. 54-C is a continuation of a process flow diagram showing the process flow of the present invention in an embodiment including the content rendering control feature of the present invention.

FIG. 55 depicts communication flow between system components of the present invention.

FIG. 56 depicts a sample system ad publisher content site administrator user registration screen in an embodiment including the content rendering control feature of the present invention.

FIG. 57 depicts a sample system ad publisher content site administrator user login screen in an embodiment including the content rendering control feature of the present invention.

FIG. 58 depicts a sample system user site registration screen showing data entry relating to ad content display page title, uniform resource locator address and optional logo image in an embodiment including the content rendering control feature of the present invention.

FIG. 59 depicts a sample user registration screen whereby ad publisher ad content display page administrators enter their ad content display page's primary audience geographic location in an embodiment including the content rendering control feature of the present invention.

FIG. 60 depicts a sample user registration screen whereby ad publisher ad content display page administrators enter their ad content display page's content type in an embodiment including the content rendering control feature of the present invention.

FIG. 61 depicts a sample user registration screen whereby ad publisher ad content display page

administrators enter their ad content display page audience demographic data in an embodiment including the content rendering control feature of the present invention.

FIG. 62 depicts a sample ad content display page registration confirmation screen in an embodiment including the content rendering control feature of the present invention.

FIG. 63 depicts a sample ad content display page rendering area creation screen in an embodiment including the content rendering control feature of the present invention.

FIG. 64 depicts a sample ad content display page rendering area dimension selection screen in an embodiment including the content rendering control feature of the present invention.

FIG. 65 depicts a sample ad content display page rendering area dimension specification screen in an embodiment including the content rendering control feature of the present invention.

FIG. 66 depicts a sample screen wherein a JavaScript tag with link to the system server-side application is generated for ad publisher ad content display page administrators to copy and paste into the page code of the ad content display page in which the designated ad content display page rendering area resides in an embodiment including the content rendering control feature of the present invention.

FIG. 67 depicts a sample ad content display page with the content rendering area of the ad content display page located below the viewer's browser window dimensions and scrolling position, noted by an oval indicator in an embodiment including the content rendering control feature of the present invention.

FIG. 68 depicts a sample ad content display page with the content rendering area entering the viewer's browser window dimensions and scrolling position, noted by an oval indicator in an embodiment including the content rendering control feature of the present invention.

FIG. 69 depicts a sample ad content display page with the content rendering area fully within the

viewer's browser window dimensions and scrolling position in an embodiment including the content rendering control feature of the present invention.

FIG. 70 depicts a sample ad content display page with the content rendered and an indicator showing the time that the content has been rendered in an embodiment including the content rendering control feature of the present invention.

FIG. 71 depicts a sample ad content display page with the content rendering area partially outside of the viewer's browser window dimensions and scrolling position in an embodiment including the content rendering control feature of the present invention.

FIG. 72 depicts a sample system ad content display page data report screen in an embodiment including the content rendering control feature of the present invention.

FIG. 73 depicts a sample system content rendering area data report screen in an embodiment including the content rendering control feature of the present invention.

FIG. 74 depicts a sample system content rendering area activity report screen in an embodiment including the content rendering control feature of the present invention.

FIG. 75 depicts a sample system content rendering area data report screen in an embodiment including the content rendering control feature of the present invention.

FIG. 76 depicts a sample system content rendering activity report screen in an embodiment including the content rendering control feature of the present invention.

FIG. 77 depicts a sample system viewer browser type data report screen in an embodiment including the content rendering control feature of the present invention.

FIG. 78 depicts a sample system viewer geographic location report screen in an embodiment including the content rendering control feature of the present invention.

FIG. 79 depicts a sample content rendering area activity report screen in an embodiment including the content rendering control feature of the present invention.

FIG. 80 depicts a sample content rendering time data report screen in an embodiment including the content rendering control feature of the present invention.

FIG. 81 depicts a sample ad content display page using the system to determine viewer browser screen dimensions and scrolling position to provide scaled rendering of content in an embodiment including the content rendering control feature of the present invention.

FIG. 82 depicts a sample ad content display page showing content rendered scaled to a predefined size in relation to the viewer's browser window dimensions and scrolling position in an embodiment including the content rendering control feature of the present invention.

FIG. 83 depicts a sample ad content display page showing content re-rendered and re-scaled to a predefined size in relation to modified viewer browser window dimensions and/or scrolling position in an embodiment including the content rendering control feature of the present invention.

DESCRIPTION OF A PREFERRED EMBODIMENT OF THE INVENTION

According to a preferred embodiment hereof, the present invention is an all inclusive electronic advertising network system and method, including means for advertisers to create advertisements using licensed digital content on a cost-per-use basis, and means for distributing said advertisements via a "billboard module" and a dispatcher server automatically conducting a real-time auction to select an ad for display whenever a billboard module on the network is requested by a network user/ad viewer. When the billboard module is requested at a network location it communicates with the relational database using the protocol appropriate for the particular network. At this time the auction takes place, first finding all of the ad parameter files in the database for the ads waiting for display that reference the same billboard module associated

keywords or categories and other information passed from the billboard module, then using an algorithm to determine which ad (s) will ultimately be displayed in the ad space. Once the winning ad of the auction is determined, the ad is displayed within the designated billboard module according to the instructions in the relational database file for the ad. This file stores data required for commands that execute assembly, retrieval of selected digital media files previously stored in electronic format in one or more servers, as well as ad viewer tracking data, billing for licensed digital media and for display of the ad at the designated location, as well as where to direct the viewer of the ad, such as, in web implementations, to the desired destination website page relating to said advertisement, if the viewer desires to obtain more information regarding the advertisement, or to the next or previous designated web page or other network location. The relational database containing the ad placement parameters is stored in an ad dispatcher server which can be separate from the database and server providing the actual ad and digital media files. The real-time auction to select the ad to be displayed can be based on the advertiser bids or the advertisement parameters of the advertisements, such as, without limitation: click-through rate, ad space size, display region and ad type, or a combination of such parameters and bids. In a preferred embodiment, the triggering of the billboard module is controlled by a control mechanism based on whether the billboard module display location area on the ad publisher's ad content display page is within the dimensions and scrolling position of the viewer's browser window, or within a pre-defined distance from the viewer's browser window dimensions and scrolling position.

The system of the present invention in a preferred embodiment comprises: a system-end computer equipped and configured for Internet or other network communications, including a dispatcher server including an ad parameter and command file database, and one or more software applications to execute a real-time auction to select an ad to be displayed at a particular network location; and also including computer processing means and one or more Internet or other network communications interface software applications for interfacing with system advertisers, providing a menu screen for advertisers to enter instructions for the creation of an ad, including messaging to be included in the ad, selection of an ad template, selection of digital content for the ad which may be licensed from third parties, and an area to enter instructions for an ad campaign, including selection of ad display locations, entry of cost-per-click bids for

display of the ads and keywords or categories to be associated with the ad, and creating a data file in said dispatcher server database that contains parameters and commands to be used by the billboard module to provide access to said template advertisement file, licensed digital content, messaging, as well as the total cost-per-use of the licensed digital media files, the keywords/categories the ad will be associated, the network locations where the ad will be displayed and the advertiser's bid for display of the ad at the desired location; one or more content servers configured and equipped for Internet or other network communications communicating with said system-end dispatcher server and network user/ad viewer-end computer systems and having one or more digital content files stored thereon; an ad publisher interface communicating with one or more ad publisher end computers configured and equipped for Internet or other network communications and also providing a menu screen for ad publishers to enter registration information, select categories or keywords to associate with their ad spaces and provide instructions to embed or install any number of "billboard modules" on their ad spaces. When activated/initiated, said billboard modules establish communications with the dispatcher server, causing a real-time auction to be executed for all advertisements in the dispatcher database with like parameters (e.g., the same keywords, categories and geographical region) and selecting one or more advertisements for display at the billboard module location based on the advertisers' bid for same or based on the advertisement parameters, including, but not limited to, click-through rate, ad space size, display region and ad type, or a combination of such parameters and bids, and then causing the selected ad to be displayed at the module by executing the instructions for the selected ad stored in the ad parameter/command file in the dispatcher server; said one or more ad publisher computers communicating with one or more network user/ad viewer-end computer configured and equipped for Internet or other network communications and communicating with said ad space location.

Additionally, for those advertisers that do not have an e-commerce website, the system allows them to create their own online e-commerce catalog and connect their product or catalog of products to their advertising. Users can then, when viewing the advertisement, access and review the product/catalog information and select items for purchase. The system provides the online e-commerce functionality to allow users to purchase and pay for the advertiser's products online, which is a valuable feature for those that do not have their own e-commerce capability, and

provides a turnkey advertising and e-commerce system for users, providing them with the ability to create professional looking large display ads which are more effective in an easy and cost-efficient way.

As noted previously, the auction occurs when a billboard module is activated/initiated anywhere on the network. The billboard module then establishes communication with the relational database containing information on all of the advertisements ready for display in the ad space on the network, then sends a request for advertising. This request includes a variety of information not limited to the keywords or categories associated with the advertising module and the size and dimensions of the available advertising space. The system runs a comparison, based on an algorithm, of all advertisements in the database with keywords that match the keywords associated with the advertising display location up for auction. This algorithm takes into account a variety of customizable parameters, including, without limitation the CPC/CPM bid on the advertisement and the click-through rate of the advertisement. The winning advertisement is then displayed in the advertising space. The advertisement displayed may also be assembled according to instructions in the same or other database. These instructions may call elements from a variety of locations, and assemble them for display within the advertising module. All actions taken on the advertising content are then sent back to the relational database using FSDC.

The billboard modules themselves are preferably .swf files, any comparable code such as .net .asp or AJAX that contains all the necessary code to send and retrieve data and variables from the dispatcher server. The module, when initiated, it establishes communication with the dispatcher with the appropriate network protocol, then the database runs applications required for the advertising auction. Based on the results of the auction, communication is sent back to the module with instructions on how to assemble and display the ad(s) where to retrieve the ad template file, files and digital media to present.

The ad template files themselves are preferably rich media files, preferably .swf, which is a Macromedia/Adobe Flash format any comparable code such as .net .asp, or AJAX that can be embedded to dynamic. This is a smart rich media file that can gather from and send information to a relational database and can retrieve and display an ad file from any server location. This ad

file may be a static HTML image, or a rich media file such as .swf. The .swf file acts as a template file implements all of the necessary actions to retrieve a variety of data, including text messaging, digital media files including picture and rich media files including video, instructions on when to play or to be skipped, to track all custom parameters and to load a go-to page when it is a appropriate (for instance at the end of the ad or when it is skipped by user, or if an ad is clicked by a viewer). The template .swf file can be stored on any server connected to Internet. The digital media files are preferably stored at a content server or content database. The graphical user interface is stored preferably on the dispatcher server, and includes "thumbnails" or preview displays of the ad content files templates, digital media libraries with elements ready for licensing on a cost per use basis, and information regarding the location of the ad content files in order to easily identify and manage ads, but not necessarily the full ad file. It should be understood that the ad file and associated messaging and digital media files can be stored and accessed from any server. As the ad plays in the billboard module, tracking metadata is sent back to the dispatcher server enabling the billing of the advertiser, and payment to the ad publisher and owners of licensed digital content.

The interface means, processor means and computer communications means can have various embodiments, including, without limitation, use of traditional Internet browser applications, whether customized for use in the present system, or existing third party software applications to provide the advertisements to the user. In a preferred embodiment, the network location where the ad is desired contains an embed object command which activates the billboard module when the web page is requested or the location is otherwise acted upon. The billboard module is preferably an .swf file but may be an asp, .net or AJAX file, that establishes communication with the system-end dispatcher server. The billboard module file may reside in any server or other hardware connected to the network. When network users act upon a network location with an embedded billboard module, the billboard module loads in the viewer's browser and establishes communication with the dispatcher server. The module then transmits an identifier, and associated information such as keywords, categories, geographical location, ad size, etc, to the dispatcher server and the system auction software application conducts an auction to select the ad to be displayed from those that are associated with and have placed bids for display at the billboard module by comparing all advertisements in the database with like parameters and

applying an algorithm that takes into account a number of variables such as, without limitation, cost-per-use bid, click-through rate and then retrieves the selected ad parameter/command file from the database and then communicates the location of the selected advertising or advertising template file. The dispatcher then passes all necessary information from the database into the advertisement template file. The advertisement is then rendered in the template file within the ad billboard module, according to the instructions in the ad parameter/command file in the dispatcher server database. Use of a template file is optional. Instructions may include, but are not limited to, text messaging, location of licensed digital media content, go-to locations (upon click action by viewer) and other tracking information. That information can be passed to the advertising template via a data string that loads the ad and then some of the information can be used as part of the tracking string sent from the ad file. When the ad files are retrieved and run, metadata is sent to the dispatcher server using FSDC and the system calculates and charges the specified cost-per-use of the display of the ad at the desired location, and of the licensed content, drawing funds from the advertiser's system account to pay the content licensor and ad space location owner.

Referring to FIG. 1, which depicts a diagrammatical overview of the communication flow of the present invention, without reference to any particular type of network, there is an ad publisher with ad space made available for ad placement 5 which communicates with the system-end dispatcher server 126 to create the ad publisher's system account, enter the keywords or categories that the ad publisher wants associated with the ad publisher's ad space, and receive from the dispatcher server 126 the software code comprising the billboard module 10 to be embedded at the ad publisher's ad space 5. In FIG. 1, the billboard module 10 is depicted on the ad publisher's ad space 5 represented by the screen on the computer icon, and the computer 30 is a network user/ad viewer-end device. Advertiser computer 2 communicates with the content server 125 to license content to create an ad and with the dispatcher server 126 to enter the parameters and commands to retrieve the content files (the dispatcher server and the content server can comprise the same server), assemble them into the overall ad, preview and display the ad at the designated ad space 5, also including the keywords to be associated with the ad, possibly geographical, timing, or other parameters as to display of the ad, the location of the ad space 5 where the ad will be displayed, and a bid for display of the ad at the ad space 5 when an

ad viewer acts upon the billboard module 10 and the ad is the one selected in the auction that automatically ensues at the dispatcher server 126 when the billboard module 10 is activated. The advertiser's ad parameters and commands and bid display are stored as a file in the ad parameter and command file database 20 within the dispatcher server 126. When an ad viewer requests or otherwise acts upon the location where the billboard module 10 is embedded, the billboard module 10 communicates with the dispatcher server 126 and ad parameter and command file database 20 and the relevant keywords and other information relating to the ad space 5 is provided from the billboard module 10 which are used by the system software applications to conduct a real-time auction to select an ad for display from those that have the corresponding keywords and other parameters based on the bids placed with respect to such ads for display or based on ad parameters, including, but not limited to, click-through rate, ad space size, display region and ad type, or a combination of such parameters and bids. Once the auction is conducted and an ad is selected, the corresponding ad parameter and command file for the ad in the ad parameter and command file database 20 is activated to retrieve the ad content files comprising the ad from the ad content file server(s) 125, assemble and display the ad at the ad space 5. Meta data relating to the ad is sent back to the dispatcher server 126 for tracking and also charging for use of the licensed content and display of the ad at the ad space 5. The advertiser's account is debited and the content licensors and ad publishers are paid.

The system is preferably made available to website operators and advertisers via a system website for use by them after registering as a website advertisement administrator. Referring to FIG. 5, which shows the process flow of the advertising method implemented with the system of the present invention via the Internet, an advertiser creates and places an ad by executing the following steps:

Registering with the system as an advertisement administrator 300, 310 advertisers are directed to a menu where they create their advertising display by entering messaging, uploading logos or pictures, selecting from a variety of digital content libraries made available through the system for licensing on a cost-per-use basis, and create an advertising campaign by entering keywords or selecting categories to associate with said advertisement, network location and geographical region for the advertisement's display, go-to location upon click action on the advertisement,

cost-per-use bid, minimum daily budget and other ad parameter data. Advertisers are also provided the opportunity to run real-time test auctions to evaluate approximate results of their campaign with the parameters they have selected. These items of information are then stored as the unique record in the database that can be retrieved and used by the billboard module and advertisement template file (.swf .asp, .php, .net, AJAX or other file format) parameter command file for that particular ad placement 330. The record also includes the cost-per-use data for all of the ad content files forming part of the ad, and also the "bid" for display of the ad at specified network locations in response to user queries on search engines and/or websites using specified words or other user action at the specified network location where the ad is to be displayed.

After clicking "Save" in the system user screen when the above-referenced data is entered, a unique specific database record containing the specified custom parameters in the system's dispatcher server. When a billboard module on the network is requested, a communication is established with the dispatcher server, and after comparison, one or more of these specific database records are requested and the advertising is displayed/placed in the module. This placement can be "bid" on by multiple advertiser's that seek to have their ads displayed in such locations, and the system's auction function allows the website operator/ad displayer to display the ads that are most profitable for it to display, i.e., those that generate the most advertising revenue or otherwise have the most favorable parameters. This relational database entry also may contain custom parameters which, with the help of the FSDC tracking system, will pass tracking data relating to impressions and any actions (clicks on multiple parameters) taken on that particular advertisement for tracking and compilation for the website operator/advertiser's future reference. The present invention makes serving ads possible without any pre-loading technology required.

Registering with the system as a publisher administrator, publishers are directed to a menu where they enter information including contact information, and account information as to where they would like payments for advertising made to. They are also offered a menu to select preferred ad space sizes and dimensions, and enter keywords to associate with the ad space (billboard module) or select from a list of categories to associate with the billboard module. Upon submission the code necessary to embed the module in a web page is generated, with

instructions. In the case of a website with search functionality, instructions will also be given on dynamically associated keyword requests with the advertising module.

Referring now to FIGS. 2 and 3, an overview of a preferred embodiment of the present invention is shown. The present invention communicates with a website viewer and ad creator/publisher computer systems 108. The ad creator can publish other advertisers' ads on his own site or publish his own ads on other sites having billboards made available by others. The computer system 108 comprises input and output devices, as is well-known in the art. For example, the computer system 108 preferably comprises a display screen or monitor 104, a keyboard 116, a printer 114, a mouse 106, etc. The computer system 108 is preferably connected to the Internet 112 that serves as one preferred communications medium. The Internet 112, as previously discussed, comprises a global network of networks and computers, public and private. The Internet 112 is the preferable connection method by system users 118, 120, 122 and nnn in preferred embodiments of the present invention. The website user/advertisement viewer's computer is preferably similar in its features.

Referring now to FIG. 3, the system-end computer 108 is shown. The computer system 108, in a preferred embodiment, comprises an ad dispatcher server 126, a tracking server 124 (which can be the same as or part of the dispatcher server), one or more licensed digital content file servers 125. The dispatcher server 126, licensed digital content file servers 125 and tracking server 124 preferably run in a variety of operating system environments, including MS Windows NT, MS Windows 2000, Linux and others, and preferably utilize a variety of database management systems, including MS SQL Server, Oracle and others.

Connectivity between the system user-end, the system-end and ad viewer-end may be effected in various forms without violating the scope and spirit of the present invention. In particular, network connectivity may be made by a telephone line/modem combination as is well known in the art, a dedicated ISDN line or a cable modem-type set-top-box which provides for Internet connectivity through certain forms of cable television services. Wireless communication can also be utilized. In each of the aforementioned cases, the computer of the website user-end portion will need to be provided with a suitable I/O card, such as a modem, ISDN card, and the like, in

order to effect an appropriate interface with the network connection.

In application, the system provides for placement and delivery of advertisements as a compiled file. Preferably, this compiled file is a flash file identified by the .SWF suffix other files can be used. The use of the Macromedia/Adobe Flash file is preferred because of the ability to provide instructional code within the .swf file, and because nearly all customer computer systems have been enabled with the Flash player as a result of normal Internet browser configuration. Also, .swf files have become more universal, and able to execute in a variety of devices, including cell phones, PDA's, television and other devices. It is to be understood that under the teachings of the present invention, any type of file that is capable of operation without the initiation of an additional application could be used in place of Flash and the .swf file and use of a .swf file is not a limitation of the present invention.

Under the present invention, the clicking of the ad link or entry of the specified keyword as a search query, or other ad viewer action at the billboard module placed at the display location activates the corresponding ad parameter/command file in the ad parameter file database at the dispatcher server. Sample billboard module code is provided below:

```
KeyFrame # 1
_root.stop( );
// Get Objects for Template
sendForObjects = new LoadVars( );
receiveObjects = new LoadVars( );
// event handler to kickoff
_root.onLoad = function( ) {
// the sendForObjs keywords for ad auction and receive variable that are
used for ad population
   sendForObjects.sendForObjs = “flashPort”;
   sendForObjects.sendAndLoad(“http://www.3cdepot.com/adAuction/
getAds.asp?keywords=”+q+”&nocache=“+new Date( ).getTime( ),
receiveObjects, “POST”);
   // used in below function to check if our receiveObjects object
has loaded
   receiveObjects.onLoad = receiveObjectsLoaded;
```

```
};
// if object data received, send to next frame
function receiveObjectsLoaded(success) {
   if (success) {
      // destroy the objects
      delete receiveObjects( );
      delete sendForObjects( );
      _root.nextFrame( );
   } else {
      (_root.errorMsg.text="Error Accessing Database");
   }
}
KeyFrame #2
//create variables to store ads's clientUID and userUID
catClientUID = receiveObjects.catClientUID;
catUserUID = receiveObjects.catUserUID;
catalogName = receiveObjects.catalogName;
//create array to store Ad Optional Attributes
catArray = receiveObjects.catAttribsList.split('|');
for (n=0; n<catArray.length; n++) {
   d = catArray[n].split('#');
   item = {AdTitle:d[0], AdHeight:d[1], AdWidth:d[2], image_src:d[3],
url:d[4], message:d[5], subTitle:d[6], bgColor:d[7], textColor:d[8],
sound:d[9]};
   catArray[n] = item;
}
//remove last object from array since its undefined
catArray.pop( );
//initialize catalog attribute variables from array
AdTitle = _level0.catArray[0]["AdTitle"];
bgColor = _level0.catArray[0]["bgColor"];
AdHeight = _level0.catArray[0]["AdHeight"];
AdWidth = _level0.catArray[0]["AdWidth"];
url = _level0.catArray[0]["url"];
textColor = _level0.catArray[0]["textColor"];
inseam = _level0.catArray[0]["inseam"];
image_src = _level0.catArray[0]["image_src"];
subTitle = _level0.catArray[0]["subTitle"];
```

```
sound1 = _level0.catArray[0]["sound"];
/*-------------------------------------------------------*/
//create array to store item and its properties
itemPropArray = receiveObjects.itemObjsList.split('|');
for (n=0; n<itemPropArray.length; n++) {
   d = itemPropArray[n].split('#');
   item = {auctionUID:d[0], adUID:d[1], order_num:d[2],
adName:d[3], img:d[4], clientUID:d[5], userUID:d[6], title:d[7],
caption:d[8]};
   itemPropArray[n] = item;
}
//remove last object from array since its undefined
itemPropArray.pop( );
//sort array by order_num
itemPropArray = itemPropArray.sortOn("order_num");
nextFrame( );
Keyframe # 3
_root.stop;
// create array to store to be duplicated clip names
clipNames = new Array( );
//function which loops through array and generate a duplicatemovie
statement for each item in array
//numItems accepts number up to max items in catalog
//imageDir points to folder structure where images are stored (either "",
"1", or "½")
//clipToDuplicate is the name of the parent movieclip to duplicate
//imageHolderPath is the dot notation target path to the imageHolder mc
function
createItems(numItems,imageDir,clipToDuplicate,imageHolderPath,
image Spacing) {
//for (var h = 0; h<itemPropArray.length; h++) {
for (var h = 0; h<numItems; h++) {
   //get the adUID from array to be used for duplicate movieclip
name
   itemObjUID = itemPropArray[h]["itemUID"];
   //get the adName from array to be used in textfield
   itemThumbNail = itemPropArray[h]["thumbNails"];
   //get the title from array
```

```
   itemTitle = itemPropArray[h][“title”];
   itemCaption = itemPropArray[h][“caption”];
   //get the clientUID and userUID to be used in path to image
   clientUID = itemPropArray[h][“clientUID”];
   userUID = itemPropArray[h][“userUID”];
   //duplicate the movieclip
   randomNum = random(1000);
   _root[clipToDuplicate].duplicateMovieClip(itemObjUID,
randomNum);
   //store newly duplicated clipnames in array
   clipNames.push(itemObjUID);
   //set the textfields with title and caption
   set(itemObjUID + imageHolderPath + “.textF.text”,
String(itemTitle));
   set(itemObjUID + imageHolderPath + “.captionF.text”,
String(itemCaption));
   //set background color of caption textBox
   set(itemObjUID + imageHolderPath +
“.captionF.backgroundColor”, “0x5A6B73”);
   set(itemObjUID + imageHolderPath + “.captionF.borderColor”,
“0xCCCCCC”);
//position movie clips
        if (h<1) {
        var xpos = 5;
        setProperty(itemObjUID, _x, xpos);
      }
      else {
        xpos = xpos + imageSpacing;
        setProperty(itemObjUID, _x, xpos);
      }
      //load thumbnails
   loadMovie(“http://www.3cdepot.com/ads/images/”+clientUID+“/”+
userUID+“/”+imageDir+“/”+itemThumbNail, itemObjUID +
imageHolderPath + “.imageHolder”);
   }
}
//store the number of items from array to be duplicated
arrLength = itemPropArray.length;
```

```
play( );
KeyFrame # 4
_root.stop;
// create array to store to be duplicated clip names
thumbClipNames = new Array( );
//function which loops through array and generate a duplicatemovie
statement for each item in array
//numItems accepts number up to max items in catalog
//imageDir points to folder structure where images are stored (either "",
"1", or "½")
//clipToDuplicate is the name of the parent movieclip to duplicate
//imageHolderPath is the dot notation target path to the imageHolder mc
function
createThumbs(numItems,imageDir,clipToDuplicate,imageHolderPath,
image Spacing) {
   //for (var h = 0; h<itemPropArray.length; h++) {
   for (var i = 0; i<numItems; i++) {
      //get the adUID from array to be used for duplicate
movieclip name
      th_itemObjUID = itemPropArray[i]["itemUID"];
      //give special movieclip name designation to thumbnails
      th_itemObjUID = th_itemObjUID + "th"
      //get the adName from array to be used in textfield
      th_itemThumbNail = itemPropArray[i]["thumbNails"];
      //get the clientUID and userUID to be used in path to
image
      th_clientUID = itemPropArray[i]["clientUID"];
      th_userUID = itemPropArray[i]["userUID"];
      //duplicate the movieclip
      th_randomNum = random(10000);
   _root[clipToDuplicate].duplicateMovieClip(th_itemObjUID,
th_randomNum);
      //store newly duplicated clipnames in array
      thumbClipNames.push(th_itemObjUID);
      //position movie clips
         if (i<1) {
         var th_ypos = 400;
         setProperty(th_itemObjUID, _y, th_ypos);
```

```
        }
        else {
            th_ypos = th_ypos + imageSpacing;
            setProperty(th_itemObjUID, _y, th_ypos);
        }
//load thumbnails
loadMovie("http://www.3cdepot.com/ads/images/
"+th_clientUID+"/"+th_userUID+"/"+th_itemThumbNail,
th_itemObjUID + imageHolderPath +
".imageHolderSm");
    }
}
//store the amount of items from array to be duplicated
thumbArrLength = itemPropArray.length;
//function that places thumbnail clips at specified x and y points
function placeThumbs(clipNum,x,y) {
    setProperty(thumbClipNames[clipNum], _x, x);
  setProperty(thumbClipNames[clipNum], _y, y);
    }
play( );
KeyFrame # 5
//Send tracking parameters
if (_level0.x != null && _level0.x != "") {
    loadVariablesNum("http://www.3cdepot.com/ads/counter/?x="+_level
0.x+"&t="+_level0.catalogName+"&c="+_level0.c+"&p="+_level0.p,
0);
    }
KeyFrame # 6
//call the functions to create ads
createItems(arrLength,"1","itemHolderLg","", 180);
createThumbs(thumbArrLength,"","itemHolderSm","",60);
placeThumbs(0,353,150);
```

A sample of code that is embedded in the ad publisher's ad space on a website is provided below:

```
<%@LANGUAGE="VBSCRIPT" CODEPAGE="1252"%>
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0
Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-
```

```
transitional.dtd">
<html xmlns="http://www.w3.org/1999/xhtml">
<head>
<meta http-equiv="Content-Type" content="text/html;
charset=iso-8859-1" />
<title>Ad Module</title>
</head>
<body>
<object classid="clsid:D27CDB6E-AE6D-11cf-96B8-
444553540000"
codebase="http://download.macromedia.com/pub/shockwave/cabs/
flash/swflash.cab#version=7,0,19,0" width="260" height="400"
title="Ad_module_1">
   <param name="movie"
value="http://www.3cdepot.com/ads/module_1.swf?keywords=<%
= Request.QueryString("q") %>" />
   <param name="quality" value="high" />
   <embed
src="http://www.3cdepot.com/ads/module_1.swf?keywords=<%=
Request.QueryString("q") %>" quality="high"
pluginspage="http://www.macromedia.com/go/getflashplayer"
type="application/x-shockwave-flash" width="260"
height="400"></embed>
</object>
</body>
</html>
</html>
```

A sample of code embedded in a search engine ad publisher's ad space is provided below:

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0
Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-
transitional.dtd">
<html xmlns="http://www.w3.org/1999/xhtml">
<head>
<meta http-equiv="Content-Type" content="text/html;
```

```
charset=iso-8859-1" />
<title>Ad Module</title>
</head>
<body>
<object classid="clsid:D27CDB6E-AE6D-11cf-96B8-
444553540000"
codebase="http://download.macromedia.com/pub/shockwave/cabs/
flash/swflash.cab#version=7,0,19,0" width="260" height="400"
title="Ad_module_1">
   <param name="movie"
value="http://www.3cdepot.com/ads/module_1.swf" />
   <param name="quality" value="high" />
   <embed src="http://www.3cdepot.com/ads/module_1.swf"
quality="high"
pluginspage="http://www.macromedia.com/go/getflashplayer"
type="application/x-shockwave-flash" width="260"
height="400"></embed>
</object>
</body>
</html>
```

As directed by the billboard module, the dispatcher server conducts an auction to select the ad to be displayed from those that have bid for display with reference to the particular keyword(s) or topic and then retrieves the selected ad's ad parameter/command file from the dispatcher server (.swf file or HTML, asap, net, or AJAX file in which .swf file is embedded). Sample ad auction algorithm code is provided below:

```
CREATE PROCEDURE dbo.ab_AdAuction
(@keywords nvarchar(50), @blockSize INT, @area tinyint, @cityUID INT,
@stateCode varchar(2), @dup_postingUID INT)
AS
SET NOCOUNT ON
BEGIN
DECLARE @areaStr varchar(200), @postingSrt varchar(200), @rq
varchar(8000), @li INT, @total_ratinginBlock decimal(9,4), @procentage
```

```
decimal(9,4), @numberofrecords INT, @item_table TINYINT,
@fakeCategoryUID INT, @postingUID INT
DECLARE @ID INT, @views decimal(9,2), @clicks decimal(9,2), @percentage
decimal(9,4), @bid money, @cnt INT, @ctr decimal(9,4), @rating decimal(9,4)
DECLARE @numberofBlocks INT, @av_clicks decimal(9,2), @av_views
decimal(9,2), @av_ctr decimal(9,4), @totalAds tinyint
CREATE TABLE #table2 (blockNumber INT, [ID] INT, ctr decimal(9,4), rating
decimal(9,4), bid money, [views] INT, clicks INT, rating_pr decimal(9,4), view_pr
decimal(9,4), postingUID INT )
CREATE TABLE #table1 ([ID] INT, ctr decimal(9,4), rating decimal(9,4), bid
money, [views] decimal(9,4), clicks decimal(9,4), postingUID INT)
SET @totalAds = 0
-- Get city local -based search result
SET @areaStr = ‘‘
IF @area <> 0
SET @areaStr = ‘ AND area=’+Str(@area)
SET @postingSrt = ‘‘
IF @dup_postingUID <> 0
SET @postingSrt = ‘ AND postingUID <> ’+Str(@dup_postingUID)
SET @rq = ‘DECLARE ad_cursor CURSOR SCROLL KEYSET FOR SELECT
TOP 20 [ID], [views], clicks, bid, postingUID FROM dbo.adsWHERE ad_option =
2 AND cityUID=‘+Str(@cityUID)+’ AND local_flag IS NOT NULL AND stop_flag
IS NULL‘+@areaStr+@postingSrt
IF @keywords <> ”
SET @rq = ‘DECLARE ad_cursor CURSOR SCROLL KEYSET FOR SELECT
TOP 20 [ID], [views], clicks, bid, postingUID FROM dbo.adsWHERE FREETEXT
(*,“‘+@keywords+’”) AND ad_option = 2 AND cityUID=‘+Str(@cityUID)+’ AND
local_flag IS NOT NULL AND stop_flag IS NULL‘+@areaStr+@postingSrt
EXEC (@rq)
OPEN ad_cursor
SET @numberofrecords = @@CURSOR_ROWS
FETCH ABSOLUTE 1 FROM ad_cursor INTO @ID, @views, @clicks, @bid,
@postingUID
    SET @cnt=0
    WHILE @@FETCH_STATUS=0 AND @cnt < 20
    BEGIN
SET @ctr = 0
SET @rating = 0
```

```
IF @views > 0 AND @clicks > 0
BEGIN
SET @rating =100
SET @ctr = ((@rating / @views) * @clicks)
SET @rating = (@bid * @ctr)
END
INSERT #table1 VALUES (@ID, @ctr, @rating, @bid, @views, @clicks,
@postingUID)
        FETCH NEXT FROM ad_cursor INTO @ID, @views, @clicks;
@bid, @postingUID
        SET @cnt = @cnt+1
        SET @totalAds = @totalAds +1
    END
CLOSE ad_cursor
DEALLOCATE ad_cursor
-- Get state-based search result (it could be also based on msa, cbsa, csa or
other region criteria)
IF @totalAds < @blockSize
BEGIN
SET @rq = 'DECLARE ad_cursor CURSOR SCROLL KEYSET FOR SELECT
TOP 20 [ID], [views], clicks, bid, postingUID FROM dbo.adsWHERE ad_option =
2 AND stateCode="'+@stateCode+'" AND local_flag IS NULL AND stop_flag IS
NULL'+@areaStr+@postingSrt
IF @keywords <> ''
SET @rq = 'DECLARE ad_cursor CURSOR SCROLL KEYSET FOR SELECT
TOP 20 [ID], [views], clicks, bid, postingUID FROM dbo.adsWHERE FREETEXT
(*,"'+@keywords+'") AND ad_option = 2 AND stateCode="'+@stateCode+'"
AND local_flag IS NULL AND stop_flag IS NULL'+@areaStr+@postingSrt
EXEC (@rq)
OPEN ad_cursor
SET @numberofrecords = @@CURSOR_ROWS
FETCH ABSOLUTE 1 FROM ad_cursor INTO @ID, @views, @clicks, @bid,
@postingUID
    SET @cnt=0
    WHILE @@FETCH_STATUS=0 AND @cnt < 20
    BEGIN
SET @ctr = 0
SET @rating = 0
```

```
IF @views > 0 AND @clicks > 0
BEGIN
SET @rating =100
SET @ctr = ((@rating / @views) * @clicks)
SET @rating = (@bid * @ctr)
END
INSERT #table1 VALUES (@ID, @ctr, @rating, @bid, @views, @clicks,
@postingUID)
        FETCH NEXT FROM ad_cursor INTO @ID, @views, @clicks,
@bid, @postingUID
        SET @cnt = @cnt+1
        SET @totalAds = @totalAds +1
    END
CLOSE ad_cursor
DEALLOCATE ad_cursor
END
-- Get national search result
IF  @totalAds < @blockSize
BEGIN
SET @rq = 'DECLARE ad_cursor CURSOR SCROLL KEYSET FOR SELECT
TOP 20 [ID], [views], clicks, bid, postingUID FROM dbo.adsWHERE ad_option =
2 AND stateCode <> "'+@stateCode+'" AND local_flag IS NULL AND stop_flag
IS NULL'+@areaStr+@postingSrt
IF @keywords <> ''
SET @rq = 'DECLARE ad_cursor CURSOR SCROLL KEYSET FOR SELECT
TOP 20 [ID], [views], clicks, bid, postingUID FROM dbo.adsWHERE FREETEXT
(*,"'+@keywords+'") AND ad_option = 2 AND stateCode <> "'+@stateCode+'"
AND local_flag IS NULL AND stop_flag IS NULL'+@areaStr+@postingSrt
EXEC (@rq)
OPEN ad_cursor
SET @numberofrecords = @@CURSOR_ROWS
FETCH ABSOLUTE 1 FROM ad_cursor INTO @ID, @views, @clicks, @bid,
@postingUID
    SET @cnt=0
    WHILE @@FETCH_STATUS=0 AND @cnt < 100
    BEGIN
SET @ctr = 0
SET @rating = 0
```

```
IF @views > 0 AND @clicks > 0
BEGIN
SET @rating =100
SET @ctr = ((@rating / @views) * @clicks)
SET @rating = (@bid * @ctr)
END
INSERT #table1 VALUES (@ID, @ctr, @rating, @bid, @views, @clicks,
@postingUID)
        FETCH NEXT FROM ad_cursor INTO @ID, @views, @clicks,
@bid, @postingUID
        SET @cnt = @cnt+1
        SET @totalAds = @totalAds +1
    END
CLOSE ad_cursor
DEALLOCATE ad_cursor
END
-- run in case to fill out without keywords
IF @keywords <> ”
IF @totalAds < @blockSize
BEGIN
SET @rq = ‘DECLARE ad_cursor CURSOR SCROLL KEYSET FOR SELECT
TOP 20 [ID], [views], clicks, bid, postingUID FROM dbo.adsWHERE stop_flag IS
NULL AND ad_option=2 AND local_flag IS NULL AND postingUID NOT IN
(SELECT postingUID FROM #table1) ORDER BY [ID] DESC’
EXEC (@rq)
OPEN  ad_cursor
SET @numberofrecords = @@CURSOR_ROWS
FETCH ABSOLUTE 1 FROM ad_cursor INTO @ID, @views, @clicks, @bid,
@postingUID
    SET @cnt=0
    WHILE @@FETCH_STATUS=0 AND @cnt < 100
    BEGIN
SET @ctr = 0
SET @rating = 0
IF @views > 0 AND @clicks > 0
BEGIN
SET @rating =100
SET @ctr = ((@rating / @views) * @clicks)
```

```
SET @rating = (@bid * @ctr)
END
INSERT #table1 VALUES (@ID, @ctr, @rating, @bid, @views, @clicks,
@postingUID)
        FETCH NEXT FROM ad_cursor INTO @ID, @views, @clicks,
@bid, @postingUID
        SET @cnt = @cnt+1
        SET @totalAds = @totalAds +1
    END
CLOSE ad_cursor
DEALLOCATE ad_cursor
END
-- Set variables for sorting
DECLARE @totalRating decimal(9,4), @totalViews decimal(9,4), @rating_pr
decimal(9,4), @view_pr decimal(9,4), @avg_rating decimal(9,4), @min_rating
decimal(9,2)
SET @totalRating = (SELECT SUM(rating) FROM #table1)
SET @totalViews = (SELECT SUM([views]) FROM #table1)
--SET @avg_rating = (SELECT AVG(rating) FROM #table1)
SET @avg_rating = (SELECT MAX(rating) FROM #table1)
-- Sort ads by ratings
DECLARE ad_cursor CURSOR SCROLL KEYSET FOR SELECT [ID], ctr, rating,
bid, [views], clicks, postingUID FROM #table1 ORDER BY rating DESC, bid
DESC
OPEN ad_cursor
SET @numberofrecords = @@CURSOR_ROWS
FETCH ABSOLUTE 1 FROM ad_cursor INTO @ID, @ctr, @rating, @bid,
@views, @clicks, @postingUID
    SET @cnt=0
    SET @li = 0
    SET @numberofBlocks = 1
    SET @total_ratinginBlock = 0
    WHILE @@FETCH_STATUS=0 AND @cnt < (@numberofrecords+1)
    BEGIN
IF @li < @blockSize
SET @li = @li+1
ELSE
BEGIN
```

```
SET @li = 1
SET @numberofBlocks = @numberofBlocks + 1
END
IF (@views < 100 OR @views IS NULL) AND (@clicks = 0 OR @clicks IS
NULL)
SET @rating = @avg_rating
IF @totalRating > 0
SET @rating_pr = (100 / @totalRating * @rating)
IF @totalViews > 0
SET @view_pr = (100 / @totalViews * @views)
IF @cnt < 5
UPDATE dbo.adsSET [views]=[views] +1 WHERE [ID]=@ID AND ad_option=2
INSERT #table2 VALUES (@numberofBlocks, @ID, @ctr, @rating, @bid,
@views, @clicks, @rating_pr, @view_pr, @postingUID)
        FETCH NEXT FROM ad_cursor INTO @ID, @ctr, @rating,
@bid, @views, @clicks, @postingUID
        SET @cnt = @cnt+1
    END
CLOSE ad_cursor
DEALLOCATE ad_cursor
DROP TABLE #table1
SELECT TOP 5 a.[ID], a.rating_pr, a.view_pr, b.area, a.postingUID,
b.posting_date, b.main_categoryUID, folder=CASE WHEN b.url='class'THEN
'class' ELSE 'item' END, b.title, heading=CASE
WHEN (b.heading IS NOT NULL AND b.heading <> '') THEN b.heading ELSE
b.heading_alt END, b.price, b.specialPrice, b.onSpecial, b.[description], b.src,
region=(b.city+', '+b.stateCode), b.timeZone, b.categoryName,
b.sub_categoryUID, b.subCategoryName FROM #table2 a INNER JOIN
dbo.depot_items b ON a.postingUID=b.[ID]
DROP TABLE #table2
END
GO
```

Using the data from the dispatcher server, the coding of the .swf template file renders the advertisement, drawing a variety of elements including messaging, including text, images, and third party digital content from a variety of locations. A sample of coding that retrieves the

parameter/command data for the ad selected by the auction is provided below:

```
<%@LANGUAGE="VBSCRIPT" CODEPAGE="1252"%>
<%
Dim searchString, numberOfSpots, category, city, stateCode,
postingUID, i
searchString = "key words sent from ad module"
numberOfSpots = 5 ' can be any number starting from 1
category = 3 ' if there are category-based
city = 1180 ' city ID in database
stateCode = "AZ" ' or other region criteria
postingUID = 0 ' needed to filter ads of the product on the actual product
page
i= 0
set adsRs = Server.CreateObject("ADODB.Recordset")
adsRs.ActiveConnection = connection_string
adsRs.CursorType = 0
adsRs.CursorLocation = 2
adsRs.LockType = 3
adsRs.Open("dbo.ab_AdAuction "' & searchString & '", " &
numberOfSpots & ", " & category & ", " & city & ", "' & stateCode
& '", " & postingUID)
While Not adsRs.EOF
Response.Write "&ad" & i "=" & adsRs.Fields.Item("ID").Value
i = i + 1
   adsRs.MoveNext
   Wend
adsRs.Close( )
adsRs.ActiveConnection = Nothing
Set adsRs = Nothing
%>
```

Using data received from the dispatcher server, the coding of the .swf file also establishes a connection to a tracking server which is preferably used to store and provide to system users website advertisement viewer activity tracking data. On viewer interaction, such as via clicks, the coding of the .swf file establishes two substantially simultaneous connections, with one to the indicated tracking server for tracking purposes and the second is the actual link from the ad

location to the advertised content (click-through scenario). A sample depiction of an ad parameter/command database file stored in the system dispatcher server is provided in FIG. 4.

The method of the present invention in a preferred embodiment comprises the steps of: selecting one or more digital content files previously stored in electronic file format in a mass storage device of a computer system made available for licensing on a cost-per-click, cost-per-impression or other pay-per-use basis for use in creating an ad for placement on a website or other network location; storing in an ad parameter/command file within a database at the system dispatcher server the commands needed to retrieve and assemble said licensed content as well as the total cost-per-click or other cost-per-use of the licensed content used in the ad, the keyword topic terms, if any, that the ad will be associated with and the advertiser's bid amount for display of the ad at a specified location when the specified search terms are entered as search queries or clicked on as links and tracking parameters, for use upon selection of the ad to be displayed placing an ad billboard module at the desired ad display network location, which, when clicked on by the website user, causes the website or other location to communicate with the dispatcher server to execute a real-time auction to select the ad to be displayed, and then retrieve the stored ad parameter/command file for the selected ad from the dispatcher server database and then using the retrieved values in said data string and commands for said ad placement, to retrieve the ad content files from where they are stored, assemble them into the overall ad and display them at the specified network location. The advertisement viewer is then directed to specified go-to web page(s) depending on said advertisement viewer's activity with respect to said advertisement. The advertiser is charged the total cost-per-click or other cost-per-use charge for the licensed and content and the ad space every time the advertiser's ad is run and, the content licensor and ad space location owner are paid.

In a preferred embodiment, the ad viewer can access and view the advertisements without having to download or cache any files on the website user's system. Utilizing FSDC technology, the ad's custom tracking parameters as well as the ad viewer's actions in clicking on the ad links provided is itself used as a tracking signal by the system and is saved in the related tracking database.

Referring now to FIG. 6, when a network user (in an Internet-based embodiment) requests a

webpage where the billboard module is embedded, referencing a keyword, or enters a query using the keyword 220, the billboard module executes a request to the system's dispatcher server to run a real-time auction for selection of the particular ad file to be displayed from the group of ad files that have the same keyword and display location references based on the bids placed for display of such ads 240 or based upon ad parameters, including but not limited to, click-through rate, ad space size, display region and ad type, or a combination of such parameters and bids, and then to retrieve the ad placement parameter file for the selected ad 200. This ad file may be a static HTML image file, but also may be an advertising template file that plays within the module and refers to the dispatcher server which contains unique identifiers for that particular ad placement transaction stored in the database. The database can be in SQL Server format, or, alternatively, it can be in Oracle, Microsoft Access or any other server-based database format. The database stores the unique parameters for the particular ad placement rendering. The stored information contains the following components in addition to other customizable parameters: 1. URL link to the ad content files to be shown (the ad content files can be located on any server, but are preferably stored in a database within a separate content server so that updating of content files can be done separately from use of the system at one web location rather than on every website where an ad is placed). 2. Variables that hold custom parameters for tracking (as many as needed), including link(s) to click action target page or pages. 3. The cost-per-click or other cost-per-use charge total for the licensed content used in the ad. 4. The "bid" price for display of the ad in a desired location and/or in response to one or more specified search query terms. 5. The specified search keywords/query terms with which the ad will be associated.

The dispatcher server, in response to the request, initiates the link to the ad template file at the ad server and passes into it the following information: messaging including text and font format, location of images, location of third party digital content files, Location of link to go-to page, click destinations and variables that contain custom tracking parameters 210. The ad then grabs this information from the query string and acts accordingly (displaying ad file 250 and sending tracking parameters to a tracking server using FSDC in a preferred embodiment 260).

System Screens

As further described below, FIGS. 7-35 depict representative samples of the system's graphical user interface screens, which provide a system user template for creating parameter/command uniform resource locator address data string files for retrieval, assembly and display, to be stored as files within the database of the dispatcher server.

FIGS. 9-21, each discussed further below, depict sample system user screens for users of the system seeking to create and place ads. These screens walk the advertiser through a straightforward process of creating the ad, including selection of ad content, inputting text and messaging for the ad, designating the ad title, click destination, size, associated keywords and/or categories, ad placement payment options, budgeting, geographic region for ad coverage and other parameters. The screens can have, as depicted in the samples, main menu items such as "Create New Ad" which leads to the screens for creating new ads and "My Rich Media Ads" which leads to screens whereby the users of the system can access and use the ads.

FIG. 7 depicts a sample system user/advertiser user registration login screen. Users who are registered with the system enter their user identification and password to access the system as depicted in FIG. 8. New operator users must register with the system by completing an online form as depicted in FIG. 7. Once logged in, website operator users are presented with a screen such as FIG. 8 which has various options, including edit user information, portfolio and tracking and add new advertisement.

FIG. 9 depicts a sample initial advertisement creation input screen. After logging in, the advertisers enters a title for the ad to be created. The advertiser then enters the destination for the advertisement, which is where the ad viewers will be directed when they click on the ad. The advertiser can designate its own website or a third party website or can designate the system's e-commerce depot which allows advertisers that do not have e-commerce capability of their own to use the system's features which allow ad viewers to purchase the advertiser's products on services, providing electronic payment and order/purchase processing. FIG. 10 depicts a sample advertisement click destination input screen. The advertiser then selects the ad size at a screen such as the sample screen depicted in FIG. 11. The advertiser then selects the ad creative content files to be used in the ad, via a content library provided via a user screen such as the sample

screen depicted in FIG. 12. The advertiser then enters the advertiser's desired ad text and messaging, via an input screen such as the sample ad text and messaging input screen depicted in FIG. 13. The advertiser then previews and saves the ad, via a screen such as the sample preview and save screen depicted in FIG. 14. The advertiser then selects the geographic region for which to run the ad. This feature enables very targeted advertising. FIG. 15 depicts a sample geographic region input screen. The advertiser then selects a payment program for the ad via an ad placement options screen such as the sample screen depicted in FIG. 16. The options, as previously mentioned can include all varieties of payment, such as, without limitation, pay-per-click, payment of a specified fixed amount for a specified number of views, ad swapping, bartering, and other payment options. The advertiser then enters keywords to be associated with the ad, as well as the advertiser's bid for display of the ad when triggered by the designated keywords. FIG. 17 depicts a sample keyword and maximum bid amount input screen, in an embodiment utilizing a pay per click ad charging payment option. The advertiser can test in real time the effectiveness of its keyword and bid selections and calibrate them accordingly to achieve best results. The advertiser also creates an advertising budget if the ad is being paid for via a pay per view/impression payment option, via an ad placement plan budget input screen such as the sample screen depicted in FIG. 18. The advertiser also can select target categories to be associated with the ad, via a target category selection screen such as the sample screen depicted in FIG. 19. FIG. 20 depicts a sample of another ad budget data input screen where an advertiser can create a budget using different parameters, such as, for example, but without limitation, a maximum several budget or a maximum daily limit. The advertiser then enters payment information, such as the advertiser's credit card data to pay for the ad. When the advertiser clicks "Submit" as depicted in FIG. 21 (an ad payment data input screen), all of the ad information is sent to the dispatcher server and the ad is published.

FIGS. 22-32, each discussed further below depict sample system users screens for users that have websites and are seeking to publish ads on their own site. As shown in the figures referenced above, the screens can have several menu items, such as, for example but without limitation, "My Websites" which includes the ad publisher's website information, "My Billboards," which includes the parameter files for billboards established by the ad publisher, and "Create New Billboard," which leads to the screens that take the ad publisher through the steps for establishing

a billboard for display of system ads.

Ad publishers first register their website and upload their website logo into the system via a Website Registration screen such as the sample screen depicted in FIG. 22. The ad publisher then enters an identification for the billboard to be created via a billboard ID input screen such as the sample depicted in FIG. 23. The ad publisher selects a payment program to associate with the billboard being created. These are the parameters by which the ad publisher would charge when an ad is displayed in the billboard. FIG. 24 depicts a sample advertising program selection screen, showing three non-limiting examples of options, such as pay per click or pay per view, ad swapping and affiliate programs. The ad publisher also selects the size for the billboard via a size selection screen such as the sample depicted in FIG. 25. The ad publisher can customize the billboard by selecting border color, background color, text color or select options to match the ad publisher's website. FIG. 26 depicts a sample customization selection screen. The ad publisher then selects target categories to be associated with the billboard for relevant ad placement. FIG. 27 depicts a sample billboard target category selection screen. The ad publisher then receives code to copy and paste into their website page, via a "Get Code for Billboard" screen such as the sample depicted in FIG. 28. If an interstitial advertisement billboard is set up, (where the advertisement runs between web pages) the ad publisher is also prompted to enter the URL for the skip/destination web page. FIG. 29 depicts a sample skip/destination URL input screen. In the case of interstitial ads, the ad publisher is given a unique URL generated by the system which the publisher copies and pastes into the ad publisher's website in the place of the skip/destination URL. When an ad viewer clicks on the link/billboard space, the user first sees the interstitial ad, then the destination page. If the viewer clicks on the ad then the viewer is directed to the interstitial ad's destination URL that was specified by the advertiser that created the ad. FIG. 30 depicts a sample interstitial URL copying screen. The ad publisher places the billboard module code in their website. When the website page is requested, the billboard module communicates with the dispatcher server and an advertiser's ad is selected and rendered in the billboard module space on the designated page. FIG. 31 depicts a sample ad publisher billboard location within a website screen, showing the placement of the billboard module, represented by the "Need Shoes??? Click Here!" area of the screen. With search engine websites, when the page is requested, the system determines the searched keyword and passes it to the billboard module and

the billboard module communicates with the system dispatcher server and advertiser's ad is selected and rendered in the billboard module on the ad publisher's web page. A sample of a rendered shoe ad in response to a query using the Keyword "Shoes" is depicted in the sample ad publisher search engine web page screen in FIG. 32. The system also provides various operational parameter/data screens. FIG. 33 depicts a sample ad parameter data base listing showing multiple ad parameter files. FIG. 34 depicts a sample ad campaign statistics screen with data regarding performance of ads and budget consumption. FIG. 35 depicts a sample single ad statistic screen.

Information about the content file(s) selected are saved in the system ad parameter file database as a row of data and a unique ID is given to the row as shown in FIG. 14. In the example in FIG. 14, the unique id is noted in Column A, the cost per use of the licensed ad content used in the ad is noted in Column H and the cost-per-click bid by the advertiser for display of the ad in response to keywords specified in Column J is noted in Column I. The ad display location owner is also registered with the system and the offered ad display space is embedded with a billboard module associated with specified keywords designated by the ad display location's owner. The designation by the ad space owner/ad publisher of keywords to be associated with the billboard module embedded at a particular network location enables the ad space owner to designate the subject matter of ads that the ad space owner would like to run at the particular location. When a network user/ad viewer either requests a web page that contains the embedded billboard module, otherwise acts on the billboard module or enters one of the designated keywords as a query, the system conducts the auction to select the ad to be displayed from the group of ads that reference the same keyword and display location, and then the ad parameter/command file for the selected ad is accessed and the commands are retrieved and run, retrieving, assembling and displaying the licensed content files in accordance with the instructions.

In one embodiment of the present invention, ad publishers can participate in a barter-based advertising exchange network wherein ad publishers can exchange advertising impressions/views in their publication (whether online or other) for impressions/views of their own advertisements at third party publisher network locations. The ad publishers preferably contribute more ad impression/views than they receive in exchange such that a pool or inventory

of available impressions/views is available for selection and use by participating ad publishers/advertisers. With this exchange network, ad publishers can also advertise, and advertisers can use their own unused advertising "space" such as views/impressions on their own website, as currency for paying for their own ad placements, making advertising less expensive and increasing ROI for the advertiser by minimizing the out of pocket cash outlay for advertising, and publishers are able to liquidated unsold inventory of ad impressions/views at no incremental cost. Content licensors can also use the system to barter their ad content in exchange for impressions/views of their own ads at third party network locations, or other barterable advertising commodities. The system is used to implement a method for ad publishers to exchange ad views/impressions via bartering, comprising the following steps: contributing ad views/impressions available on an ad publisher's network location to a system for the creation, distribution and tracking of electronic advertisements on a network, comprising a system-end computer equipped and configured for network communications, including computer processing means, a dispatcher server containing a database that stores one or more files containing parameters and commands for each advertisement, a system advertiser user-end computer configured and equipped for network communications and communicating with said network and communicating with one or more ad publisher-end computers configured and equipped for network communications and communicating with said system dispatcher server and network user-end computers, one or more advertisement servers configured and equipped for network communications communicating with said system-end dispatcher server and ad publisher-end computers and having one or more advertisement content files stored thereon which are made available for licensing for use in creating an advertisement, one or more network communications interface software applications for interfacing with system advertiser users and also providing a menu for selection of one or more advertising content files made available for licensing for use in creating an advertisement and creating a file in said dispatcher server database that contains parameters and commands to retrieve, assemble and display said one or more advertisement files as well as the total cost-per-use of the licensed ad content files and the location(s) where the ad will be displayed, network communication means for displaying said advertisement, and a tracking server communicating with said advertisement server and said dispatcher server for tracking of usage of licensed advertisement content files to calculate and charge said system advertiser user the cost-per-use rate for said licensed advertisement content

files each time said files are displayed, thereby creating an inventory pool of available ad views/impressions on said system for use by ad publishers and other advertisers seeking to publish their ads, and providing to said ad publishers in exchange for said contributed ad views/impressions the right to display said ad publishers' own ads using network location views/impressions selected from said inventory of said contributed ad views/impressions. FIG. 44 depicts a sample system screen for the ad exchange feature of the system. After the ad exchange program participant signs into the system, the ad exchange program is selected and the participant then creates the "billboard" module for the ad space being contributed by said participant on said participant's website, other network location or publication, where the ads of other participants in the ad exchange program will be displayed. The participant can designate a previously created billboard or can create a new one for use in the ad exchange program. FIG. 45 depicts a sample system screen for the participants in the ad exchange program to specify the identification parameters for the ad space to be made available on said participant's website, other network location or publication. The identification parameters are used for the participant to later find, track or update the billboard space. FIG. 46 depicts a sample system screen for participants to specify the size parameters for the ad space to be made available on the participant's website, other network location or publication. FIG. 47 depicts a sample system screen for participants to customize the appearance of the ad space being made available on the participant's website, other network location or publication to match the overall appearance of said website, other network location or publication. FIG. 48 depicts a sample system screen for participants to select the advertisement for their own products/services to be run at third party program participants' network locations in exchange for the ad space contributed to the program by said participant. FIG. 49 depicts a sample system screen for participants in the program to select target categories to be associated with the ad space on said participant's own website being contributed by said participant to the program. FIG. 50 depicts a sample system screen where participants in the program receive and can copy the code to be placed in said participant's own network location in order to display ads placed by other program participants. As network ads are displayed on the participant's own website or other network location or publication, the participant earns credits or rights to have their own ad displayed at other third party network locations.

As shown in FIGS. 34 and 35, which depict sample system tracking screens, meta data on any action taken on the ad is sent back to the database file for the ad via FSDC, and the licensed ad content usage and ad display location charges are applied. The advertiser preferably places a deposit with the system to be drawn against as the advertiser's ad is displayed.

The ad spots can be made available either generally or in relation to the use of specified search terms or keywords. In the case of a website, the website operator can designate keywords that relate to a particular ad space by entering the words into the code for the billboard module that will be embedded at the ad space location. This is done via the system user interface when the web publisher creates a billboard module. In case of a search engine, keywords can be assigned to an ad space from the search field entry. Advertisers seeking to place an ad at the ad space noted enter into the system ad parameter data file the specific keywords to be associated with the ad and a maximum bid for display of the ad at the designated space when the designated keywords are entered as search queries. The ads are displayed once selected based on the bid for each ad or other customizable parameters such as, for example, frequency of display (e.g., display the ad periodically, such as once a day or every five ads displayed, or other). Advertisers can run test auctions to assess the bid amount and frequency of display of the ad based on such bid amount. Sample system code for executing a test auction is provided below:

Sample Test Bid Ad Auction SQL procedure:

```
CREATE PROCEDURE dbo.ab_testAdauction
(@postingUID INT, @ad_option INT, @test_bid money, @blockSize INT,
@keywords nvarchar(150), @search nvarchar(50), @showtime decimal(9,2)
OUTPUT, @best_ctr decimal(9,2) OUTPUT, @competitors INT OUTPUT,
@goodwords INT OUTPUT)
AS
SET NOCOUNT ON
BEGIN
-- Check first 5 search words (where search is URLencrypted string) against
keywords
DECLARE @mesStr varchar(60), @curStr INT, @var1 varchar(60), @var2
varchar(60), @var3 varchar(60), @var4 varchar(60), @var5 varchar(60)
```

```
BEGIN
SET @goodwords = 0
IF (@keywords LIKE '% '+@search+' %' OR LEFT(@keywords,
LEN(@search)+1) LIKE @search+' %' OR RIGHT(@keywords,
LEN(@search)+1) LIKE '% '+@search+' ')
SET @goodwords = 1
ELSE
BEGIN
SET @var1 = ''
SET @var2 = ''
SET @var3 = ''
SET @var4 = ''
SET @var5 = ''
SET @mesStr = @search
-- Word # 1
SET @curStr = 0
WHILE @curStr < LEN(@mesStr)
BEGIN
IF SUBSTRING (@mesStr, @curStr,1) = '+'
IF @var1 = ''
BEGIN
SET @var1 = LEFT(@mesStr,@curStr -1)
SET @mesStr = RIGHT(@mesStr, LEN(@mesStr) - (LEN(@var1)+1))
END
SET @curStr = @curStr +1
END
IF @var1 = ''
SET @var1 = @mesStr
ELSE
IF (@keywords LIKE '% '+@var1+' %' OR LEFT(@keywords,
LEN(@var1)+1) LIKE @var1+' %' OR RIGHT(@keywords, LEN(@var1)+1)
LIKE '% '+@var1+' ')
SET @goodwords = 1
-- Word # 2
IF LEN(@search) >= (LEN(@mesStr) + 1 + LEN(@var1))
BEGIN
SET @curStr = 0
WHILE @curStr < LEN(@mesStr)
```

```
BEGIN
IF SUBSTRING (@mesStr, @curStr,1) = '+'
IF @var2 = ''
BEGIN
SET @var2 = LEFT(@mesStr,@curStr -1)
SET @mesStr = RIGHT(@mesStr, LEN(@mesStr) - (LEN(@var2)+1))
END
SET @curStr = @curStr +1
END
IF @var2 = ''
SET @var2 = @mesStr
END
IF (@keywords LIKE '% '+@var2+' %' OR LEFT(@keywords,
LEN(@var2)+1) LIKE @var2+' %' OR RIGHT(@keywords, LEN(@var2)+1)
LIKE '% '+@var2+' ')
SET @goodwords = 1
-- Word # 3
IF LEN(@search) >= (LEN(@mesStr) + 1 + LEN(@var1) + 1 + LEN(@var2))
BEGIN
SET @curStr = 0
WHILE @curStr < LEN(@mesStr)
BEGIN
IF SUBSTRING (@mesStr, @curStr,1) = '+'
IF @var3 = ''
BEGIN
SET @var3 = LEFT(@mesStr,@curStr -1)
SET @mesStr = RIGHT(@mesStr, LEN(@mesStr) - (LEN(@var3)+1))
END
SET @curStr = @curStr +1
END
IF @var3 = ''
SET @var3 = @mesStr
ELSE
IF @search LIKE @var3 SET @goodwords = 1
END
IF (@keywords LIKE '% '+@var3+' %' OR LEFT(@keywords,
LEN(@var3)+1) LIKE @var3+' %' OR RIGHT(@keywords, LEN(@var3)+1)
LIKE '% '+@var3+' ')
```

```
SET @goodwords = 1
-- Word # 4
IF LEN(@search) >= (LEN(@mesStr) + 1 + LEN(@var1) + 1 + LEN(@var2)
+ 1 + LEN(@var3))
BEGIN
SET @curStr = 0
WHILE @curStr < LEN(@mesStr)
BEGIN
IF SUBSTRING (@mesStr, @curStr,1) = '+'
IF @var4 = ''
BEGIN
SET @var4 = LEFT(@mesStr,@curStr -1)
SET @mesStr = RIGHT(@mesStr, LEN(@mesStr) - (LEN(@var4)+1))
END
SET @curStr = @curStr +1
END
IF @var4 = ''
SET @var4 = @mesStr
ELSE
IF @search LIKE @var4 SET @goodwords = 1
END
IF (@keywords LIKE '% '+@var4+' %' OR LEFT(@keywords,
LEN(@var4)+1) LIKE @var4+' %' OR RIGHT(@keywords, LEN(@var4)+1)
LIKE '% '+@var4+' ')
SET @goodwords = 1
-- Word # 5
IF LEN(@search) >= (LEN(@mesStr) + 1 + LEN(@var1) + 1 + LEN(@var2)
+ 1 + LEN(@var3) + 1 + LEN(@var4))
BEGIN
SET @curStr = 0
WHILE @curStr < LEN(@mesStr)
BEGIN
IF SUBSTRING (@mesStr, @curStr,1) = '+'
IF @var5 = ''
BEGIN
SET @var5 = LEFT(@mesStr,@curStr -1)
SET @mesStr = RIGHT(@mesStr, LEN(@mesStr) - (LEN(@var5)+1))
END
```

```
SET @curStr = @curStr +1
END
IF @var5 = ”
SET @var5 = @mesStr
ELSE
IF @search LIKE @var1 SET @goodwords = 1
END
IF (@keywords LIKE ‘% ’+@var5+‘ %’ OR LEFT(@keywords,
LEN(@var5)+1) LIKE @var5+‘ %’ OR RIGHT(@keywords, LEN(@var5)+1)
LIKE ‘% ’+@var5+‘ ’)
SET @goodwords = 1
END
END
IF @goodwords=1
BEGIN
SET @search = Replace(@search,‘+’,‘ ’)
IF EXISTS (SELECT postingUID FROM dbo.ad_classifieds WHERE
FREETEXT(*, @search) AND stop_flag IS NULL AND ad_option=1 AND
postingUID <> @postingUID AND postingUID IS NOT NULL)
-- There are competitors!!!
BEGIN
-- Set temp tables
CREATE TABLE #table2 (blockNumber INT DEFAULT (0), [ID] INT
DEFAULT (0), ctr decimal(9,4) DEFAULT (0), rating decimal(9,4) DEFAULT
(0), bid money DEFAULT (0), [views] decimal(9,4) DEFAULT (0), clicks
decimal(9,4) DEFAULT (0))
CREATE TABLE #table1 ([ID] INT DEFAULT (0), postingUID INT DEFAULT
(0), ctr decimal(9,4) DEFAULT (0), rating decimal(9,4) DEFAULT (0), bid
money DEFAULT (0), [views] decimal(9,4) DEFAULT (0), clicks decimal(9,4)
DEFAULT (0))
-- Set common variables
DECLARE @totalRating decimal(9, 2), @blockRating decimal(9, 2),
@blockNumber INT, @rq varchar(8000)
DECLARE @li INT, @record_postingUID INT, @total_ratinginBlock
decimal(9,4), @procentage decimal(9,4), @numberofrecords INT
DECLARE @ID INT, @views decimal(9,2), @clicks decimal(9,2),
@percentage decimal(9,4), @bid money, @cnt INT, @ctr decimal(9,4),
@rating decimal(9,4)
```

```
DECLARE @numberofBlocks INT, @av_clicks decimal(9,2), @av_views
decimal(9,2), @av_ctr decimal(9,4)
-- Set request and run it
SET @rq='DECLARE ad_cursor CURSOR SCROLL KEYSET FOR
SELECT [ID], postingUID, [views], clicks, bid FROM dbo.ads WHERE
FREETEXT (*,"'+@search+'") AND stop_flag IS NULL AND
ad_option='+Str(@ad_option)+' AND postingUID <> '+STR(@postingUID)
EXEC (@rq)
OPEN ad_cursor
SET @numberofrecords = @@CURSOR_ROWS
FETCH ABSOLUTE 1 FROM ad_cursor INTO @ID, @record_postingUID,
@views, @clicks, @bid
      SET @cnt=0
      WHILE @@FETCH_STATUS=0
      BEGIN
-- Set click through rate and rating based on bid amount and click through
rate as a coefficient
SET @ctr = 0
SET @rating = 0
IF (@views > 0 AND @clicks > 0 AND @bid > 0)
BEGIN
SET @ctr = ((100 / @views) * @clicks)
SET @rating = (@bid * @ctr)
END
-- save record in temp table
INSERT #table1 VALUES (@ID, @record_postingUID, @ctr, @rating, @bid,
@views, @clicks)
            FETCH NEXT FROM ad_cursor INTO @ID,
@record_postingUID, @views, @clicks, @bid
            SET @cnt = @cnt+1
      END
CLOSE ad_cursor
DEALLOCATE ad_cursor
-- Set testing click through rate and rating based on average stats
IF EXISTS (SELECT [ID] FROM #table1 WHERE ctr > 0)
BEGIN
SELECT @av_views = AVG([views]), @av_clicks = AVG([clicks]), @av_ctr =
AVG(ctr) FROM #table1
```

```
SET @rating=(@test_bid * @av_ctr)
END
ELSE
SELECT @av_views=0, @av_clicks=0, @av_ctr=0,
@rating=100.00/(@numberofrecords+1)
-- Keep testing record
INSERT INTO #table1 ([ID], postingUID, ctr, rating, bid, [views], clicks)
VALUES (0, @postingUID, @av_ctr, @rating, @test_bid, @av_views,
@av_clicks)
-- Sort by ratings and blocks to be shown where rating is used as % of total
views
DECLARE ad_cursor CURSOR SCROLL KEYSET FOR SELECT [ID], ctr,
rating, bid, [views], clicks FROM #table1 ORDER BY rating DESC
OPEN ad_cursor
FETCH ABSOLUTE 1 FROM ad_cursor INTO @ID, @ctr, @rating, @bid,
@views, @clicks
      SET @cnt=0
      SET @li = 0
      SET @numberofBlocks = 1
      SET @total_ratinginBlock = 0
      WHILE @@FETCH_STATUS=0
      BEGIN
IF @li < @blockSize
SET @li = @li+1
ELSE
BEGIN
SET @li = 1
SET @numberofBlocks = @numberofBlocks + 1
END
IF @av_ctr=0 SET @rating = 100.00/(@numberofrecords+1)
INSERT #table2 VALUES (@numberofBlocks, @ID, @ctr, @rating, @bid,
@views, @clicks)
            FETCH NEXT FROM ad_cursor INTO @ID, @ctr, @rating,
@bid, @views, @clicks
            SET @cnt = @cnt+1
      END
CLOSE ad_cursor
DEALLOCATE ad_cursor
```

```
SELECT @blockNumber=blockNumber FROM #table2 WHERE [ID]=0
SET @totalRating = 0
SET @blockRating = 0
IF EXISTS (SELECT rating FROM #table2 WHERE rating > 0)
BEGIN
SELECT @totalRating=SUM(rating) FROM #table2
SELECT @blockRating=SUM(rating) FROM #table2 WHERE
blockNumber=@blockNumber
END
-- Get % of the times for the testing ad will show up
SET @showtime = 0
IF @totalRating > 0 AND @blockRating > 0
SET @showtime=ROUND((100.00/@totalRating * @blockRating),2)
-- Get the best click through rate
SET @best_ctr = 0
SELECT @best_ctr=MAX(ctr) FROM #table2 WHERE [ID] <> 0
-- Get number of competitors
SET @competitors = @numberofrecords
SELECT * FROM #table1
SELECT * FROM #table2
DROP TABLE #table1
DROP TABLE #table2END
ELSE
-- No competitors
SELECT @blockNumber=1,@best_ctr=0, @showtime=100,
@competitors=0
END
ELSE
-- Keywords do not contains search words
SELECT @blockNumber=0, @best_ctr=0, @showtime=0, @competitors=0
END
GO
```

When the billboard module embedded in the ad space and the web page is requested or otherwise acted upon by a network user/ad viewer, the billboard module is initiated and a message is sent to the system dispatcher server passing the specific keyword and ad space data for the system software applications to identify the group of ads that will participate in the auction, and then

conduct the auction for the spot to determine which ad will be displayed in the particular instance. A number of variables can be compared in the auction selection process, including, for example, the number of ads in queue that are associated with the keyword at the time of the request, the number of total available advertising spots associated with the keyword, bid amount, and the current click-through rate of each ad associated with the keyword. The advertisement that is selected is then displayed and the advertiser is charged each time the ad is displayed or clicked for both use of the licensed content comprising the ad and the display of the ad at the designated location. The advertiser can easily manage an online ad campaign based on a budget, geographical region and tracking details such as click-through rate, and sales rate, as shown in the system advertiser account screen. The system allows for targeted advertising with increased flexibility, as the ad placement and selection for display is not limited to any search system or technology.

FIG. 36 describes the system process flow in an embodiment wherein the billboard module is embedded an informational website. FIG. 37 describes the system process flow in an embodiment wherein the billboard module is embedded in a search engine screen. FIG. 38 describes the system process flow in an embodiment wherein the billboard module is embedded in a mobile device such as a cellular phone. FIG. 39 describes the system process flow in an embodiment wherein the billboard module is embedded in an electronic billboard.

FIG. 40 depicts a sample system user screen for position product/catalog information in the system, by advertiser that do not have their own e-commerce capability can sell their products to users that view their advertisements. Advertisers click on "post" to post their product information creating their own e-commerce catalog in the system and then connect their products to their ads, with the system providing the functionality to process orders, purchases and payment electronically. FIG. 41 depicts a sample system screen showing the posted products of advertisers. FIG. 42 depicts an information and selection page for the same products. When a viewer of the ad clicks on "buy," the system adds the item to a system electronic shopping chart and then completes processing of the purchase transaction, including payment processing. FIG. 43 shows a sample checkout payment screen. Various options for payment exist such as, without limitation, check, credit card, paypal or other forms of payment.

Embodiment Including Content Rendering Control

According to a preferred embodiment hereof, the present invention further includes a system and method for controlling the activation of billboard modules and thereby controlling the rendering of ad content on ad publishers' ad content display pages whereby content is rendered only if and/or to the extent that a designated portion of the ad content display page area (the "ad content display page triggering area") is within, or within a pre-defined distance outside of, the viewer's browser window dimensions and scrolling position. The pre-defined ad content display page triggering area can, in a preferred embodiment, be the area of the ad content display page where the content is to be rendered, i.e., the billboard module location on the ad publisher's ad content display page. Billboard modules are activated, real time auctions are run and the winning advertiser bidder's designated ad content is requested, delivered and rendered automatically and sequentially for pre-defined areas of the ad content display page that come within the dimensions and scrolling position of the viewer's browser window as the viewer scrolls across or down the content display site page without further viewer click action or other action being required. Furthermore, billboard module activation can be controlled to activate only when and to the extent that the viewer's browser window area corresponds with ad content display page area where particular billboard module is located rather than rendering an entire ad content display page when only a portion is within the viewer's browser window dimensions and scrolling position, resulting in greater efficiency in bandwidth and other communications resource utilization. In a preferred embodiment, the computer and communications network is the Internet and the ad publishers' ad content display sites are websites, but this embodiment of the present invention is not limited to any particular communications network or content display site.

The system in such embodiment further includes a system for controlling the activation of billboard modules, and thereby controlling the rendering of ad content via an electronic communications network at a designated content rendering area of an ad content display page to one or more viewers having a network communications device with a browser software application with adjustable window dimensions and scrolling position, for viewing ad content display pages within said browser's window dimensions and scrolling position. The control

system uses the system end computer equipped and configured for communications via said electronic communications network, including one or more computer processing units, and means for communicating with one or more ad publisher ad content display pages that have one or more of said billboard modules located at one or more ad content rendering areas and one or more ad content display page triggering areas on said pages, and a system dispatcher server including a database that stores one or more records containing data pertaining to said one or more ad content display pages, said one or more ad content display page triggering areas, said one or more billboard modules located at said one or more ad content display page rendering areas and said one or more content files, said content files being stored in one or more content file servers, and one or more network communications interface software applications for receiving from system users data designating one or more ad content display pages, one or more billboard modules located at said one or more ad content display page rendering areas within said one or more ad content display pages, one or more ad content display page triggering areas that, when determined to be within, or within a pre-defined distance outside of, an ad content display page viewer's browser window dimensions and scrolling position, will result in activation of said one or more billboard modules, causing a real time auction to occur and the winning advertiser bidder's designated ad content being rendered in said ad content display page rendering area. The system software applications for creating and writing to or otherwise embedding on said designated ad content display page a correlator code to determine when said designated ad content display page triggering area is within, or within a pre-defined distance outside of, a content viewer's browser window dimensions and scrolling position, for dynamically generating a marker for said designated ad content display page rendering area, and for communicating with said correlator code to cause said one or more billboard modules to be activated, causing such real time auction(s) to occur and causing the winning advertiser bidder's designated ad content files to be rendered in said one or more billboard module ad content display page rendering areas when said correlator code detects that said designated ad content display page triggering area is within, or within a pre-defined distance outside of, said content viewer's browser window dimensions and scrolling position. The marker may be HTML code or coordinates in the correlator code, or can be created by other means for creating a page area marker.

The system in embodiments including content rendering control includes computer processing means such as one or more conventional computer processing units and microprocessors and one or more Internet or other network communications interface software applications for interfacing with system users (i.e., advertisers and ad publishers (in this embodiment, as the ad content display page administrators), as well as ad content licensors) providing a graphical user interface for system ad publisher users to enter data regarding their ad content display page(s), and designation of the ad content display page triggering area(s) that will trigger billboard module activation when such ad content display page areas are within, or within a pre-defined distance outside of, the viewer's browser window dimensions and scrolling position, and ad content files to be rendered. Content display sites can access the system and enter registration information and provide instructions to cause billboard modules to be activated when the ad content display page area where the billboard module is located, or when specified areas of their ad content display pages are within, or within a pre-defined distance outside of, the viewer's browser window dimensions and scrolling position, and obtain a JavaScript tag and link for placement on the ad content display page where the billboard module is located, which tag establishes communications with the system side server when a viewer initially requests the particular ad content display page. The system server-side application receives the JavaScript tag request, retrieves from the system database the data record corresponding to the requested page and retrieves viewer and browser address and other data from the viewers' browser request itself, and generates the custom correlator code to control billboard module activation, and thereby controls ad content rendering, to activate the designated billboard module when and/or only to the extent that the pre-defined area of the ad content display page is within, or within a pre-defined distance outside of, the viewer's browser screen dimensions and scrolling position. The correlator code is generated for each viewer's request of the particular ad content display page and is customized for each viewer in that its functioning is tied to each specific viewer's browser window dimensions and scrolling position, but may be customized by a web administrator and placed directly on the page without the use of the server side application. The correlator code is written to or otherwise embedded on the ad content display page. The correlator code determines whether the page coordinates of the pre-defined area of the ad content display page correspond with the coordinates of the viewer's browser window dimensions and scrolling position. The correspondence may be partial or full or can be correspondence with coordinates that are a pre-

defined distance outside of the viewer's browser window dimensional and scrolling position coordinates. The correlator code collects additional information from the viewer's browser, including, without limitation, the viewer's operating system and browser type/version, and a list of other content that was already rendered on the page to prevent duplication of the same content on the ad content display page, among other data and preferably also indexes the page for content and whether the browser window is open, minimized, tabbed away from or otherwise covered by another browser window or other application opened by a viewer. The correlator code dynamically generates a marker for the ad content display page area where the content will be rendered. The marker may be HTML code or coordinates in the correlator code, or can be created by other means for creating a page area marker. The system correlator code then generates a query string link including the data collected via the correlator code and server-side application and the query string link is stored as a variable on the ad content display page. When the pre-defined content triggering page area is also the area of the page where the designated billboard module is located, i.e., where the ad content is to be rendered, the designated billboard module can be activated only when the correlator code determines that the designated billboard module on the ad content display page is within, or within a pre-defined distance outside of, the viewer's browser screen dimensions and scrolling position. The correlator code periodically determines whether there is any correspondence between ad content display page area coordinates and browser screen dimension and scrolling position coordinates and when the required correspondence is detected (which may be partial or full correspondence, or correspondence with coordinates that are a pre-defined distance outside of the viewer's browser window dimensions and scrolling position, as desired and as designated by system users or as programmed into the system), the correlator code activates the query string link, passing the information associated with the query string to the designated billboard module thus activating the billboard module and causing the real time auction to occur, which can consider the information passed to the module, and causing the winning advertiser's designated ad content to be retrieved and rendered, or other action to be triggered. Viewers can access content sites and ad content display pages by existing or future means, such as via a viewer-end computer configured and equipped for Internet and communicating with said content display site. The electronic communications network used in this embodiment can be as with the rest of the system, one or more of multiple network types, such as, without limitation, networks of computers

communicating via common protocols such as the Internet, as well as cellular, wireless, cable, satellite, power line or other networks or combinations of such networks. Viewer-end communication devices can be a typical microprocessor-based desktop or laptop computer, or a personal digital assistant wireless phone or other electronics network communication device, typically having a microprocessor supported by a read only memory, a random access memory and input and output devices such as display screens and keyboards/keypads, capable of running a browser application. Viewers access the particular network typically via a telecommunications service provider (e.g. an Internet service provider) and use a browser application to access websites.

The content files are not limited to any particular form, and may be static HTML images or rich media files such as .swf. The content files are preferably stored at a content server. The interface means, processor means and computer communications means can have various embodiments, including, without limitation, use of traditional Internet browser applications.

The method of the embodiment of the present invention that includes billboard module activation control comprises the steps of: designating one or more ad content display pages, one or more ad content display page triggering areas, one or more billboard modules that communicate with a system end dispatcher server to retrieve one or more ad parameter and command files containing commands, parameters and instructions to retrieve, assemble and render one or more designated ad content files stored at one or more ad content servers at said designated ad content display page rendering areas of said ad content display page or other network location where said one or more billboard modules are located; storing as a record within a system-side database data pertaining to said ad content display page, ad content display page triggering area and billboard module; generating and writing to or otherwise embedding on the designated ad content display page a tag/link that when activated by an ad content display page viewer request of the designated ad content display page, links to a system server-side application and retrieves, via said server-side application, data from said record stored in said system server-side database and data pertaining to said viewer and viewer browser from said ad content display page request, and generating and placing a correlator code on the designated ad content display page which determines whether said ad content display page triggering areas of the ad content display page

is within, or within a pre-defined distance outside of, the viewer's browser window dimensions and scrolling position; said correlator code then generating a marker for the designated ad content display page rendering area, generating a query string and link for placement at the ad content display page, which based on detection that the designated ad content display page triggering area is within, or within a pre-defined distance outside of, the dimensions and scrolling position of the viewer's browser window, passing the information associate with it and activating the designated billboard module causing a real time auction to occur, which can consider the information gathered and passed to the module and causing the winning advertiser's designated ad content to be rendered in the designated billboard module ad content display page rendering area of the ad content display page where the billboard module is located. FIGS. 54-A and 54-B, discussed further below, depict the process flow of the method in a preferred embodiment.

Referring to FIG. 51, which depicts a diagrammatical overview of the interplay and overlap of a viewer's screen display area, browser application, browser window and ad content display page, there is a content display page 21 with space on its pages for content to be rendered, which appears within a browser window 41, a portion of which is within the viewer's display screen area 31. As can be seen, the ad content display page is larger than the browser window, so not all of the ad content display page area is within the browser window dimensions and scrolling position shown on the viewer's display screen. In this embodiment the activation of billboard modules can be controlled so that only the billboard module that is designated to activate when a pre-defined area within the ad content display page area is within, or within a pre-defined distance outside of, the viewer's browser window dimensions and scrolling position is activated, and so that billboard module activation occurs only when such pre-defined ad content display page triggering area is within, or within a pre-defined distance outside of, the viewer's browser window dimensions and scrolling position.

Referring now to FIG. 52, an overview of system interactions in this embodiment with one or more ad publisher ad content display page viewer computer systems or other communications devices having a browser application 22, 33, 44 and nnn, and communicating via the Internet 112 with the ad content display page computer system 101. The ad publisher ad content display page computer system 101 comprises an ad content display page server 121 and file storage device

211 as with the typical Internet client-server model utilizing HTTP. HTTP is a known application protocol that provides users access to content in different formats such as text, graphics, images, sound, video, as well as programs. HTML is a standard page description language which provides basic document formatting and allows the programmer to specify links to other servers and files. Links are specified via a Uniform Resource Locator or URL. Upon specification of a link, the client makes a TCP/IP request to the server and receives information that was specified in that URL (for example another Web page that was formatted according to HTML) in return. The information returned may be generated in whole or in part by a program that executes on the server. Such programs are typically known as Common-Gateway-Interface scripts and can be written using known programming languages or methods that the server supports. A typical Web page is an HTML document with text, "links" that a user may activate (e.g. "click on"), as well as embedded URLs pointing to resources (such as images, video or sound) that the client must fetch to fully render the Web Page in a browser. These resources may not be located on the same server that the HTML document was sent from. Furthermore, HTTP allows for the transmission of certain information from the client to a server. This information can be embedded within the URL, can be contained in the HTTP header fields, or can be posted directly to the server using known HTTP methods. Both the viewer and the ad publisher as the ad content display page administrator can communicate with the system via various input and output devices, as previously described. System computer components are as described previously with reference to FIG. 2.

The system in this embodiment includes, either as an additional graphical interface or as part of the overall system graphical user interface, a graphical user interface for system users, e.g., advertisers and ad publishers as ad content display page administrators, to create a system account, register the ad content display page and the area of the ad content display page where a billboard module is to be located and the area of the ad content display page that will cause the billboard module to be activated when such area is within the viewer's browser window dimensions and scrolling position, and provide demographic and other pertinent information regarding the ad content display page and information pertaining to the billboard module to be activated in the designated page area. The ad content display page triggering area and the ad content display page rendering area where the billboard module is located can be the same or

different areas of the ad content display page. The information is stored as a record in the system server-side database, and the system generates a single tag and link, preferably a JavaScript tag, with the link linking to the system server-side software application, to be placed by the ad publisher as the ad content display page administrator at the ad content display page where the specified billboard module is located (although the positioning of the tag/link can be anywhere on the ad content display page, not necessarily in the location of the page where the billboard module is located). When the ad content display page where the JavaScript tag and link is written/embedded is requested by a viewer via the viewer's browser, the link to the system server-side application is activated and the system server-side application retrieves the corresponding record stored in the system database for the ad content display page and retrieves viewer and browser data from the page request itself. The system server-side software application then generates the custom correlator code. This correlator code assigns a unique ID to the particular viewer/browser and generates a marker for the ad display page are where the billboard module is located. The marker may be HTML code or coordinates in the correlator code, or can be created by other means for creating a page area marker. The correlator code also generates a query string link that includes the data collected via the correlator code and stores the query string link as a variable on the ad content display page. The correlator code includes the variables and functions to execute the browser window/ad content display page area correlating, based on the positional coordinates of said ad content display page triggering area and the positional coordinates of said viewer's browser window dimensions and scrolling position. When the correlator code determines that the designated ad content display page triggering area is within (or within a pre-defined distance outside of) the dimensions and scrolling position of the viewer's browser window, the query string link stored as a variable on the ad content display page is activated and a JavaScript tag is created that can execute any number of actions, including, but not limited to, generating JavaScript functions to initiate actions and HTML tags to request content or activate a billboard module, causing a real time auction to occur and for the winning advertiser bidder's designated ad content to be rendered in the designated ad content display page rendering area where the billboard module is located.

In a preferred embodiment, during the registration process the ad publisher, as the ad content display page administrator, enters information related to the ad content display page such as

name of page, content data, the specific area of the ad content display page that will trigger content rendering when it is partially or completely within, or within a pre-defined distance outside of, the viewer's browser window dimensions and scrolling position, the specific area of the ad content display page where the billboard module is located (which can be the same as or different from the ad content display page triggering area), and demographic and other information pertaining to the ad content display page. The system then saves this data as a record in the system server relational database, and assigns the record an id, which may be encrypted. The system then generates JavaScript code comprising a single tag with the encrypted ID, with a link to the system server-side application, and the ad publisher/ad content display page administrator places this single tag/link on the ad content display page.

When the webpage containing the JavaScript tag is requested by a viewer, the JavaScript tag link that contains an encrypted ID of the stored data record at the system database in its query string triggers the server-side software application. This custom server side software application is preferably housed in the system server and can be written in C#, PHP or any other appropriate programming language. When the tag/link is a JavaScript tag/link, the server-side application disguises itself as JavaScript in order to respond to the JavaScript tag's request, and collects a variety of information from the request such as domain/address of the ad content display page, the IP address associated with the viewer, and other information from the stored data for the ad content display page, such as information regarding the billboard module to be activated, rendering area size, previously entered ad content display page demographics and other information retrieved from the system's relational database.

According to this initial information, as a response, the server side application generates and prints on the ad content display page additional JavaScript code that dynamically creates on the ad content display page a placeholder or marker for the area of the ad content display page, where the billboard module is located and contains all the necessary variables and functions to execute the billboard module activation and thereby the rendering control and data gathering process described herein from the viewer's browser and the ad content display page, correlating billboard module location on a content display page with viewer browser window dimension and scrolling position data. The marker may be HTML code or coordinates in the correlator code, or

can be created by other means for creating a page area marker. This code also collects additional information available from the viewer's browser such as the viewer's operating system, browser version, as well as a unique browser/user computer id that is assigned to the particular viewer/browser, which can be created by the correlator code itself, or can be created by the system server-side software application and retrieved from cookies or from the system database. The correlator code also gathers the most frequently occurring words in the ad content display page text (for ad content display page indexing), and a list of other content that was already rendered on the page to prevent duplication of the same content on the page, whether the browser window is open, minimized, or otherwise covered by another browser window or other application opened by a viewer. and other specific filtering and management, for instance while rendering an image in one content rendering it may be preferred to stop loading video in another content rendering and/or custom information previously stored in cookies, and information collected from the ad content display page. A query string link is then created and all collected information is attached. Then this query string which is stored as a variable on the web page. A webpage or other ad content display page may be divided into or otherwise contain any number of pre-defined designated billboard module content rendering areas and the system can monitor if any of those pre-defined content rendering areas of the ad content display page are within the dimensions and scrolling position of the viewer's browser window. If any of the pre-defined billboard module content rendering areas come within, or within a pre-defined distance outside of, the viewer's browser window dimensions and scrolling position, the query string link that is stored as a variable on the page is activated, activating the billboard module, and passing all of the information associated with the query string to the module. The ad content display page area/browser dimension and scrolling position correlator code communicates with the billboard module as well as the ad content display page and the browser.

Content rendering activity information is sent in the form of a self-contained file, preferably to the system tracking server. Preferably, such file is a flash file identified by the .SWF suffix or any comparable code such as, without limitation. .net, .asp or AJAX, as previously described. It is to be understood that under the teachings of the present invention, any type of file that is capable of operation without the initiation of an additional application could be used in place of Flash and the .swf file and use of a .swf file is not a limitation of the present invention. The

billboard module does not perform the function of the correlator code; instead, the correlator code exists and functions as described above and when it detects the correspondence between the pre-defined ad content display page triggering area and the viewer's browser window dimensions and scrolling position, it triggers the billboard module, which causes a real time auction to occur for the designated advertisement placement and causes the winning advertiser bidder's designated ad content files to be rendered, instead of triggering content rendering directly. Enhanced viewer activity tracking can be enabled by use of a .swf or other self-contained application described herein as the billboard module embedded in the ad content display page, when the correlator code determines that the content rendering area where the billboard module is located is within (or is within a pre-defined distance outside of) the viewer's browser window dimensions and scrolling position, which includes all necessary code to communicate with the correlator code, a content server and the system server or tracking server. The billboard module then renders content within itself and communicates back to the correlator code and tracking server that the content has been fully rendered. The correlator code described above continuously communicates with the browser and web page to correlate the coordinates for the pre-defined ad content display page triggering area of the web page within the viewer's browser window dimensions and scrolling position, in addition to whether the browser window has been minimized, tabbed away from or otherwise covered by another application window, and communicates the information to the billboard module. The messages can be sent to the billboard module continually in pre-defined increments, such as every second, or fraction of a second, essentially communicating to the billboard module how many seconds the area of the webpage is available in a viewer's browser window. In addition, the billboard module itself continues to collect information related to the content rendered, including, but not limited to, clicks, videos watched, and other data. The billboard module then sends the information it is collecting to the system server or tracking server at pre-defined intervals (information can be sent immediately, or collected and sent). All of this information can be sent from the billboard module to the system server or tracking server(s) and can be stored in the system (or other) database(s) using file server direct connection communication or FSDC technology. Tracking information can be sent to a tracking server for storage and retrieval by system users. Content rendered via the billboard module can communicate, via the billboard module, with the web page area/browser window dimensions and scrolling position correlator code with useful effect; for example, a video may be

part of the advertisement rendered at the designated ad content display page area via the billboard module and upon viewer's click on an optional video preview button the same correlator code creates another dynamic layer above all the existing layers on the web page that covers a certain portion of the viewable area of the browser window to show content/video above the content of the page. The same ad content display page area/browser dimension and scrolling position correlator code tracks how many times content was rendered at a particular billboard module and how many other billboard modules are designated on an ad content display page but are not in view because the area on the ad content display page where such billboard module is located was not within, or not within a pre-defined distance outside of, the dimensions and scrolling position of the viewer's browser window or did not completely render for a certain period of time, or if the browser window the module resides on is open, minimized, tabbed away from or otherwise covered by another browser window or other application opened by a viewer. The same web page area/browser window dimensions and scrolling position correlator code can also keep track of billboard module Id's to prevent duplication of content on the same page. The same correlator code also may store the collected and or custom information in cookies using the website domain for the page where the content rendering area is located and may request it later and send this information, when needed, to the domain of the system server for tracking and reporting. This feature is optional and designed to optimize the process, for if information previously gathered in cookies can be saved and retrieved when a viewer returns to the web page there is no processing unnecessarily repeated by the system. It is important to note here that if optional cookies are utilized by the system, they are saved by the ad content display page/website itself, and consequently attributed to the ad content display page/website's domain, not the billboard module system server domain, so the cookies are not considered "third party" or data mining cookies that are typically flagged or blocked by web security applications. When a viewer leaves or closes the ad content display page the correlator code indicates to all the billboard modules that are then loaded how much time, if any, that their content has been rendered and sends this information to the system server or tracking server using FSDC and the data can be stored in a system or other database. The record that is already stored is updated.

The correlator code described above periodically checks the location of the billboard module content rendering area location. The portion of the designated content triggering area that needs

to fall within the browser window dimensions and scrolling position in order to initiate content rendering can be varied, and may be customized by the system administrator. For example, the system may send a message that the content is available when 90% of the designated ad content display page triggering area is within the viewer's browser window dimensions and scrolling position, or is within a specified distance from the viewer's browser window dimensions and scrolling position. The area/browser dimension and scrolling position correlator code at the ad content display page can send these messages to a billboard module or server side application continually in pre-defined increments, such as, for example, every second, or fraction of a second, communicating to the dimensions and scrolling position of the viewer's browser. The billboard module then sends the information it is collecting from the content rendering area/browser dimension and scrolling position correlator code to the ad dispatcher database, which is preferably housed in the server for tracking at pre-defined intervals (information can be sent immediately, or it can be collected and sent periodically).

The system is preferably made available to website operators via a system website for use by them after registering as a website content administrator. Referring to FIGS. 54-A, 54-B and 54-C, which show the process flow of this embodiment of the present invention, as shown in FIG. 54-A, an ad publisher as an ad content display page administrator accesses the system, which is preferably accessible via the Internet as a website, and is presented with the system graphical user interface screens, beginning with a registration screen. FIG. 56 depicts a sample system ad publisher/ad content site administrator user registration screen whereby a ad content display page administrator can register with the system. FIG. 57 depicts a sample system login screen. As shown in FIG. 54-A, ad content display page administrators first register with the system 101 as a content display site administrator and enter data pertaining to the ad content display page, the ad content display page triggering area that will trigger billboard module activation when it is within, or within a pre-defined distance outside of, the viewer's browser window dimensions and scrolling position, the area of the ad content display page where the designated content will be rendered (which may be the same area as the area of the ad content display page that will trigger billboard module activation when such area is within, or within a pre-defined distance outside of, the viewer's browser window dimensions and scrolling position), as well as designating the content to be rendered in a particular area of the ad content display page, ad content display page

demographics and other pertinent information 201. The system user interface screens provide means for receiving from ad content display page administrators the ad content display page address, content file information (which may be in the form of instructions to retrieve one or more content files stored in a content server or storage device), billboard module data and content display area parameters and other ad content display page data from ad content display page administrators and system server with a database for storing one or more records containing such data, each record being given an identification code. FIG. 58 depicts a sample system user registration screen showing data entry relating to ad content display page title, uniform resource locator address and optional logo image. FIG. 59 depicts a sample user registration screen whereby ad content display page administrators enter their ad content display page's primary audience geographic location. Ad content display page administrators can select the geographic region that represents the location of the ad content display page's primary audience, if any. FIG. 60 depicts a sample user registration screen whereby ad content display page administrators enter their ad content display page's content type. FIG. 61 depicts a sample user registration screen whereby ad content display page administrators enter their ad content display page audience demographic data. FIG. 62 depicts a sample ad content display page registration confirmation screen. FIG. 63 depicts a sample ad content display page billboard module creation screen in this embodiment of the invention including billboard module activation control. Ad content display page administrators can designate a billboard module ad content display page rendering area for a ad content display page by entering a name for the billboard module located at such ad content display page rendering area, selecting a previously registered ad content display page, and designating content distribution parameters. FIG. 64 depicts a sample billboard module ad content display page rendering area dimension selection screen in this embodiment of the invention including billboard module activation control, whereby ad content display page administrators can select one or more pre-set billboard module ad content display page rendering area dimensions. FIG. 65 depicts a sample billboard module ad content display page rendering area dimension specification screen where ad content display page administrators can enter customized ad content display page billboard module rendering area dimensions and position parameters.

Referring to FIG. 54-A, the above-referenced data is then saved by the system as a data record in

the system database and an identification code is assigned to the data record 301, as shown in FIG. 65. The system software applications then generates a JavaScript tag with the link to the system server-side application including the ID of the record stored in the system database pertaining to the particular ad content display page, billboard module and rendering area 400, and the ad content display page administrator places the JavaScript tag and link on the ad content display page 500. The tag includes the identification code for the corresponding record stored in the system database and a link to a system server-side application. FIG. 66 depicts a sample screen wherein a JavaScript tag with link to the system server-side application is generated for ad content display page administrators to copy and paste into the page code of the ad content display page in which the designated billboard module resides.

As shown in FIG. 54-B, when an ad content display page viewer requests the ad content display page that has such JavaScript tag and link 600, the request activates the link to the system server-side application and the system application collects a variety of information from the viewer's HTTP request, including, but not limited to, the address of the ad content display page and the viewer's network address (for example, the Internet Protocol address associated with the viewer when the network is the Internet) 700, and retrieves the corresponding data record stored in the system server database, and generates code, preferably JavaScript code, referred to as a "correlator code," which is written to or otherwise embedded on the ad content display page. This correlator code then dynamically generates on the ad content display page a marker for the billboard module ad content display page area where the content will be rendered 800. The marker may be HTML code or coordinates in the correlator code, or can be created by other means for creating a page area marker. The correlator code can be positioned anywhere on the ad content display page, not necessarily the location on the ad content display page where the particular billboard module is located. A unique identification code is then assigned to the particular viewer/browser which can be created by the correlator code itself, or can be created by the system server-side software application and be retrieved from cookies or from the system database. The correlator code collects additional information from the viewer's browser, including, without limitation, the viewer's operating system and browser type/version, the most frequently occurring words in the web page text, and a list of other content that was already rendered on the page to prevent duplication of the same content on the ad content display page,

among other data 900. The correlator code application then generates a query string link including the data collected via the correlator code and the query string link is stored as a variable on the ad content display page 1000. The correlator code periodically checks viewer browser screen coordinate data from the viewer's browser application with ad content display page coordinates for the ad content display page triggering area. FIG. 54-B and FIG. 54-C provides a diagrammatical representation of the communication flow between system components, ad content display page administrators and ad content display page viewers in an embodiment that includes a billboard module. The various arrows indicate the flow of communication between system components as the system operates, as explained below. As a viewer scrolls through a ad content display page (whether up and down or left and right) or the viewer's browser window dimensions change, the correlator code periodically checks the viewer's browser window scrolling position and dimensional coordinates and when there is correspondence (either partial or full, as has been designated or programmed into the system) between the browser window coordinates and the coordinates for the pre-defined ad content display page triggering area (or between coordinates that are a pre-defined distance outside of the viewer's browser window dimensional and scrolling position coordinates) 1100, the query string link is activated 1200 passing the information associated with it and activating the billboard module, causing a real time auction to occur 1300, which can consider the information passed to the module and cause the winning advertiser bidder's designated ad content to be rendered in the billboard module 1400. The correlator code also records at the ad content display page data retrieved from the viewer's browser regarding the rendering of the content, including, but not limited to the IP address associated with the viewer, browser and operating system version, unique identifier assigned by the server side application and information related to the text on the web page. The communication flow between system components is indicated in FIG. 53 by the arrows: Ad publishers, as ad content display page administrators, 101 register ad content display page data with the system server 126 and the information is stored as a data record in the system database which resides in the system server, with a tag/link sent back from the system to the ad content display page administrator 101 (as indicated by the arrows between ad content display page administrator 101 and system database), who then places such tag/link on the ad content display page (as indicated by the arrow from ad content display page administrator 101 to the ad content display page 21 at "tag"). When a viewer requests the ad content display page 21, the tag

links to the custom application (as indicated by the arrow from tag to custom application), the custom application retrieves data from the database (as indicated by the arrows between custom application and system database). The custom application then generates the correlator code and it is written to or otherwise embedded on the ad content display page (as indicated by the arrow from the custom application to the correlator code box in the ad content display page 21). The correlator code communicates with the ad content display page 21 and with browser 11 as indicated by the arrows between said elements and also dynamically generates a marker for the billboard module, (as indicated by the arrow between the correlator code and the billboard module boxes).

When the designated ad content display page triggering area (which may be the same as the billboard module ad content display page rendering area) is determined to be within the viewer's browser window dimensions and scrolling position, the billboard module is activated. The correlator code in this embodiment activates the billboard module .swf or other file (which can be comparable code such as .net .asp, AJAX or other form that contains all the necessary code to communicate with the correlator code on the webpage, retrieve and render content from a remote content server and send and retrieve data and variables from a remote server or servers). As shown in FIG. 54-C, the request contains the previously stored query string with unique ID of the billboard module content rendering area stored in a remote server and the information previously collected by the system database and correlator code 1200 (all of which is passed to the module). The billboard module set inside the ad content display page rendering area is initiated and establishes communication with the correlator code on the ad content display page where it is embedded as well as the system server or any remote server with the appropriate network protocol 1300. The billboard module then sends a request to the content server where the designated content files are located or to a database where a command and parameter file is stored with commands and parameters to retrieve, assemble and load the designated content files, and the content is rendered within the module area 1400. The billboard module then checks if all of the elements of the content are loaded and rendered and communicates that this is so to the correlator code 1500, and to the system database residing in the system server. The correlator code continues to monitor the location of the billboard module ad content display page rendering area and once it receives a signal from the billboard module that the content is loaded and

rendered it communicates back to the billboard module whether it is within the viewer's browser window dimensions and scrolling position or not 1600. The billboard module then sends information it is collecting via the correlator code to a system database, residing in the system server for reporting, preferably using FSDC 1700. The correlator code can communicate directly back to the system database with data retrieved from the browser and ad content display page (as indicated by the arrow from the correlator code back to the system database). The communication flow between system components is indicated in FIG. 55 by the arrows: Ad content display page administrator 101 registers ad content display page data with the system server 126 and the information is stored as a data record in the system database which resides in the system server, with a tag/link sent back from the system to the ad content display page administrator 101 (as indicated by the arrows between ad content display page administrator 101 and system database), who then places such tag/link on the ad content display page (as indicated by the arrow from ad content display page administrator 101 to the ad content display page 21 at "tag"). When a viewer requests the ad content display page 21, the tag links to the custom application (as indicated by the arrow from tag to custom application), the custom application retrieves data from the database (as indicated by the arrows between custom application and system database). The custom application then generates the correlator code and it is written to or otherwise embedded on the ad content display page (as indicated by the arrow from the custom application to the correlator code box in the ad content display page 21). The correlator code communicates with the ad content display page 21 and with browser 11 as indicated by the arrows between said elements and also dynamically generates a marker for the ad content display page rendering area (as indicated by the arrow between the correlator code and the ad content display page rendering area and billboard module boxes). When the correlator code determines that the ad content display page triggering area, which, in the case of FIG. 55, is the billboard module ad content display page rendering area, the query string link that is stored as a variable on the ad content display page is activated and the correlator code dynamically activates the billboard module. The billboard module when initiated establishes communication with the correlator code on the webpage and the system database residing on the system server then requests, loads and renders content from a remote content server and the content is rendered in the billboard module ad content display page rendering area (as indicated by the arrows between the ad content display page rendering area and the content server). The correlator code

communicates in this embodiment preferably directly back to the billboard module rather than directly to the system database, with the billboard module then communicating back to the system database, with data forwarded by the correlator code which was retrieved from the browser and ad content display page (as indicated by the arrows from the correlator code to the billboard module and from the billboard module back to the system file).

FIG. 67 depicts a sample ad content display page as presented to an ad content display page viewer, with the billboard module content rendering area of the ad content display page located below the viewer's browser window dimensions and scrolling position, noted by an oval indicator. Billboard module activation for the particular ad content rendering area is not yet triggered because the designated area of the ad content display page that must be within the viewer's browser window dimensions and scrolling position is not yet within such dimensions and scrolling position. FIG. 68 depicts a sample ad content display page with the billboard module content rendering area entering the viewer's browser window dimensions and scrolling position. At this point, if the billboard module is set to trigger when the designated area of the ad content display page is partially within the viewer's browser window dimensions and scrolling position, the correlator code would proceed to activate the billboard module. FIG. 69 depicts a sample ad content display page with the content rendering area fully within the viewer's browser window dimensions and scrolling position. As this point, if the billboard module is set to trigger when the designated area of the ad content display page is wholly within the viewer's browser window dimensions and scrolling position, the correlator code would proceed to activate the billboard module. FIG. 70 depicts a sample ad content display page with the content rendered and an indicator showing the time that the content has been rendered. FIG. 71 depicts a sample ad content display page with the billboard module content rendering area partially outside of the viewer's browser window dimensions and scrolling position. As the designated ad content display page area that has to be either partially or wholly within the viewer's browser window dimensions and scrolling position is no longer within such dimensions and scrolling position, the previously rendered content can be removed from the page and/or be replaced with new content and content related to the ad content display page area that is then within the viewer's browser screen dimensions and scrolling position would be triggered for rendering. The system rendering counter stops counting when the predefined page area is no longer within the viewer's browser

window dimensions and scrolling position, such as when a window is opened over the browser window that is showing the ad, or the viewer minimizes the browser or tabs away from the page on a browser with tab features, and can resume counting if the area returns within the viewer's browser window dimensions and scrolling position. The system users can log onto a password protected system, preferably web-based interface and view detailed reports related to content rendered via the system. Reports may be customized to reflect different time periods and different meta-data. Reporting features for website and other content publishers include, but are not limited to, information for rendering activity in particular website page sections that shows, for example, the number of times content was rendered, the number of times content was within the dimensions and scrolling position of the viewer's browser window, the duration of time that content was within the dimensions and scrolling position of the viewer's browser window, considering if the browser window was minimized, tabbed away from, or otherwise covered by another browser or application window, as well as data such as video viewed, video view duration, click to http destination, custom button clicks (such as print coupon, email), number of unique computer browser users each content rendering was available to (reach) and how many times each billboard module content rendering was available to each unique computer browser user (frequency), the browser type of each viewer for which the content was rendered, and the general geographic location of each user the content was available to (by ISP) and the percentage of the network users reached by billboard module content in a region or nationally. Other custom parameters not mentioned here may be reported. Reports may be parsed by all web site sections or one website section/page or otherwise. FIG. 72 depicts a sample system ad content display page data report screen showing the ad content display pages registered, date created, with the ad content display page triggering areas and billboard module ad content display page rendering areas that have been designated indicated (see the column titled "billboards #"), and data retrieved such as number of times that the content related to a designated billboard module ad content display page rendering area has been requested, number of times that the content related to a designated billboard module ad content display page rendering area has been rendered, the percentage of content rendering vs. content request, click-through rate and total number of clicks, and other content rendering activity data. FIG. 73 depicts a sample system content billboard module rendering area data report screen showing content rendering activity for specific ad content display page rendering areas of a ad content display page, including the billboard module

content rendering area dimensions, date created, number of times ad content display page area was requested, number of times the content designated for the particular billboard module has been rendered, and other ad content display page rendering area activity data. FIG. 74 depicts a sample system content rendering area activity report screen showing a report and bar graph of data pertaining to content rendered within viewer browser screen dimensions and scrolling position in a given period (a monthly period is indicated in the exemplary report shown in FIG. 74). FIG. 75 depicts a sample system content rendering area data report screen indicating data pertaining to the viewers of rendered content, such as their Internet protocol address, as well as the number of unique viewers and the content's reach and frequency of rendering. FIG. 76 depicts a sample system content rendering activity report screen showing a graph and table of the content rendered, organized by content name, including billboard module activation and ad content rendering data for each, which ad content display page administrators can use to assess which billboard modules and/or which content is more often rendered than others. FIG. 77 depicts a sample system viewer browser type data report screen providing information as to the types of browsers being used by viewers to view rendered content. FIG. 78 depicts a sample system viewer geographic location report screen providing information regarding the location of the viewership of the rendered content. FIG. 79 depicts a sample general billboard module content rendering area activity report screen providing information regarding the ad content display pages and billboard module ad content display page rendering areas within said ad content display pages and their rendering activity. FIG. 70 depicts a sample content rendered time data report screen providing information regarding how long content was rendered within a viewer's browser window dimensions and scrolling position.

The system can be utilized to determine a viewer's browser window dimensions and scrolling position to provide content scaled to size to better fit the viewer's browser window by including scaling factor reduction or enlargement based on the system server side application's comparison of the designated billboard module ad content display page rendering area for the content and the viewer's browser window dimensions and scrolling position as determined by the correlator code. FIG. 81 depicts a sample ad content display page using the system to determine viewer browser screen dimensions and scrolling position to provide scaled rendering of content. FIG. 82 depicts a sample ad content display page showing content rendered scaled to a predefined size in

relation to the viewer's browser window dimensions and scrolling position. FIG. 83 depicts a sample ad content display page showing content re-rendered and re-scaled to a predefined size in relation to modified viewer browser window dimensions and/or scrolling position.

Also, the system in a preferred embodiment may estimate or forecast ad content display page/ad content display page area inventory availability for future specified periods helping content publisher optimally sell and fill their content space inventory. Based on tracking data retrieved for a specific time period regarding ad content display page/page area usage, the system can estimate activity for future time periods.

A sample of the JavaScript tag/link that is placed on the ad content display page that links to the system server-side software application when a viewer first requests an ad content display page is provided below: <script language="javascript" type="text/javascript" src="http://cityads.net/display/?key=waCcZO4I1GInZjIdFQdSELCe4PcWdeXgGXkM-uaWqUPs%3d"></script>

A sample of a correlator code dynamically written to or otherwise embedded on the ad content display page which functions to control the billboard module activation based on whether the designated ad content display page triggering area is within, or within a pre-defined distance outside of, the viewer's browser window dimensions and scrolling position, is provided below:

```
 var _viz_check = {
xs1:0,
ys1:0,
xs2:1000,
ys2:800,
curtop:0,
curleft:0,
navigate:function( )
{
   if( this.location[0]==“top” ) this.location[0]=“bottom”;
   else this.location[0]=“top”;
},
```

```
update:function( )
{
   this.xs1 = this.getScrollLeft( );
   this.ys1 = this.getScrollTop( );
   this.xs2 = Number(this.xs1)+Number(this.getClientWidth( ));
   this.ys2 = Number(this.ys1) +Number(this.getClientHeight( ));
   var i=0;
   while ( i < _i )
      {
         var adi = _adi[i];
         if( adi != null)
            {
               adi.findPos( );
               var x1 = adi.x;
               var y1 = adi.y;
               var x2 = Number(x1)+Number(adi.width);
               var y2 = Number(y1)+Number(adi.height);
               var vm = 20 ;
               //       if (Number(adi.height) > 500) vm = 220 ;
               if ( adi.done==0 ) {
                  if ((x2>=this.xs1)&&(y2>=this.ys1)&&
                  (x1<=this.xs2)&&(y1<=this.ys2) ) {
                     if ( (_popul==0) || (typeof [u_popul] != 'undefined') ) {
                        _popul++ ;
                        adi.markwords = _marksfinder.get_words( );
                        adi.ea = _ea_list ;
                        adi.populate( );
                     }
                  }
               } else {
               if (adi.rend==1) {
                  if ( (x1>=(this.xs1-20))&&(y1>=(this.ys1-
vm))&&(x2<=(this.xs2+20))&&(y2<=(this.ys2+vm)) ) {
                     if (adi.vid==0) {
                        if (adi.viz==0) {
                           if (adi.t >=1) {
                              adi.sec = 1;
                              _av(i,1) ;
```

```
                    }
                }
                else {
                    if ((adi.sec +1.1) <= adi.t) {
                        adi:sec ++ ;
                        if (adi.sec < 61) _av(i, adi.sec) ;
                    }
                    if (adi.paused==1) {
                        adi.paused=0 ;
                        _pv(i) ;
                    }
                }
                adi.t += 0.1 ;
            }
        }
        else {
            if (adi.paused==0) {
                adi.paused=1 ;
                _sv(i) ;
            }
        }
    }
  }
  i++;
 }
},
findPos:function(p)
{
  curleft = curtop = 0;
  var obj = document.getElementById(p) ;
  if (obj.offsetParent) {
    curleft = obj.offsetLeft
    curtop = obj.offsetTop
    while (obj = obj.offsetParent) {
      curleft += obj.offsetLeft
      curtop += obj.offsetTop
    }
```

```
    }
},
//---
getClientWidth:function( ) {
    var w1=0;
    if( window.innerWidth ) w1=window.innerWidth;
    var w2=0;
    if(document.documentElement)
    w2 = document.documentElement.clientWidth;
    if(w1<w2) w1=w2;
    return w1;
},
getClientHeight:function( ) {
    var h1 = 0;
    if( window.innerHeight ) h1 = window.innerHeight;
    var h2=0;
    if( document.documentElement )
    h2=document.documentElement.clientHeight;
    if(h1<h2) h1=h2;
    return h1;
},
getScrollLeft:function( ) {
    var sL1=0;
    if( window.pageXOffset ) sL1 = window.pageXOffset;
    var sL2=0;
    if(document.documentElement)
    sL2=document.documentElement.scrollLeft;
    if(sL1<sL2) sL1=sL2;
    return sL1;
},
getScrollTop:function( ) {
    var sT1=0;
    if(window.pageYOffset) sT1=window.pageYOffset;
    var sT2=0;
    if(document.documentElement)
    sT2=document.documentElement.scrollTop;
    if(sT1<sT2) sT1=sT2;
    return sT1;
```

```
    },
}
```

A sample of the code dynamically written to the ad content display page that indexes the web page text for the most frequently occurring words is as follows:

```
var _index = {
   exc:[ “and”, “com”, “can”, “from”,“for”,“the”, “them”, “that”, “gif”,
      “similar”, “page”, “www”, “with”,“which”, “hi”,
“you”,“your”,“did”,“does” ], top_max:5,
top:[“”,“”,“”,“”,“”,“”],
get_words:function( )
{
      var s = “”;
      for( var i=0; i<this.top_max; i++)
         {
            if( this.top[i]==“” ) break;
            if(s.length>0) s += “,”;
            s += this.top[i];
         }
         return encodeURI(s);
      },
      find_words:function( )
      {
         try{
            try{
               a=var_words;
            }
            catch(e1)
            {
               var txt = document.body.innerHTML.toLowerCase( );
               var sn = txt.split(/\<\s*script/);
               for(var i=0; i<sn.length;i++)
                  {
                     var n = sn[i].search( /\<s*\/scripts*\>/ );
                     if(n==−1) n=0;
                     var m = sn[i].indexOf(“>”,n)+1;
                     sn[i] = sn[i].substring(m);
```

```
}
txt = sn.join(“ ”);
var tst_msg = document.getElementById(‘tst_msg’);
txt = txt.replace(/(\<[{circumflex over ( )}\>]*\>)/g, “ ”);
txt = txt.replace(/(&.*\;)/g, “ ”);
txt = txt.replace(/[\W\d]/g,“ ”);
txt = txt.replace(/\s{1,}/g,“ ”);
txt = txt.replace(/\s\w\w\w\s/g,“ ”);
txt = txt.replace(/\s\w\w\s/g,“ ”);
txt = txt.replace(/\s\w\s/g,“ ”);
txt = txt.replace(/ies\s/g,“y ”);
txt = txt.replace(/ives\s/g,“fe ”);
txt = txt.replace(/ves\s/g,“f”);
txt = txt.replace(/([{circumflex over ( )}s])s\s/g,“$1 ”);
for(j=0;j<this.exc.length;j++)
   {
      var ex = new RegExp( “\\s”+this.exc[j]+“\\s”, “g”);
      txt = txt.replace( ex,“ ”);
   }
   var w = txt.split(/\s+/);
   w = w.sort( );
   var t=“”, to=“”;
   var k=1;
   w = w.sort( );
   var ktop=[0,0,0,0,0];
   while(w.length>0)
      {
         t = w.shift( );
         if( t==to ) k++;
         if(t!=to || w.length==0 )
            {
               for(j=0;j<5;j++)
                  {
                     if(k>ktop[j]){
                     this.top[j]=to; ktop[j]=k;break;}
                  }
                  k=1;
                  to = t;
```


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```
                }
            }
        }
    }
    catch( e )
    {
        document.write(
        "Exception" +e.description+"<br>" );
    }
  }
}
```

While the present invention has been shown and described herein in what are considered to be the preferred embodiments thereof, illustrating the results and advantages over the prior art obtained through the present invention, the invention is not limited to those specific embodiments. Thus, the forms of the invention shown and described herein are to be taken as illustrative and other embodiments may be selected without departing from the spirit and scope of the present invention.

What is claimed is:

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CLAIMS

1. A method comprising:

(a) designating, by one or more server computing systems, a predefined area on an ad content display page; and

(b) serving the ad content display page to a remote computing device operating a browser and displaying a browser window in response to a request,

wherein the remote computing device is configured to receive instructions in the form of code that are configured to determine whether the predefined area is within a predefined distance outside of a visible area of the browser window and to send a first communication to one or more dispatcher servers based on the determination, and

wherein the one or more dispatcher servers are configured to cause a first advertisement to be served to the remote computing device upon receipt of the first communication, wherein the browser is configured to render the first advertisement in the predefined area, and

wherein the instructions are further configured to determine whether the predefined area is in view within the visible area of the browser window on the remote computing device and to send a second communication to the one or more dispatcher servers in response to a determination that the predefined area has been in view within the visible area of the browser window for a predefined period of time, and

wherein the one or more dispatcher servers are further configured to:

(i) receive the second communication from the remote computing device;

(ii) cause a replacement advertisement to be selected for display on the ad content display page; and

(iii) cause the replacement advertisement to be served to the remote computing device;

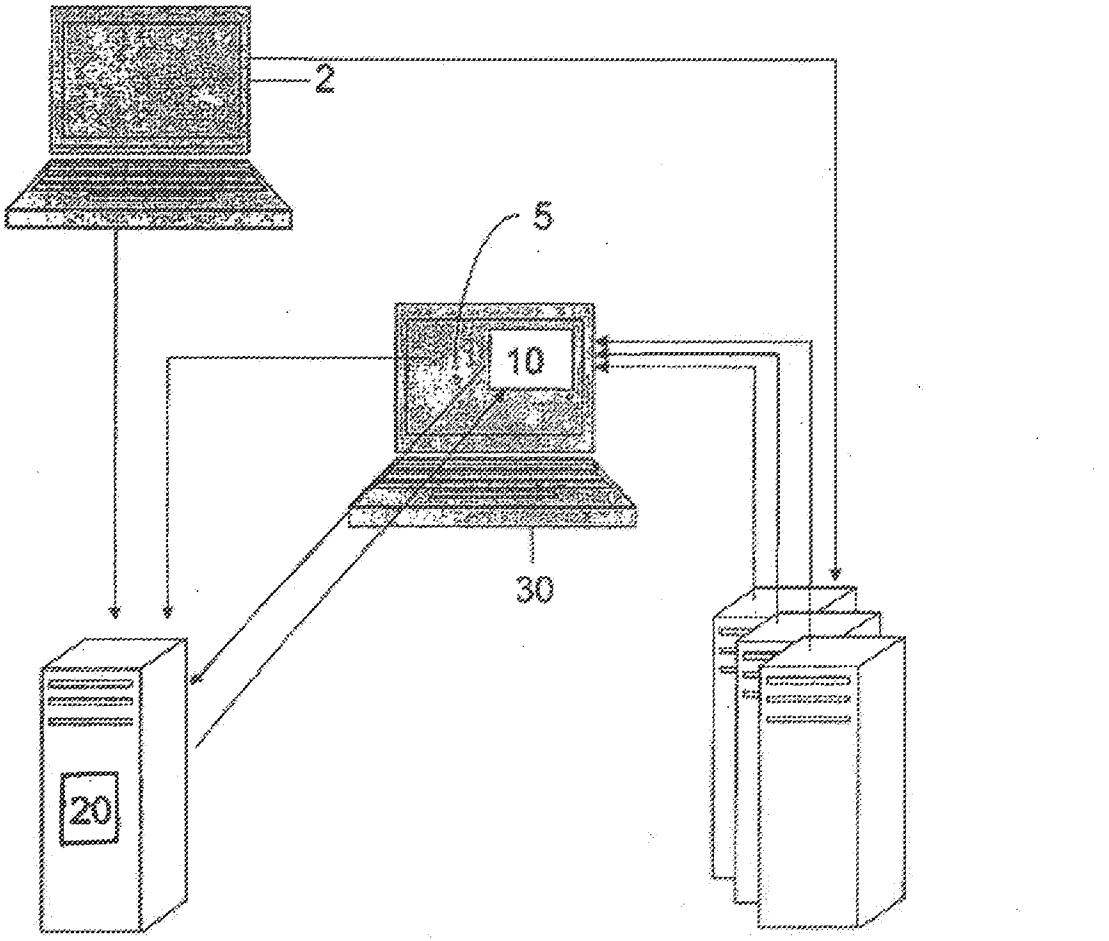
wherein the browser is further configured to render the replacement advertisement in the predefined area.

ABSTRACT OF THE DISCLOSURE

A system and method for creation, distribution and tracking of advertising via electronic networks, enabling creation of advertisements using licensed third-party content and placement of the ads at desired network locations, utilizing an auction of ad spaces based on bids placed by advertisers to have their ads displayed at such locations. When a network user/ad viewer requests an ad by clicking or other action, an auction algorithm executes to select the ad to be displayed from those that bid for display at such ad space location and then the ad is composed and delivered to the ad space location by accessing a relational database storing commands that retrieve, assemble and dispatch the licensed ad content. Usage and display of licensed content on designated ad space is tracked to enable cost-per-use charging for both use of licensed content and ad display at the designated ad space.

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FIGURE 1



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Duration Media Ex-1007

FIGURE 2

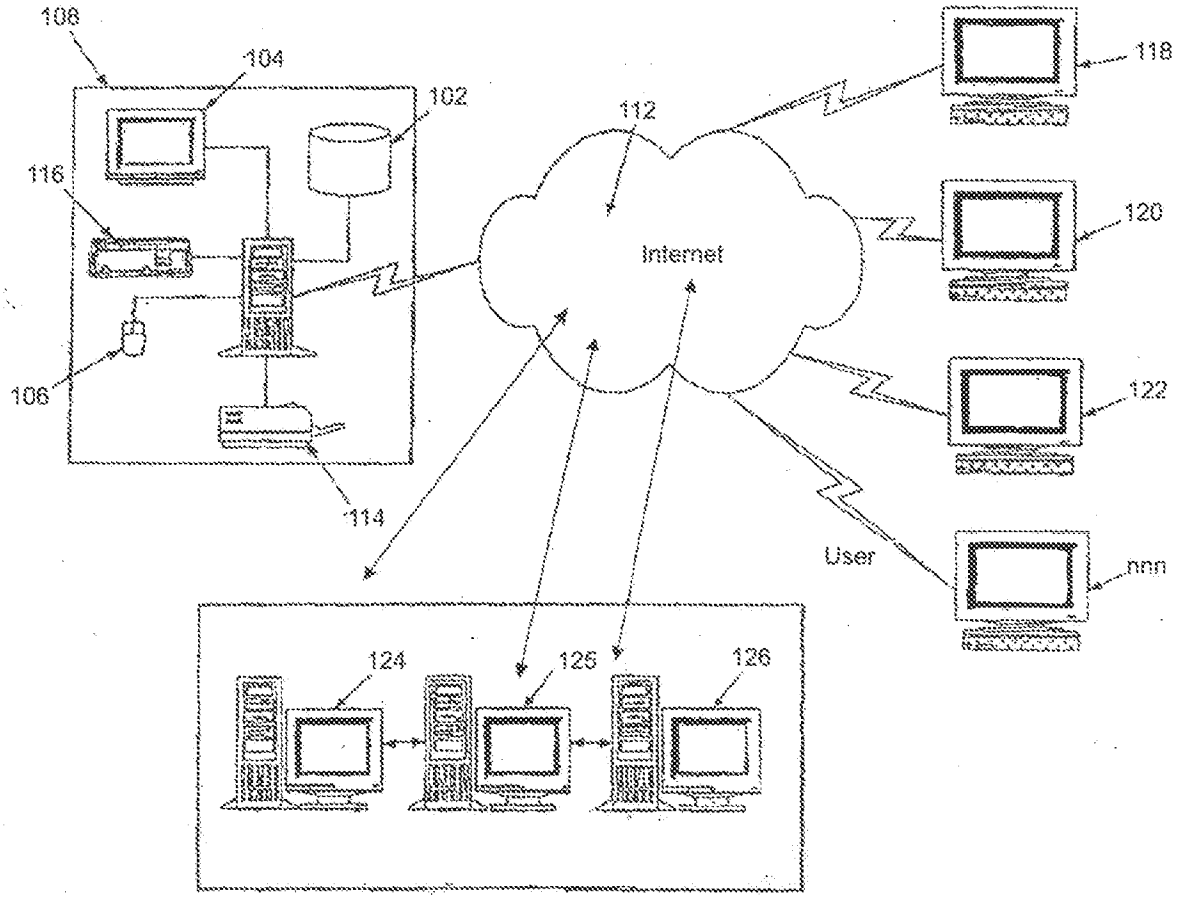

108
104
102
112
118
116
120
Internet
106
122
114
User
nnn
124
125
126

FIGURE 3

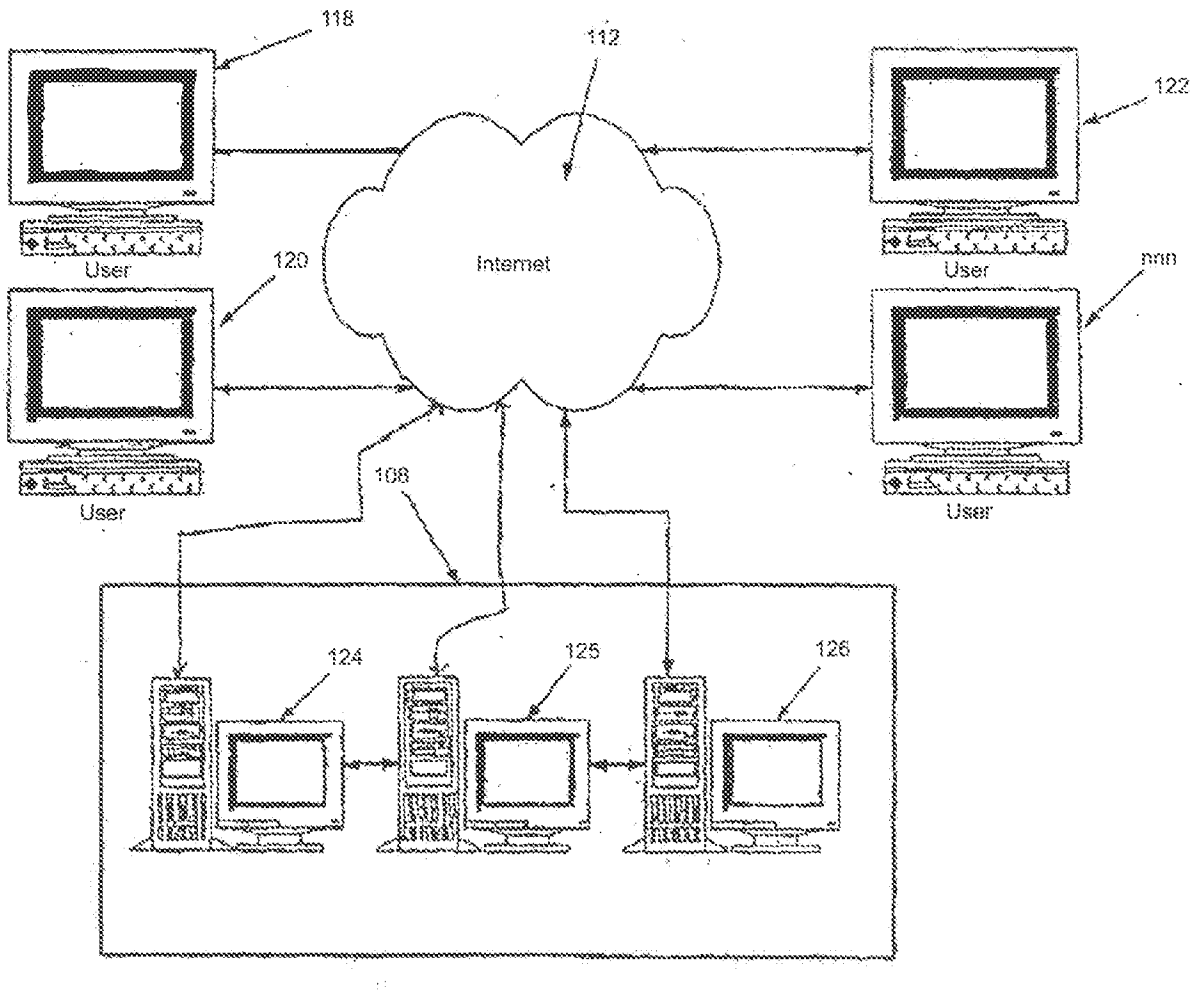

118
112
122
User
120
Internet
nnn
User
User
User
108
124
125
126

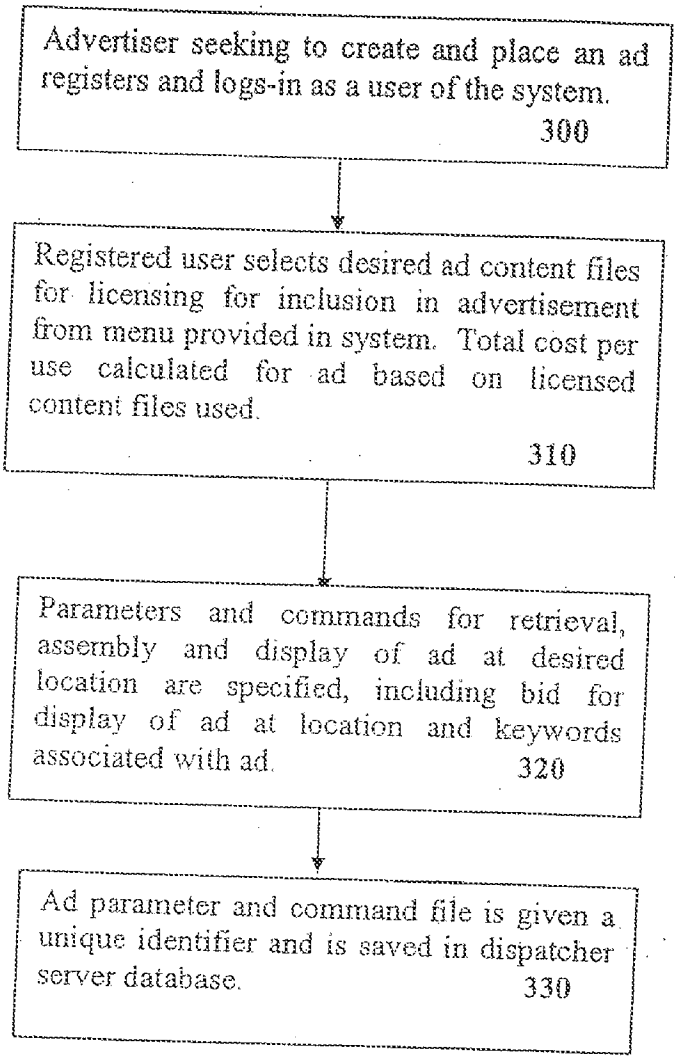
FIGURE 4

Dispatcher Database

Record	Link to Rich Media Ad	Link to Go-to Page	Link to Click Go-to page	Link to Click Go-to page	Custom Parameter	Custom Parameter
2						
3						
4						
5						

FIGURE 5

Pay-Per-Use Ad Content Licensing Process Flow



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FIGURE 6

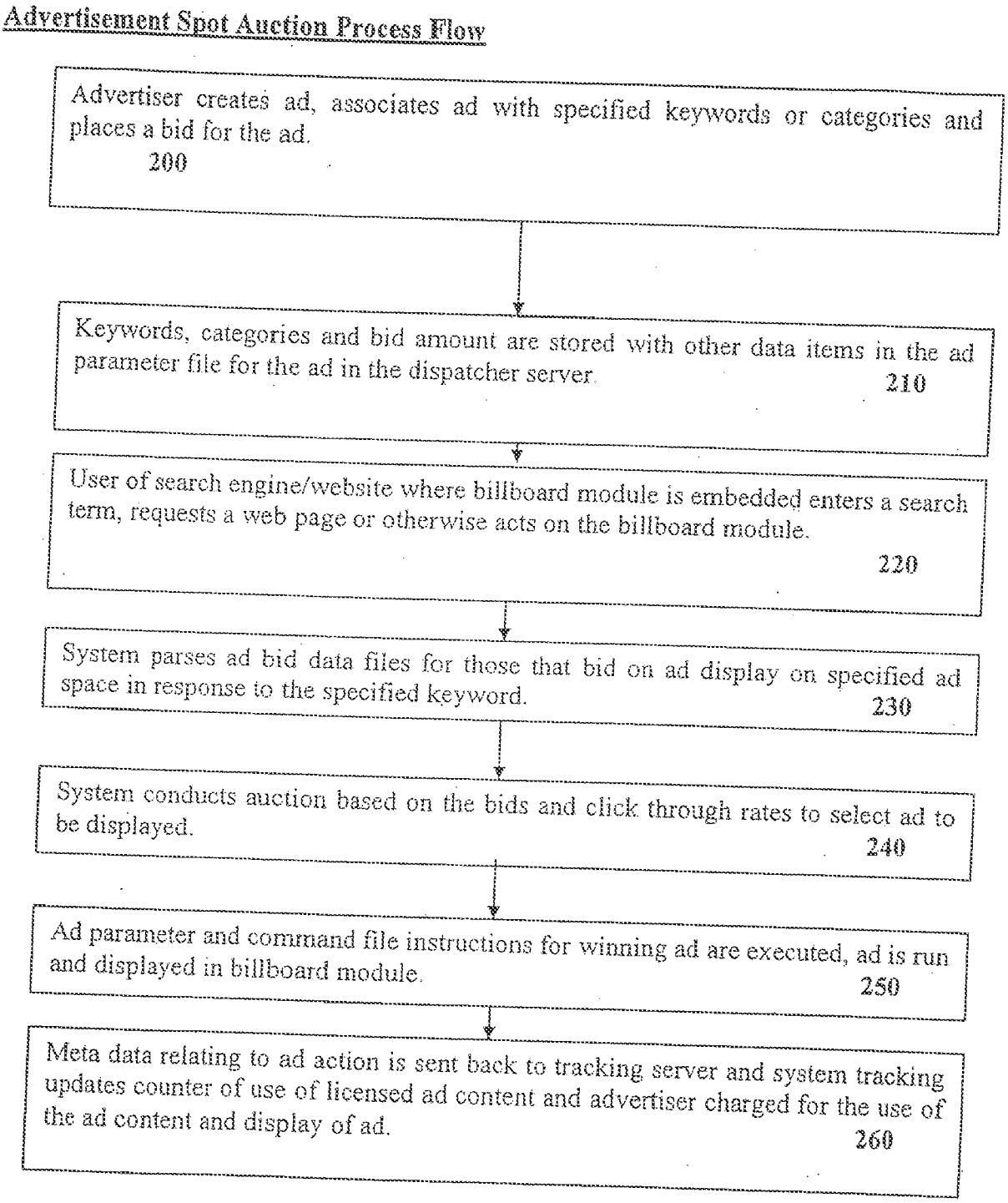

Advertisement Spot Auction Process Flow
Advertiser creates ad, associates ad with specified keywords or categories and places a bid for the ad.
200
Keywords, categories and bid amount are stored with other data items in the ad parameter file for the ad in the dispatcher server.
210
User of search engine/website where billboard module is embedded enters a search term, requests a web page or otherwise acts on the billboard module.
220
System parses ad bid data files for those that bid on ad display on specified ad space in response to the specified keyword.
230
System conducts auction based on the bids and click through rates to select ad to be displayed.
240
Ad parameter and command file instructions for winning ad are executed, ad is run and displayed in billboard module.
250
Meta data relating to ad action is sent back to tracking server and system tracking updates counter of use of licensed ad content and advertiser charged for the use of the ad content and display of ad.
260

FIGURE 7

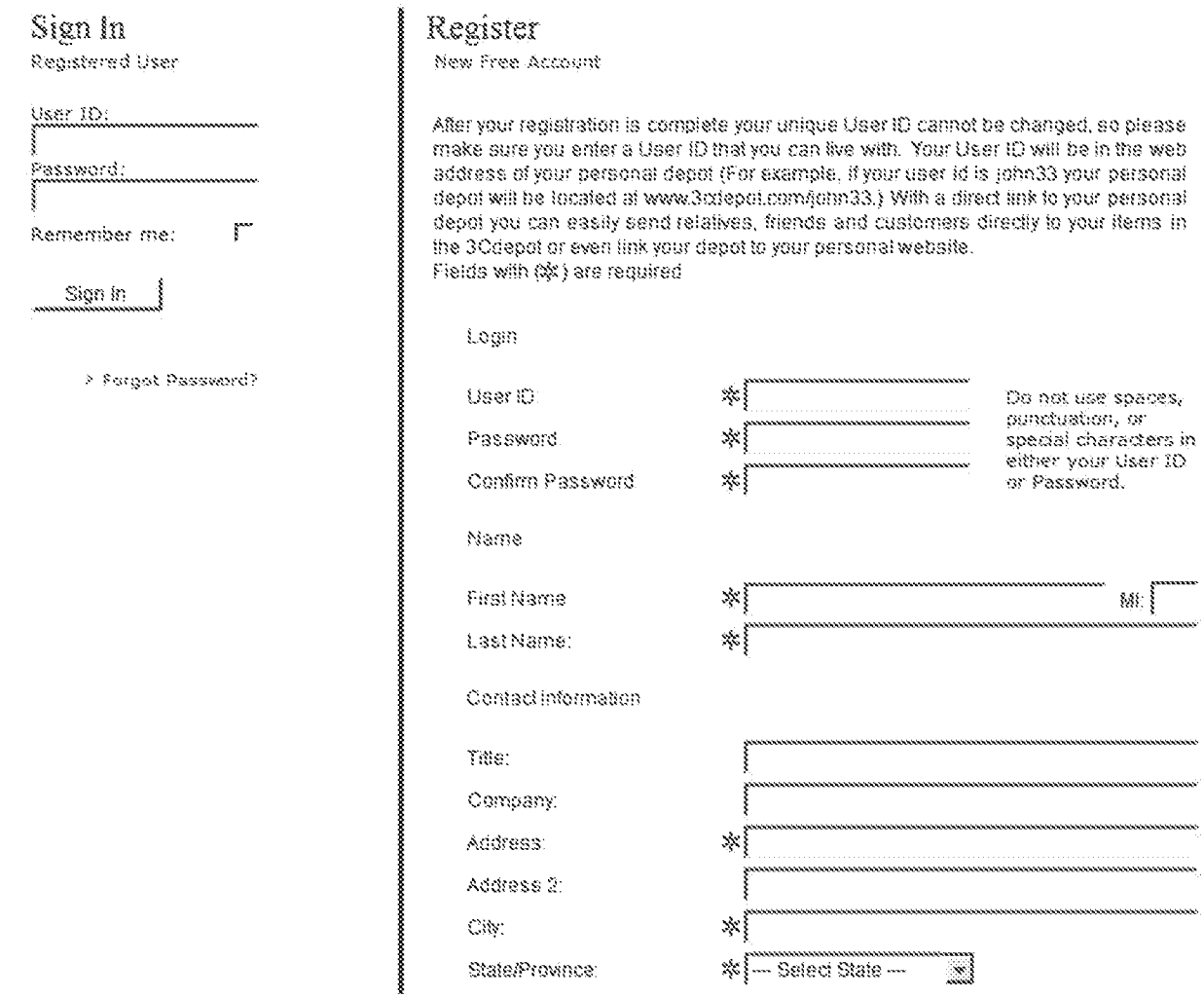

Sign In
Registered User
User ID:
Password:
Remember me:
Sign In
> Forgot Password?
Register
New Free Account
After your registration is complete your unique User ID cannot be changed, so please make sure you enter a User ID that you can live with. Your User ID will be in the web address of your personal depot (For example, if your user id is john33 your personal depot will be located at www.3cdepot.com/john33.) With a direct link to your personal depot you can easily send relatives, friends and customers directly to your items in the 3Cdepot or even link your depot to your personal website.
Fields with (*) are required
Login
User ID:
Password:
Confirm Password:
Do not use spaces, punctuation, or special characters in either your User ID or Password.
Name
First Name:
MI:
Last Name:
Contact Information
Title:
Company:
Address:
Address 2:
City:
State/Province:
--- Select State ---

FIGURE 8

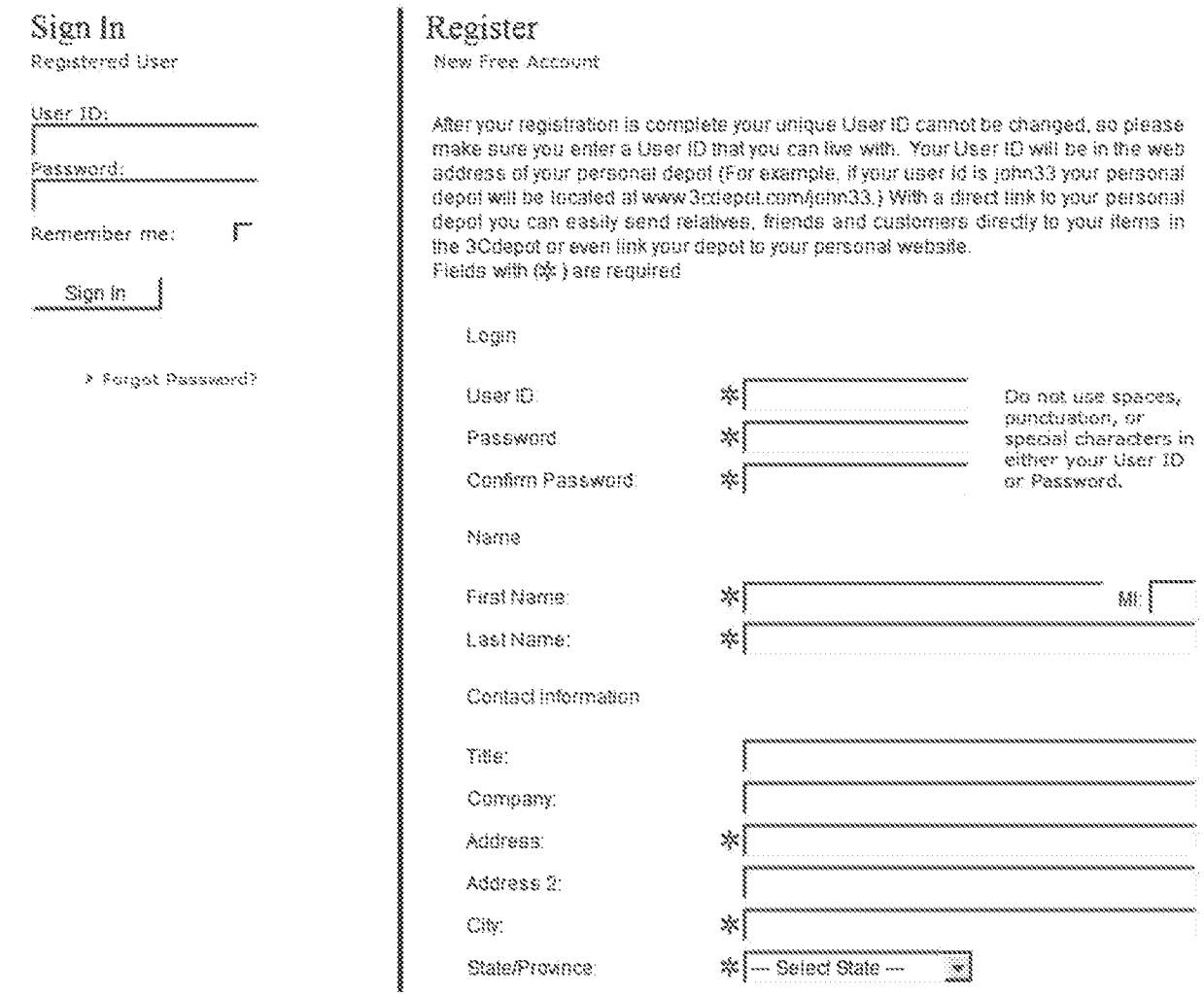
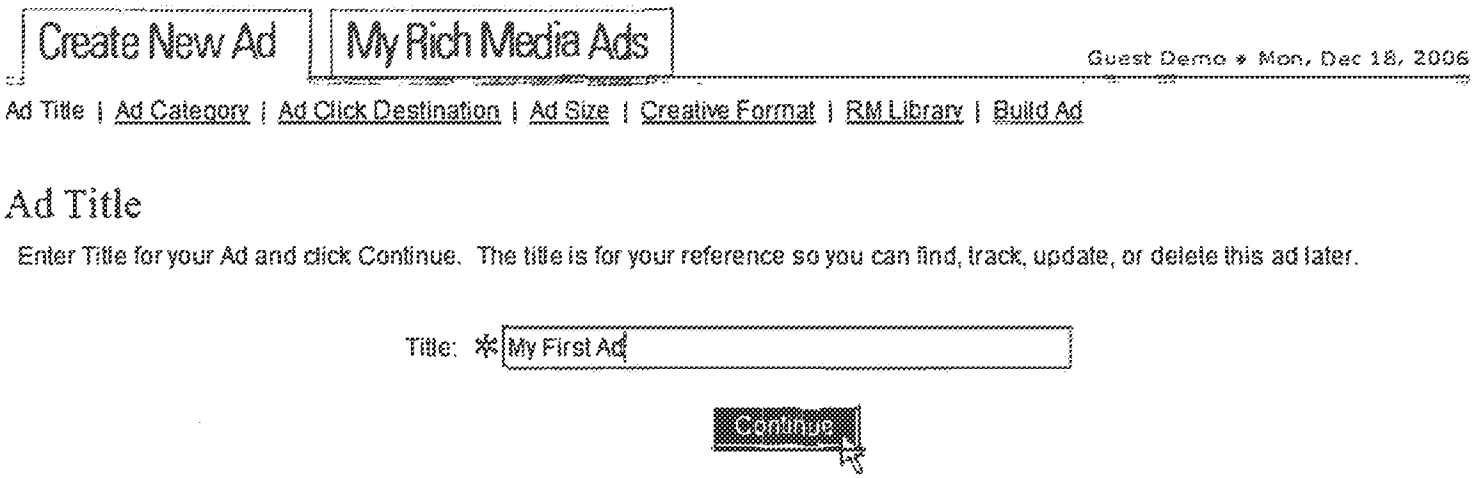
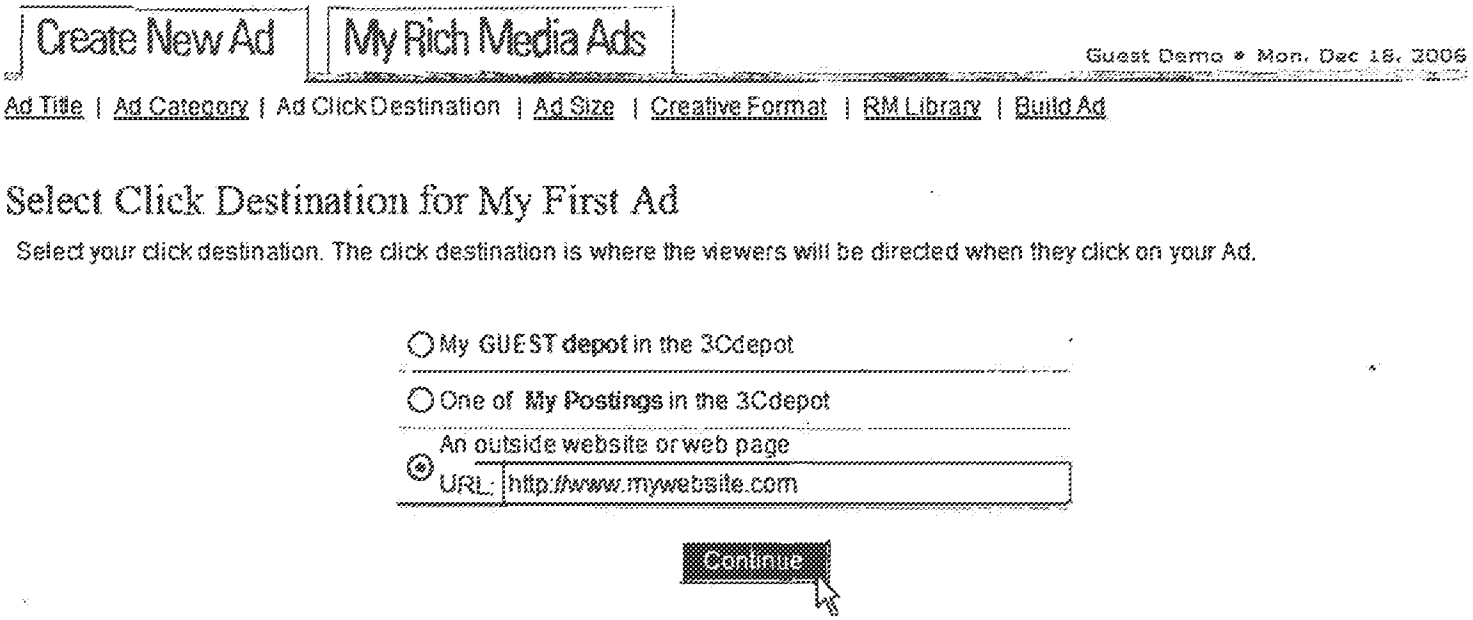

Sign In
Registered User
User ID:
Password:
Remember me:
Sign In
> Forgot Password?
Register
New Free Account
After your registration is complete your unique User ID cannot be changed, so please make sure you enter a User ID that you can live with. Your User ID will be in the web address of your personal depot (For example, if your user id is john33 your personal depot will be located at www.3cdepot.com/john33.) With a direct link to your personal depot you can easily send relatives, friends and customers directly to your items in the 3Cdepot or even link your depot to your personal website.
Fields with (*) are required
Login
User ID:
Password:
Confirm Password:
Do not use spaces, punctuation, or special characters in either your User ID or Password.
Name
First Name:
MI:
Last Name:
Contact Information
Title:
Company:
Address:
Address 2:
City:
State/Province:
--- Select State ---

FIGURE 9



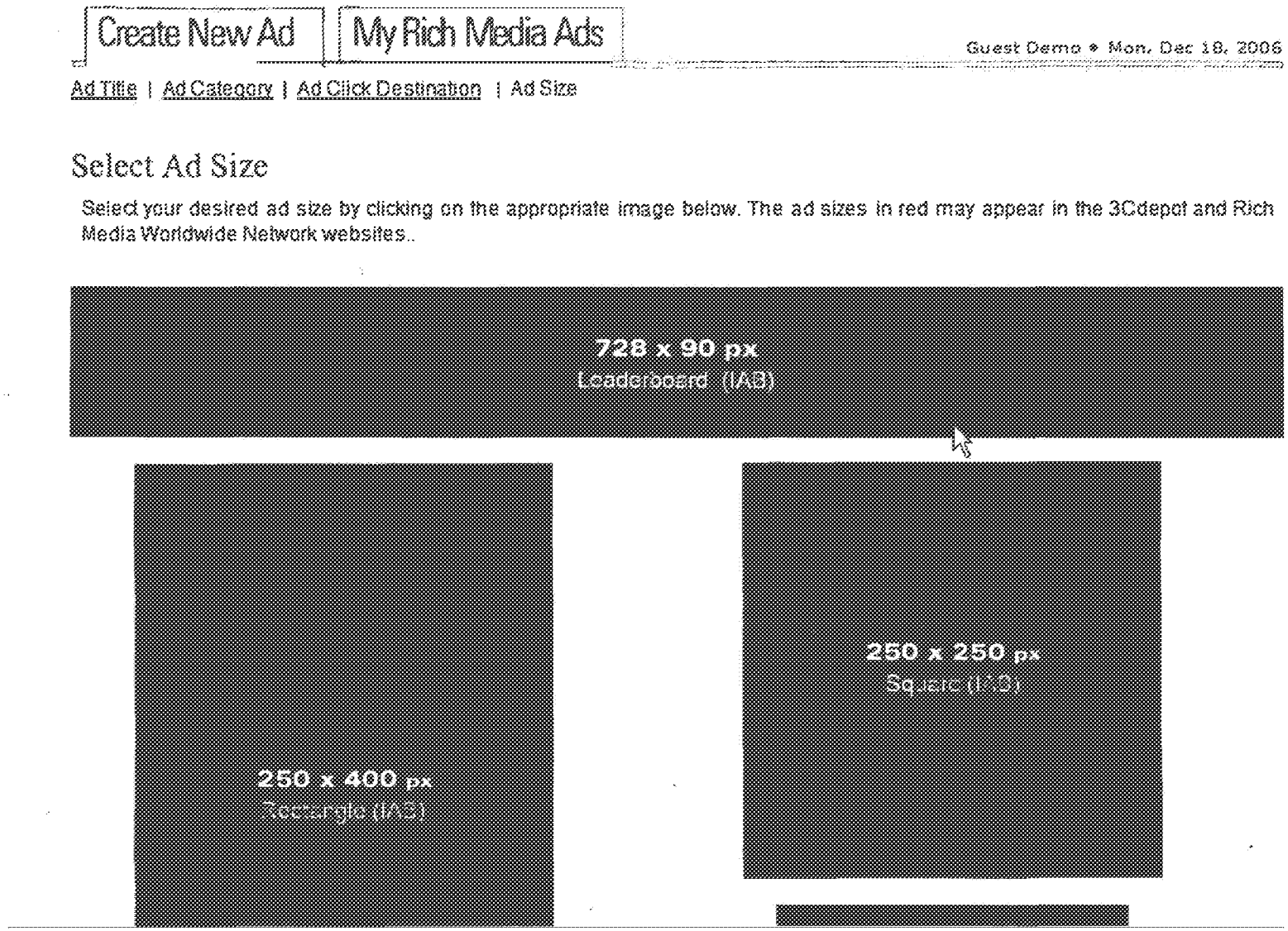
Duration Media Ex-1007

FIGURE 10



Duration Media Ex-1007

FIGURE 11

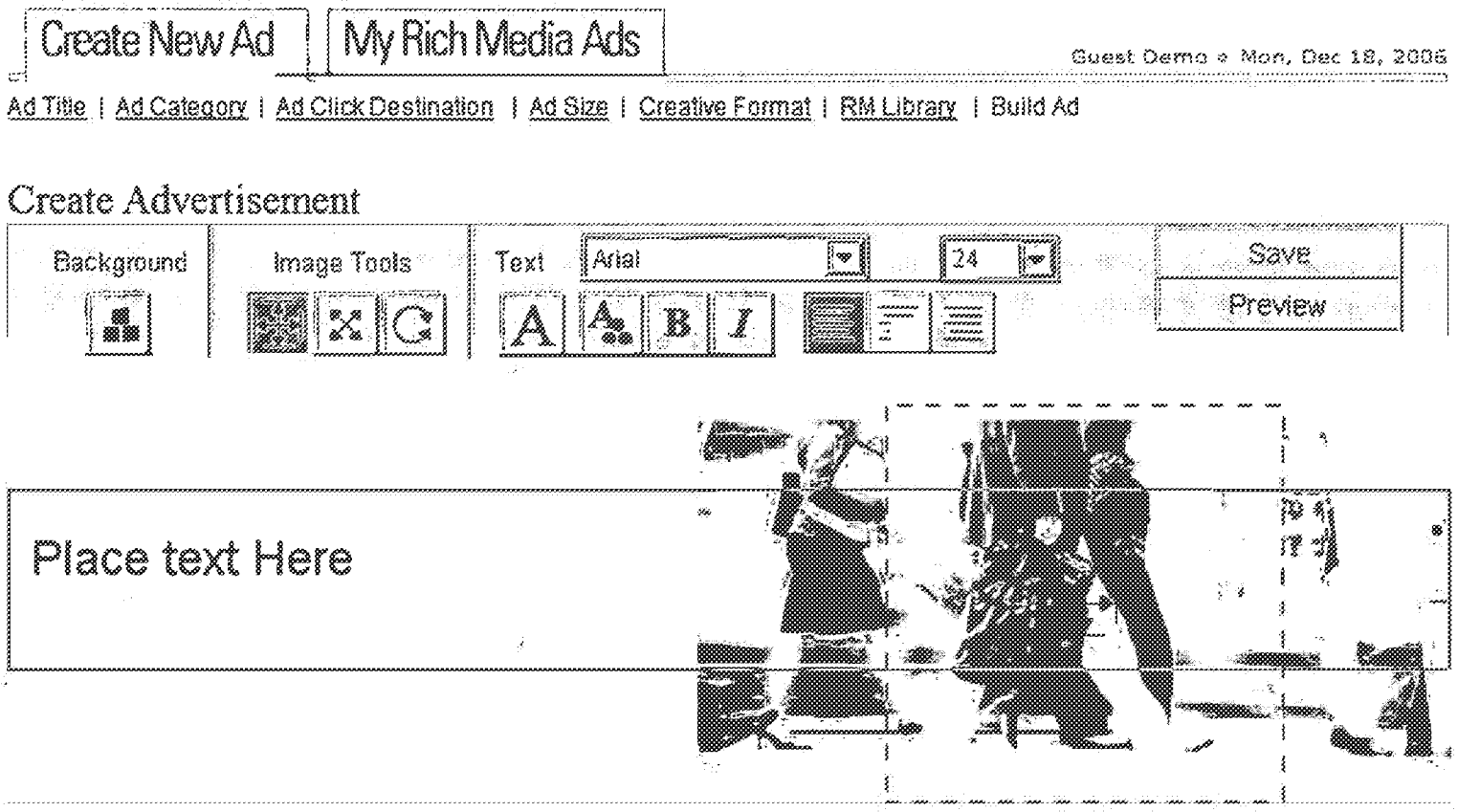


Duration Media Ex-1007

FIGURE 12


Select Creative From Free Rich Media Library
Click on a thumbnail image to select a creative file. Click Preview to see the creative file
FIND
>Preview
CLOUDS AND CLOUD COMPOSITES
>Preview
CROWD OF PEOPLE WALKING
>Preview
>Preview
Display 12 images per page
[4 creative files] 1

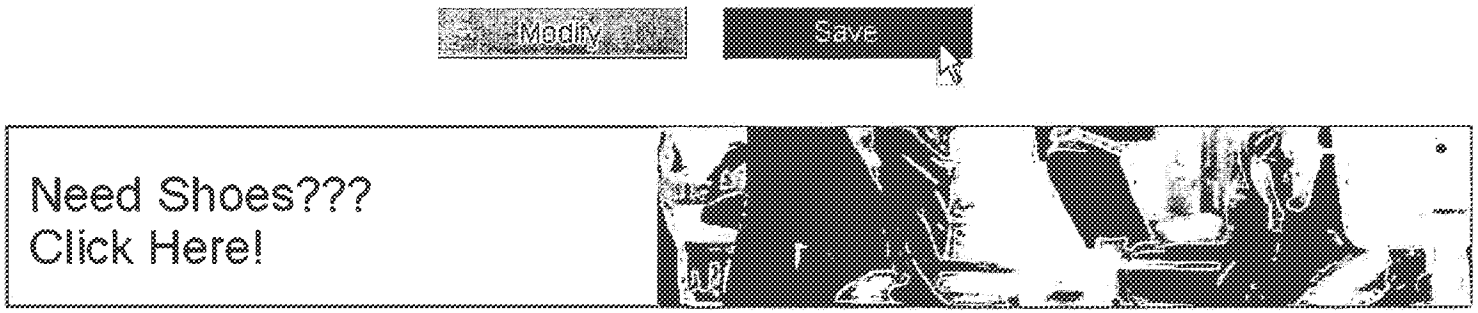
FIGURE 13



Duration Media Ex-1007

FIGURE 14

Create Advertisement :



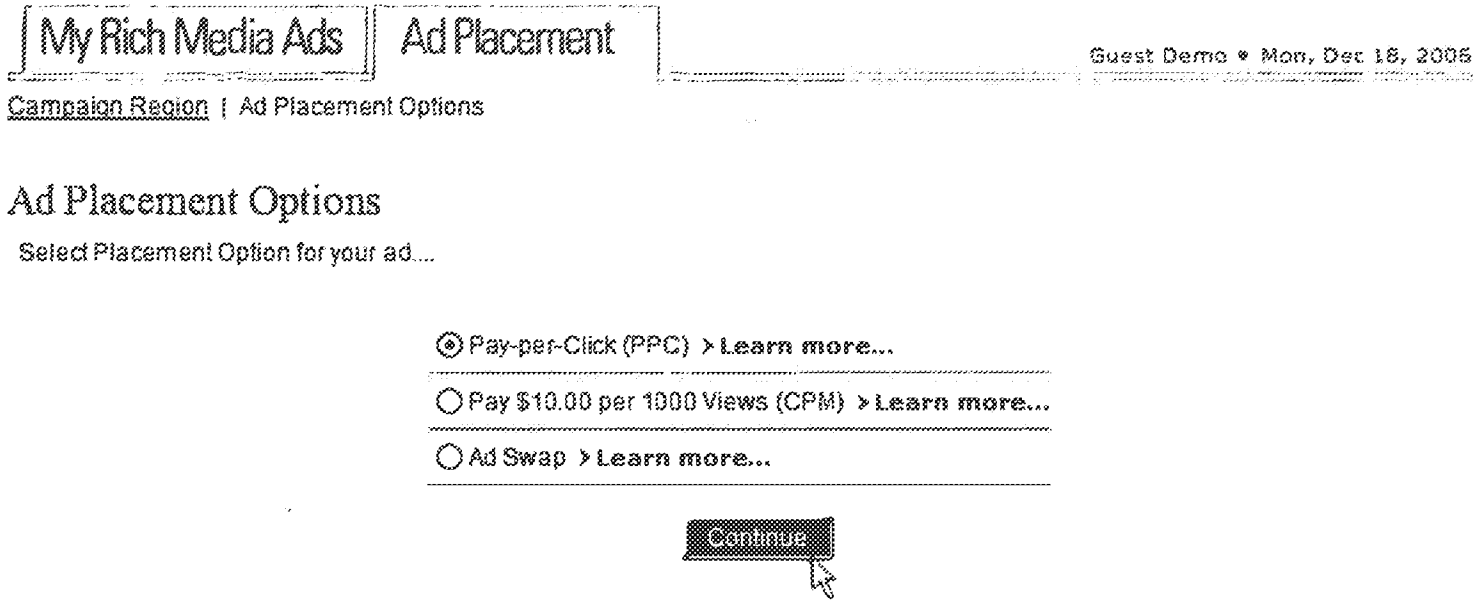
Duration Media Ex-1007

FIGURE 15



Duration Media Ex-1007

FIGURE 16



Duration Media Ex-1007

FIGURE 17

Keywords and Maximum Bid Amount for Your Ad

Enter words or phrases in the fields below that you think others will use to look for your Product or Service. Feel free to use the words we've provided below, or change these words to the ones you prefer.

Keywords	# of Ads Competing	Highest Bid	Best Click Through Rate	Your Ad Show Up %
Shoes	0	$0.00	0.00%	100.00%
Boots	0	$0.00	0.00%	100.00%
Sneakers	0	$0.00	0.00%	100.00%
	0	$0.00	0.00%	0.00%
	0	$0.00	0.00%	0.00%
	0	$0.00	0.00%	0.00%
	0	$0.00	0.00%	0.00%

If you place a bid that is more than required to win an ad placement and your ad will be clicked, you will only be charged $.01 higher than the next highest bid which protects you from ever bidding too much.

My Maximum Pay- Per-Click Bid: $ 0.10 Test My Bid

Based on your bid this ad will show up in average 100.00% of the time when people use these keywords.

Save

Duration Media Ex-1007

FIGURE 18

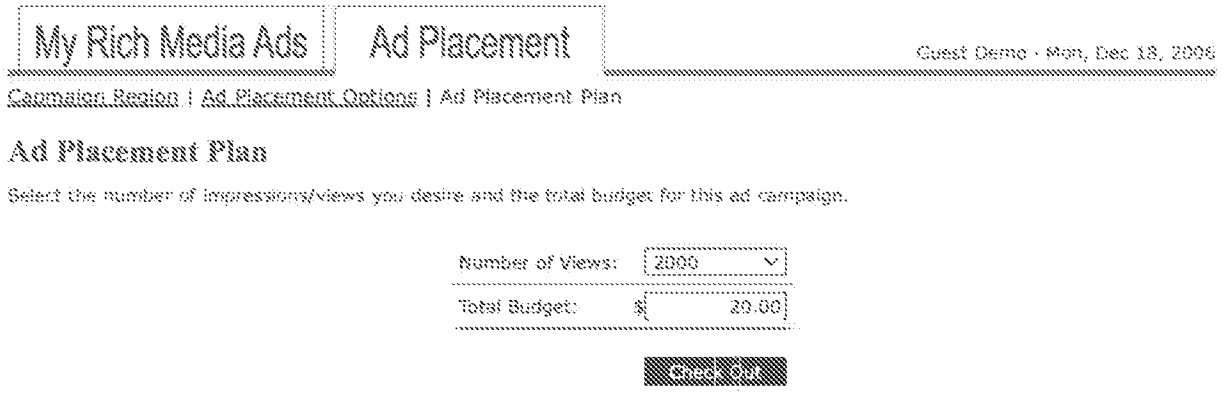

My Rich Media Ads
Ad Placement
Guest Demo - Mon, Dec 18, 2006
Campaign Region | Ad Placement Options | Ad Placement Plan
Ad Placement Plan
Select the number of impressions/views you desire and the total budget for this ad campaign.
Number of Views:
2000
Total Budget:
$
20.00
Next >>

FIGURE 19

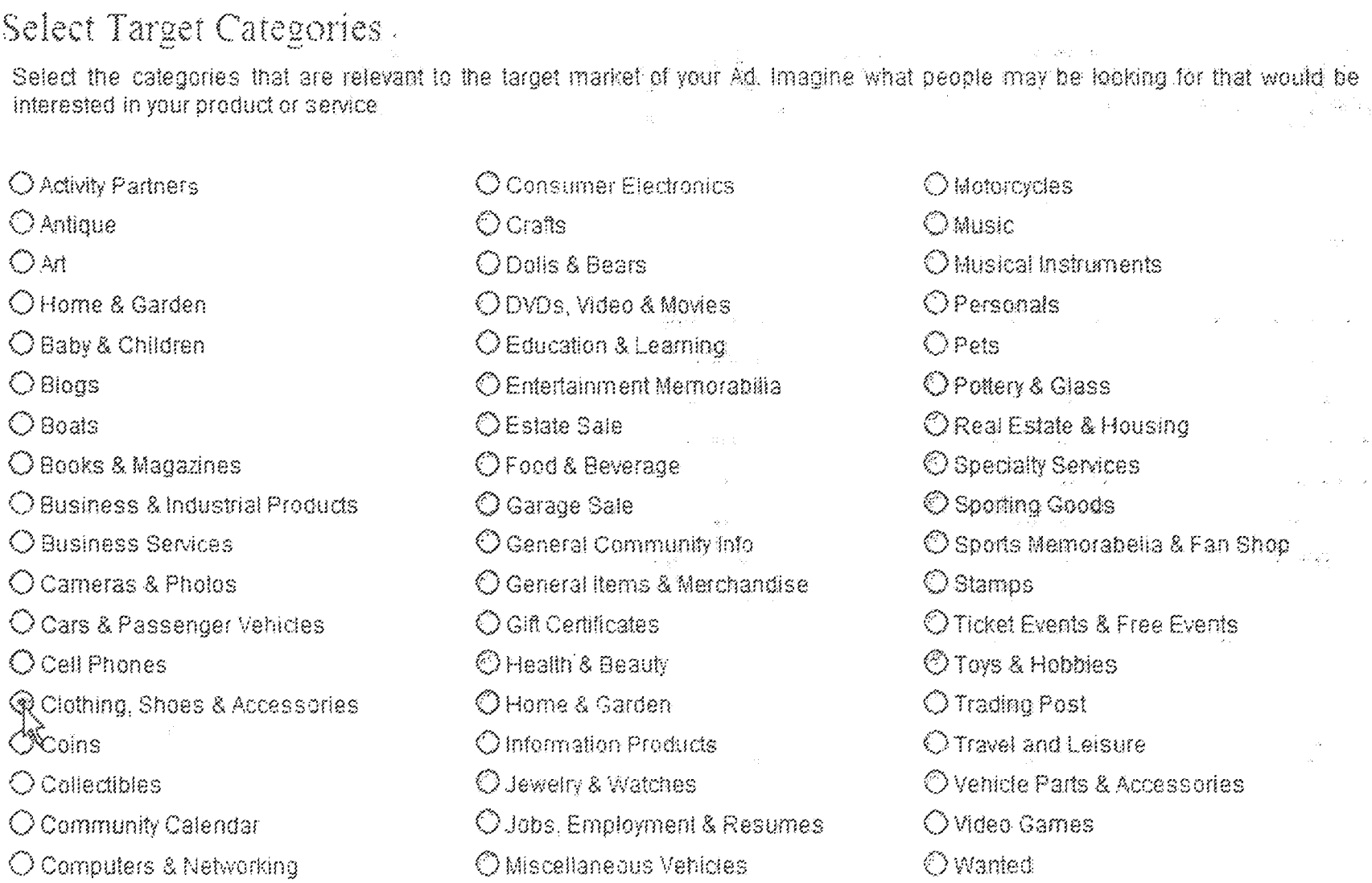
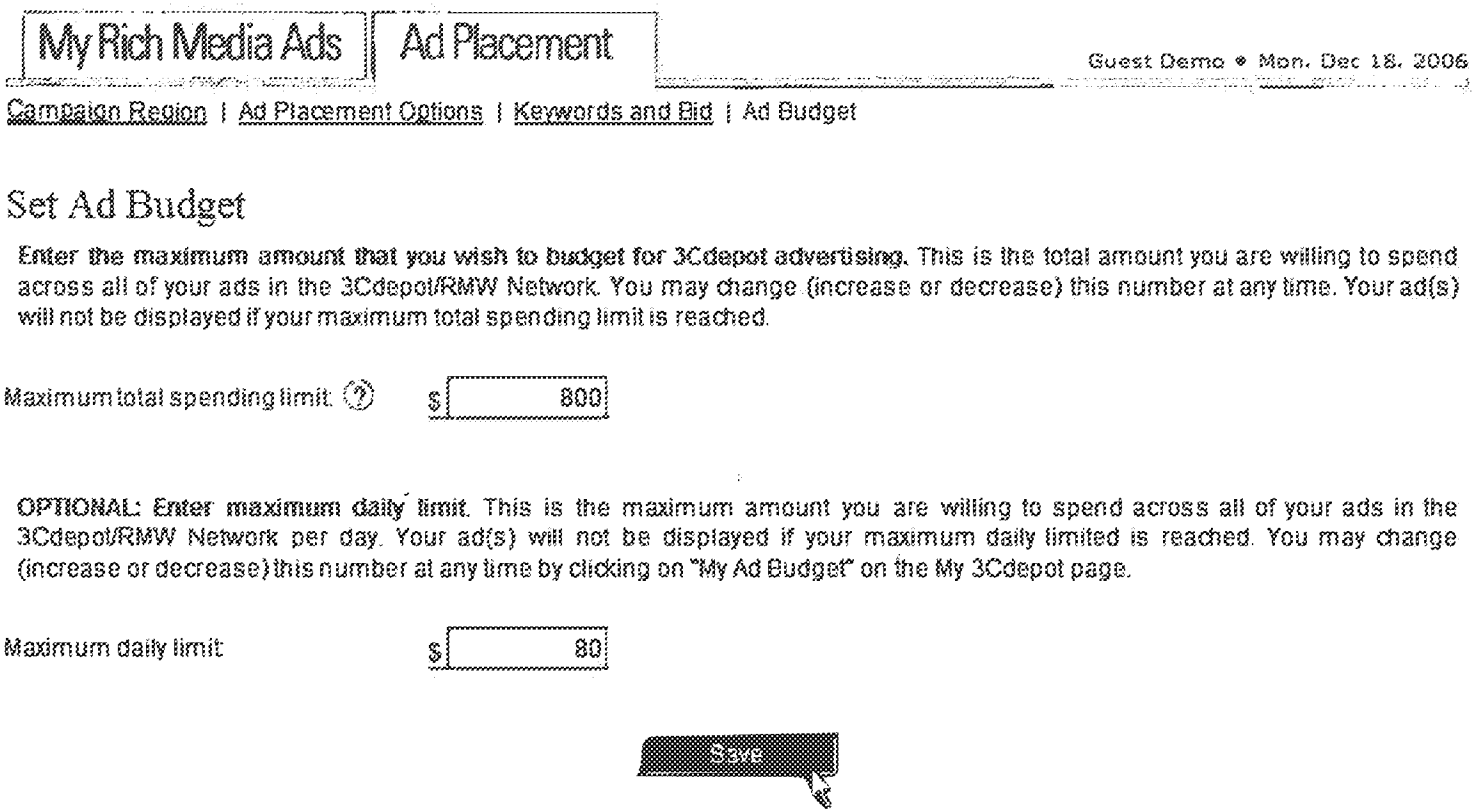
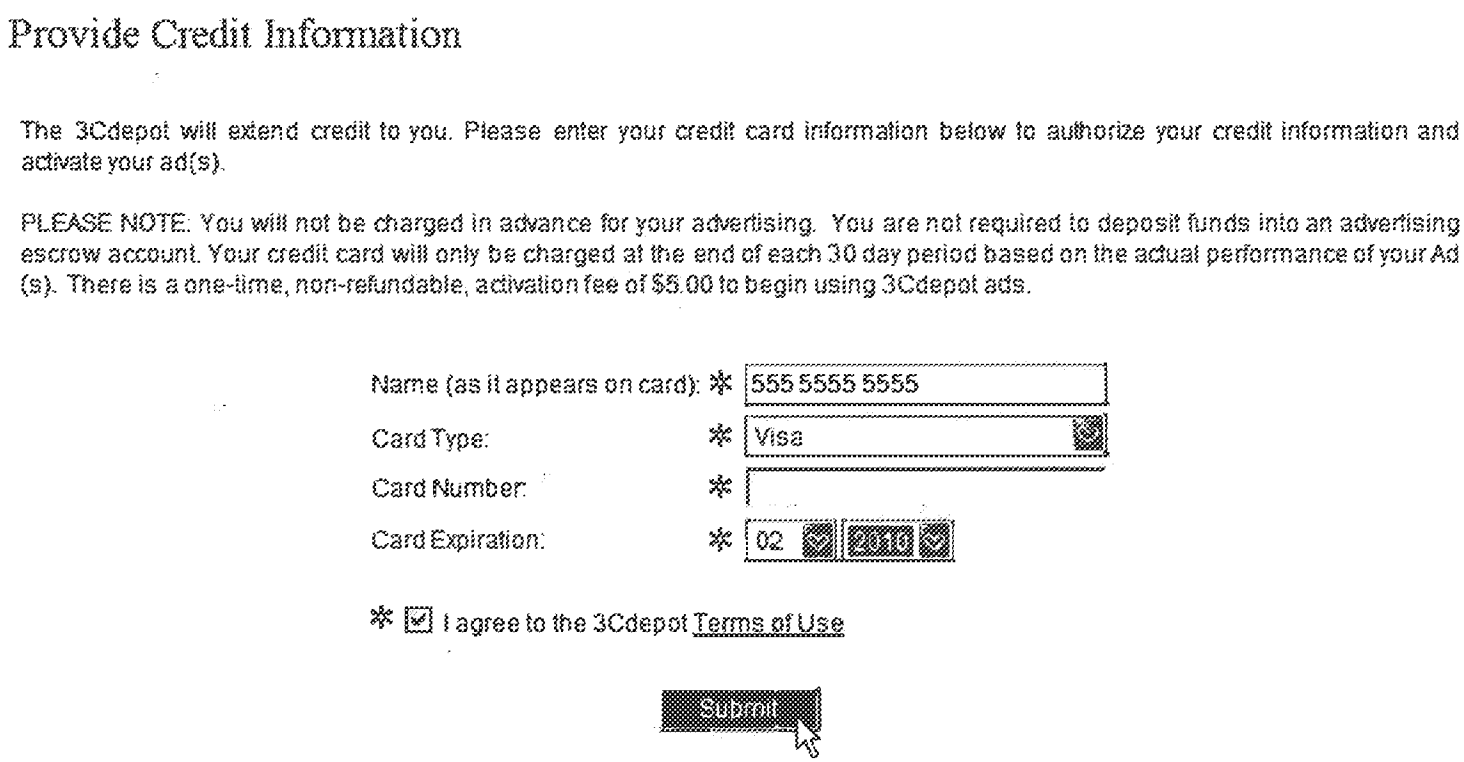

Select Target Categories
Select the categories that are relevant to the target market of your Ad. Imagine what people may be looking for that would be interested in your product or service
Activity Partners
Antique
Art
Home & Garden
Baby & Children
Blogs
Boats
Books & Magazines
Business & Industrial Products
Business Services
Cameras & Photos
Cars & Passenger Vehicles
Cell Phones
Clothing, Shoes & Accessories
Coins
Collectibles
Community Calendar
Computers & Networking
Consumer Electronics
Crafts
Dolls & Bears
DVDs, Video & Movies
Education & Learning
Entertainment Memorabilia
Estate Sale
Food & Beverage
Garage Sale
General Community Info
General Items & Merchandise
Gift Certificates
Health & Beauty
Home & Garden
Information Products
Jewelry & Watches
Jobs, Employment & Resumes
Miscellaneous Vehicles
Motorcycles
Music
Musical Instruments
Personals
Pets
Pottery & Glass
Real Estate & Housing
Specialty Services
Sporting Goods
Sports Memorabelia & Fan Shop
Stamps
Ticket Events & Free Events
Toys & Hobbies
Trading Post
Travel and Leisure
Vehicle Parts & Accessories
Video Games
Wanted

FIGURE 20



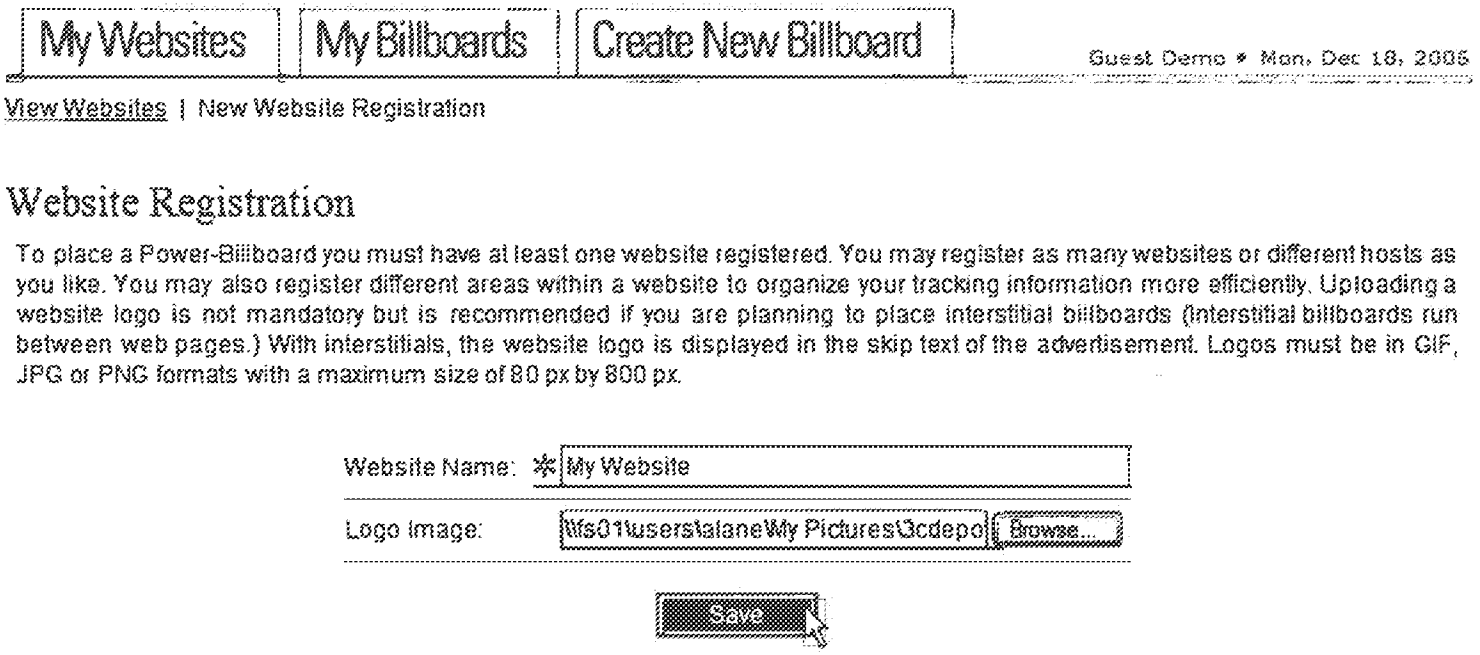
Duration Media Ex-1007

FIGURE 21



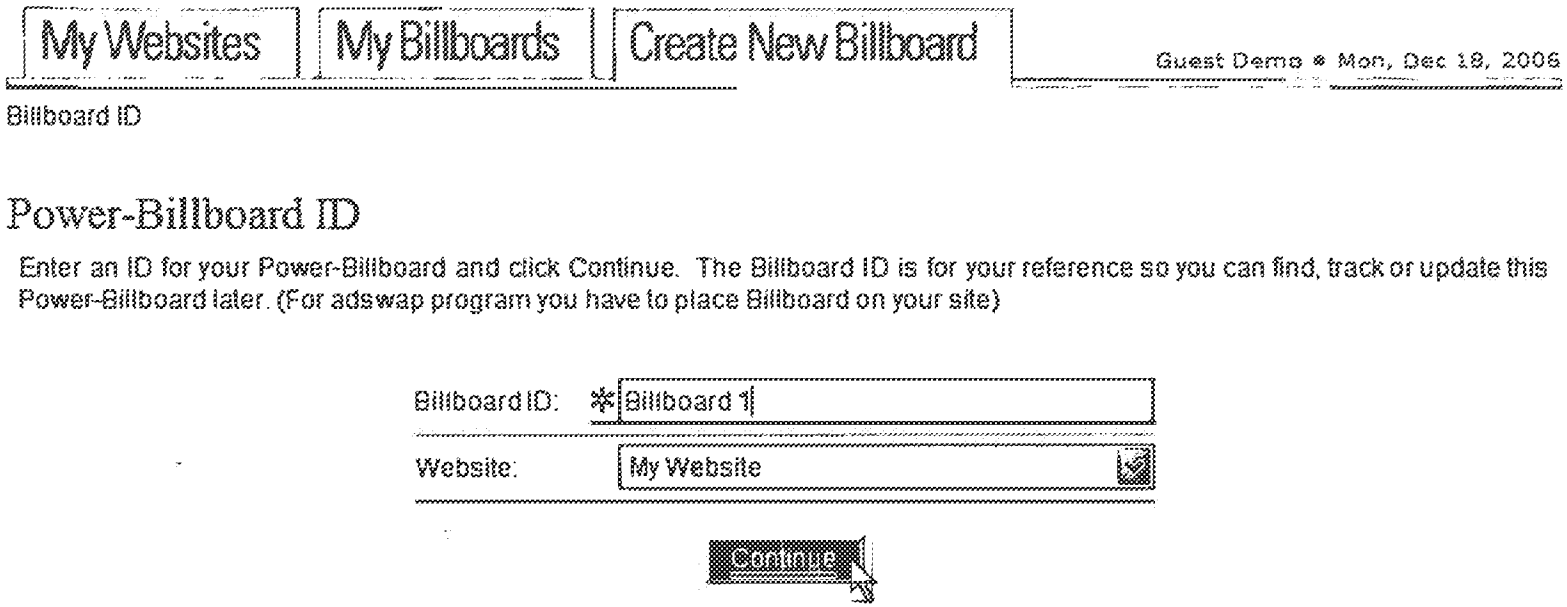
Duration Media Ex-1007

FIGURE 22



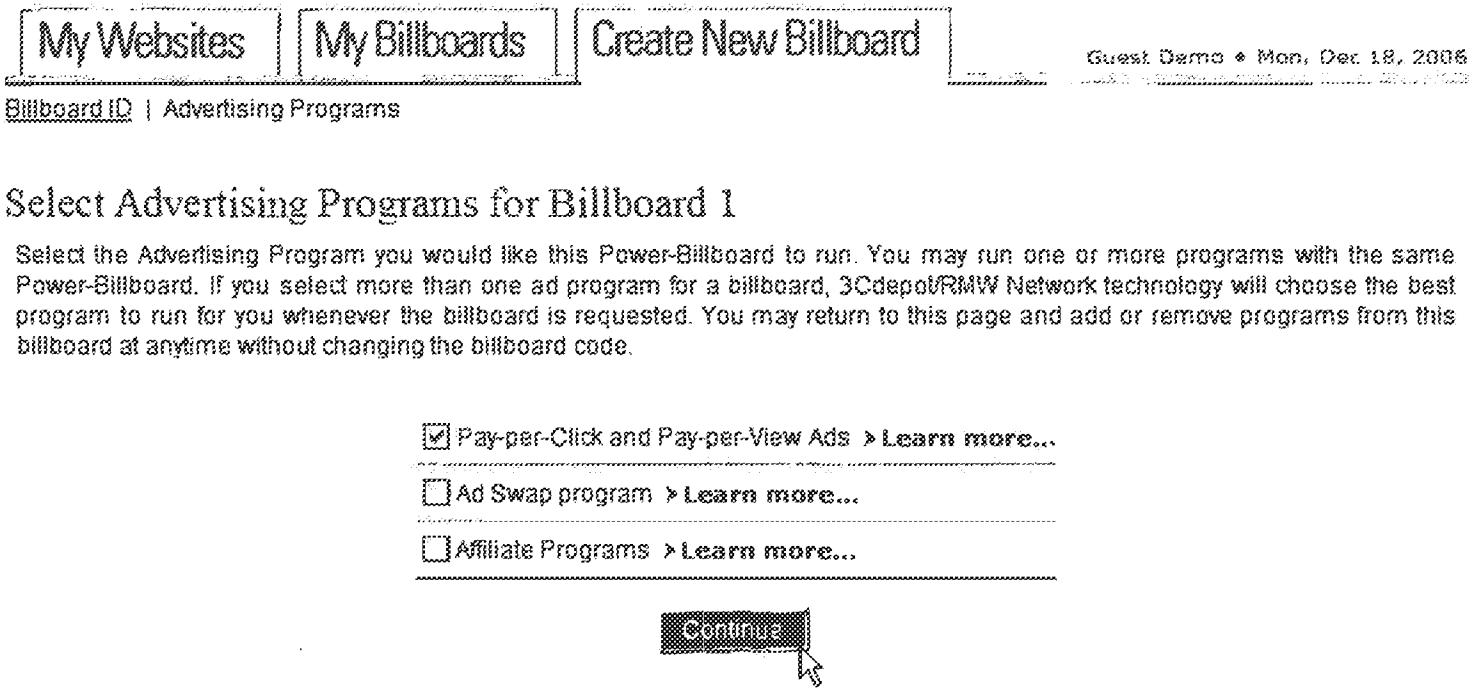
Duration Media Ex-1007

FIGURE 23



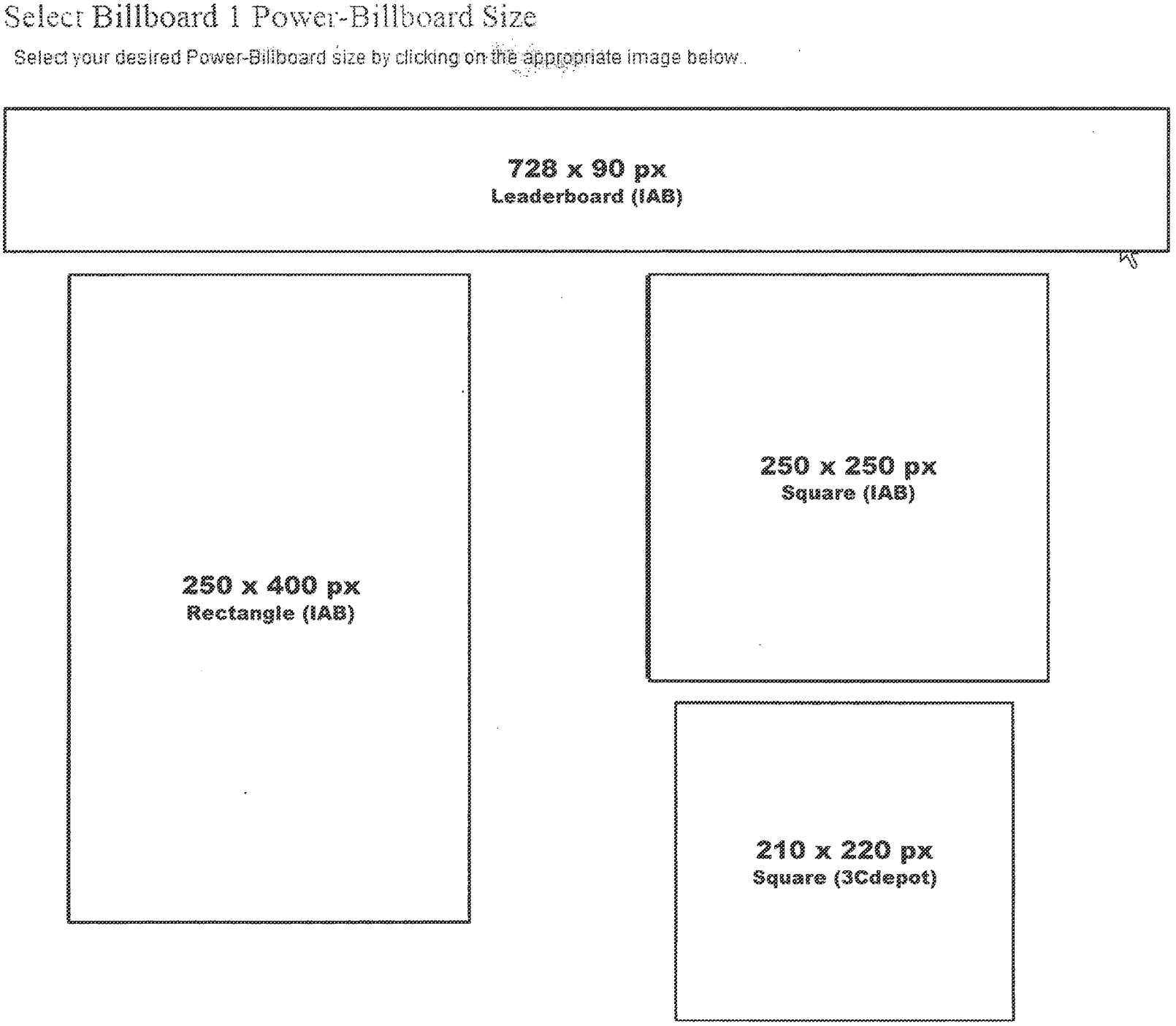
Duration Media Ex-1007

FIGURE 24



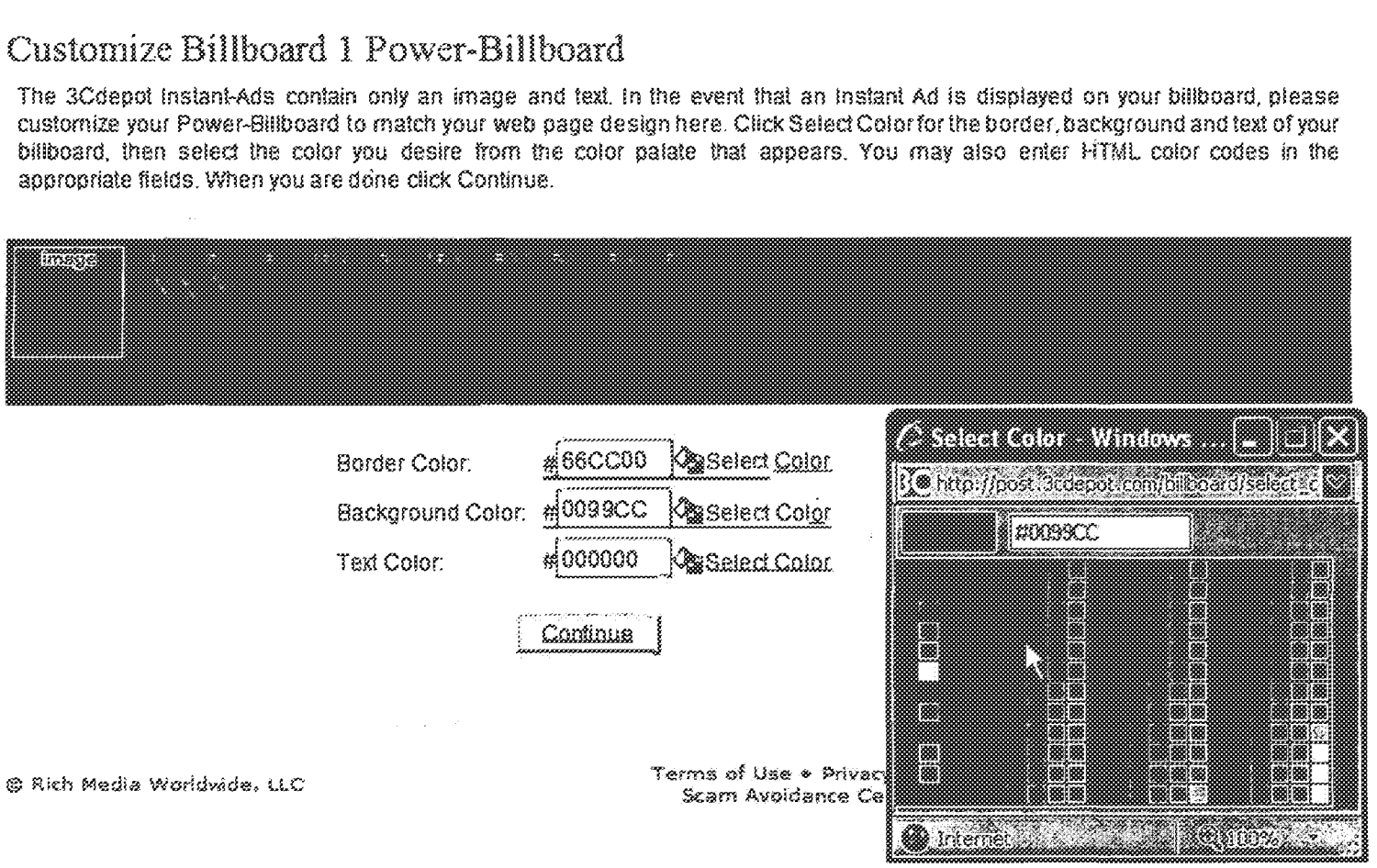
Duration Media Ex-1007

FIGURE 25



Duration Media Ex-1007

FIGURE 26



Duration Media Ex-1007

FIGURE 27

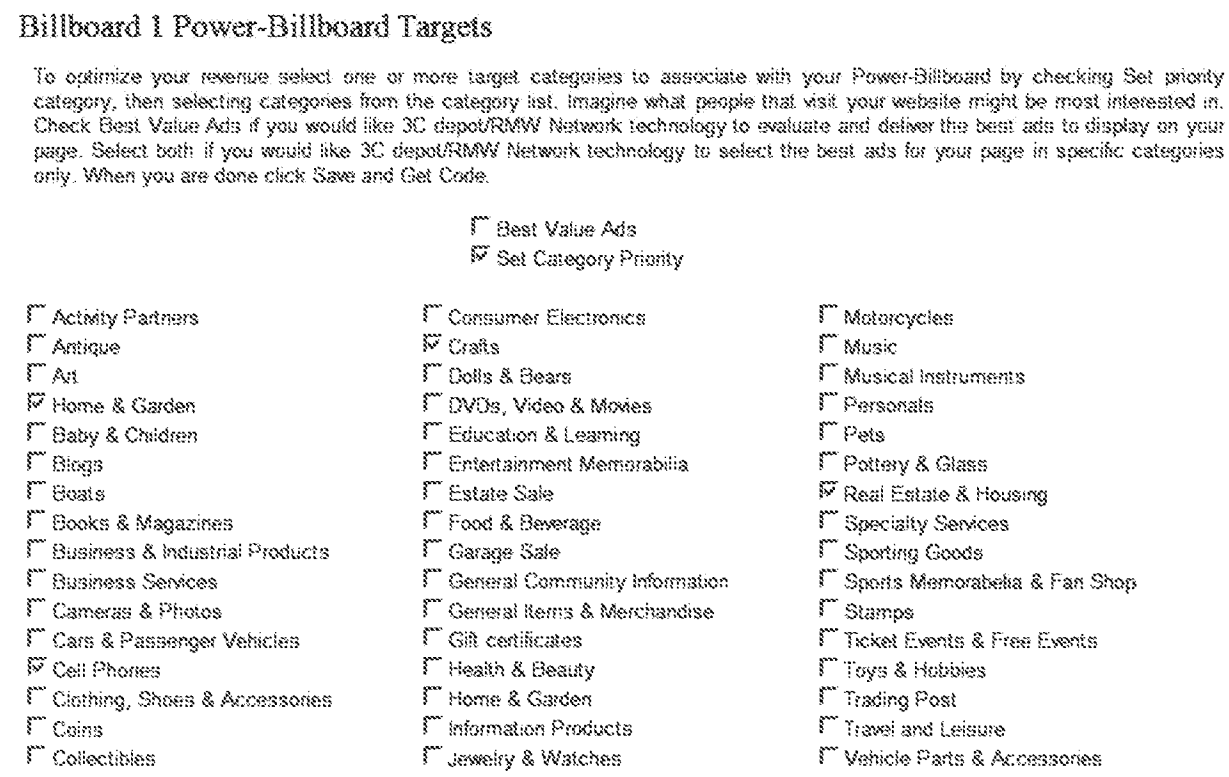

Billboard 1 Power-Billboard Targets
To optimize your revenue select one or more target categories to associate with your Power-Billboard by checking Set priority category, then selecting categories from the category list. Imagine what people that visit your website might be most interested in. Check Best Value Ads if you would like 3C depot/RMW Network technology to evaluate and deliver the best ads to display on your page. Select both if you would like 3C depot/RMW Network technology to select the best ads for your page in specific categories only. When you are done click Save and Get Code.
Best Value Ads
Set Category Priority
Activity Partners
Antique
Art
Home & Garden
Baby & Children
Blogs
Boats
Books & Magazines
Business & Industrial Products
Business Services
Cameras & Photos
Cars & Passenger Vehicles
Cell Phones
Clothing, Shoes & Accessories
Coins
Collectibles
Consumer Electronics
Crafts
Dolls & Bears
DVDs, Video & Movies
Education & Learning
Entertainment Memorabilia
Estate Sale
Food & Beverage
Garage Sale
General Community Information
General Items & Merchandise
Gift certificates
Health & Beauty
Home & Garden
Information Products
Jewelry & Watches
Motorcycles
Music
Musical Instruments
Personals
Pets
Pottery & Glass
Real Estate & Housing
Specialty Services
Sporting Goods
Sports Memorabelia & Fan Shop
Stamps
Ticket Events & Free Events
Toys & Hobbies
Trading Post
Travel and Leisure
Vehicle Parts & Accessories

FIGURE 28

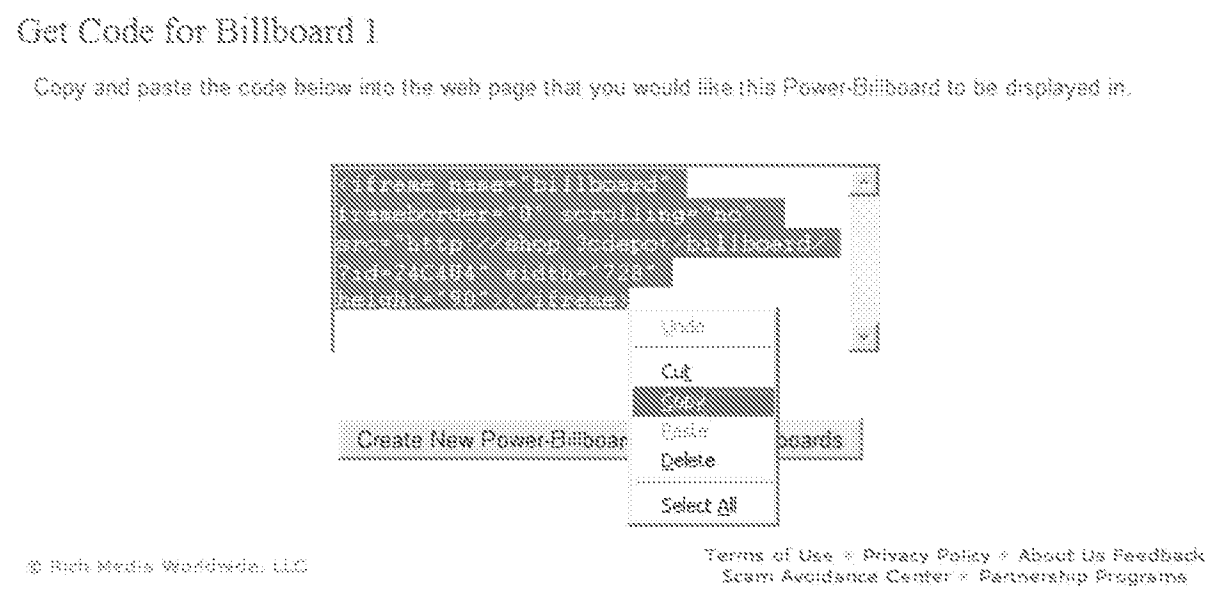
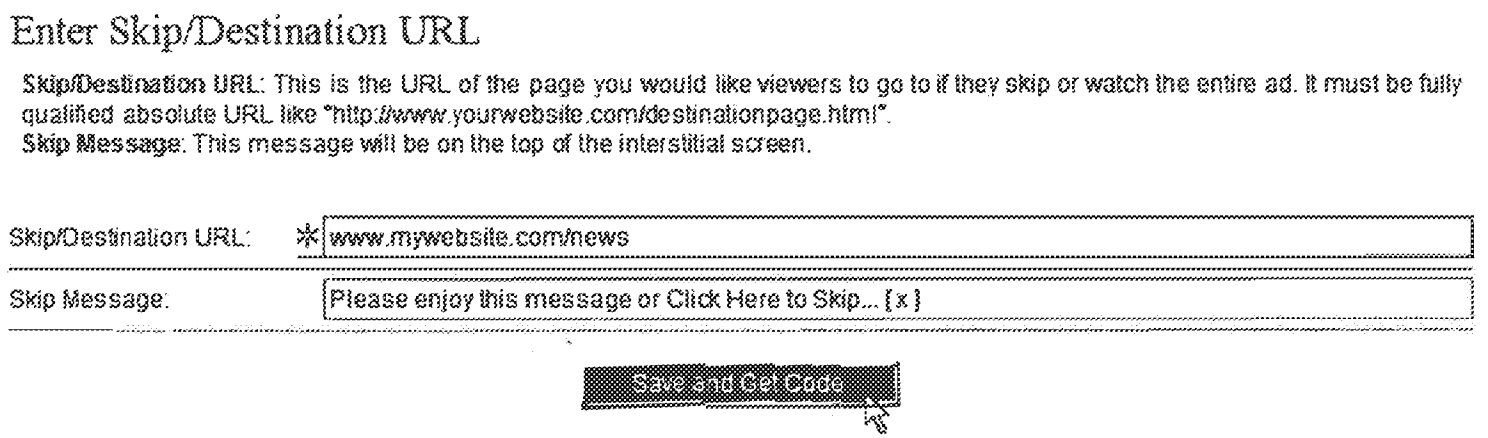

Get Code for Billboard 1
Copy and paste the code below into the web page that you would like this Power-Billboard to be displayed in.
Undo
Cut
Copy
Paste
Delete
Select All
Create New Power-Billboar
boards
© Rich Media Worldwide, LLC
Terms of Use • Privacy Policy • About Us Feedback
Scam Avoidance Center • Partnership Programs

FIGURE 29



Duration Media Ex-1007

FIGURE 30

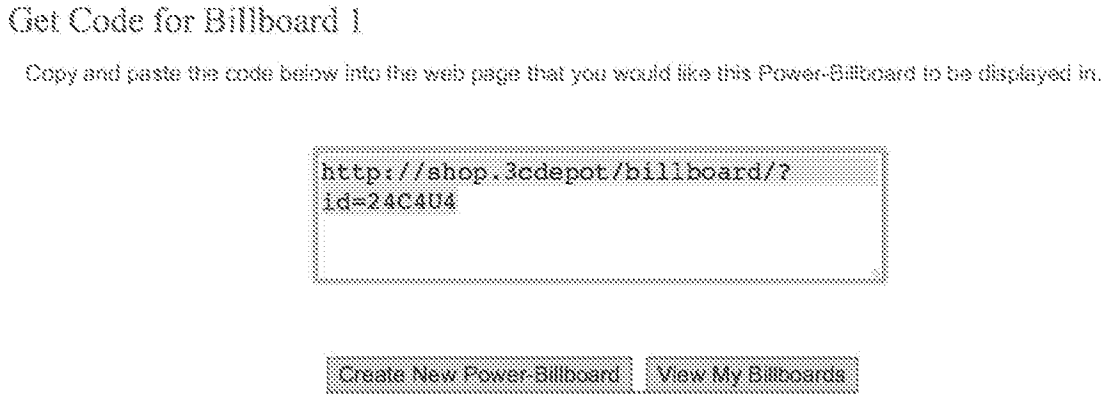
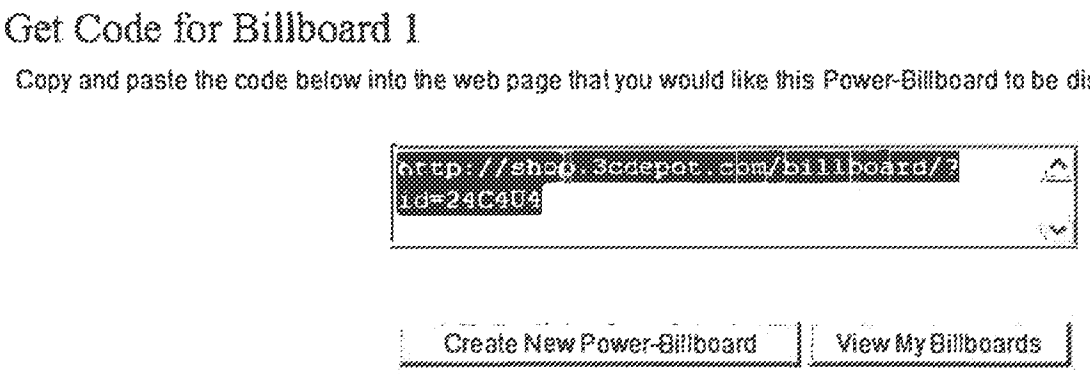

Get Code for Billboard 1
Copy and paste the code below into the web page that you would like this Power-Billboard to be displayed in.
http://shop.3cdepot/billboard/?id=24C4U4
Create New Power Billboard
View My Billboards

FIGURE 30



Duration Media Ex-1007

FIGURE 32


Need Shoes???
Click Here!
3C depot
To narrow your search click below...
Clothing, Shoes & Accessories
Garage Sale
Jewelry & Watches
Travel and Leasure
Wanted
Look in: Miami Beach, FL Miami, FL Region Everywhere
shoes
Classifieds
Commerce
Community
Guest Demo - Mon, Dec 18, 2006
Show Map
Show what I can buy online
Price: $ to $
Results from 1 to 10 of 142 found in 0.44sec
142 National results
Pittsburg, PA
Gateway Newspapers
Wanted
TENNIS SHOES, COST $80 ...
Tennis Shoes, cost $60 pair sell $25 pair New, woman's, men's.
412-793-1680
3641309
Friday, Dec 15 2006 9:38AM Eastern
Clip
Kittaning, PA
Leader Times
Wanted
NEW BLACK BOOT ANKLE ...
New black boot ankle shoes, size 9W, $5. Call 724-543-8938
3618887

FIGURE 33

Unique	Template File	Name	Heading	Line 1	Line 2	Picture	Price	CPC Bid	Keywords
9291	Path	DIRTECH MONGOOSE MASHER	Charming 24 58mm BCD	WARRANTY		Path	234	0.05	Mountain bike, Bicycle
9292	Path	Gag Fisher Tassajare 8"	Custom Aluminum-Clean!	Totally Like NEW		Path	789	1	Mountain bike, Bicycle
9293	Path	Kleh 21-Speed Mountain Bike	Som 9.0 Mountain Bike Grip	WARRANTY		Path	484	0.25	Mountain bike, Bicycle
9294	Path	SET OF 2 MOUNTAIN BIKE	19" Silver and Blue	Totally like NEW		Path	457	0.67	Mountain bike, Bicycle
9295	Path	Mountain Bike	Large Selection of Bikes	Click Here		Path		38	Mountain bike, Bicycle
9296	Path	NEW MOUNTAIN BIKE	VIPOCKSHOX 24-Speed	WARRANTY		Path	367	1	Mountain bike, Bicycle
9297	Path	SCHWINN SIDEWINDER 2.6	Mountain Bike not road bike	Click Here		Path		0.45	Mountain bike, Bicycle

Duration Media Ex-1007

FIGURE 34

Click Daily Stats under the Ad Title to monitor that Ad's performance. Click an Ad title to edit the ad content, keywords, maximum bid and daily budget for the Ad. Click Advertising Budget Remaining to update your overall advertising budget.
NOTE: Deactivated ads are Red colored.

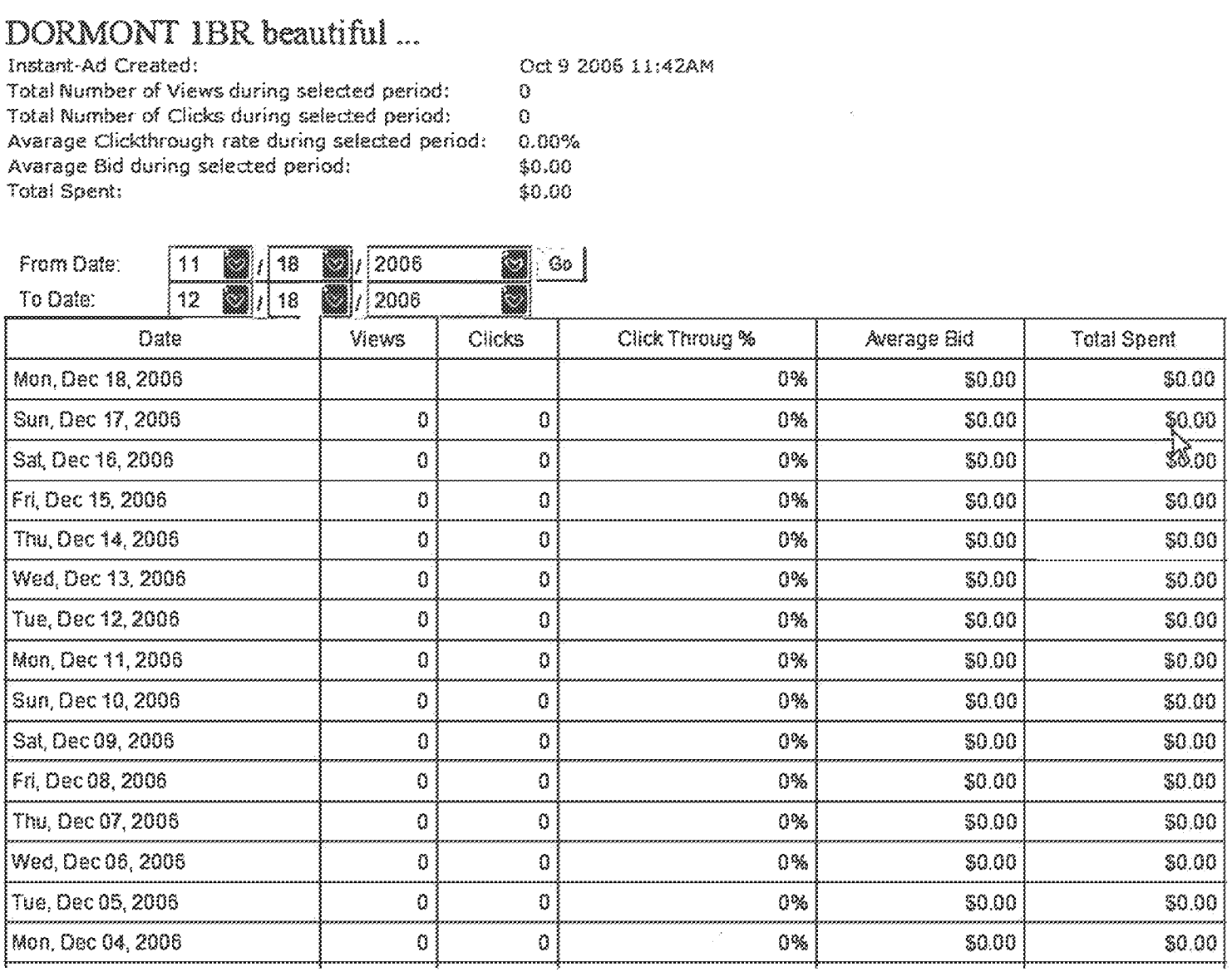
find: All Go **Advertising Budget Remaining:$800.00**

Ads 1 to 10 of 10 · per page ordered by: Start Date Descending

[10 positions] 1

Title	Ad Type	Start Date^	End Date	Bid	Views #	Clicks #	ClickThru %	Spent $	
test2 daily stats	Rich Media	Mon, Dec 18 2006	Wed, Dec 13 2006	$0.10	0	0	0%	$0.00	
Lufthansa daily stats	Rich Media	Mon, Dec 18 2006	Wed, Dec 13 2006	$0.10	0	0	0%	$0.00	
2342 daily stats	Rich Media	Fri, Dec 15 2006	Wed, Dec 13 2006	$0.10	0	0	0%	$0.00	
1231 daily stats	Rich Media	Mon, Dec 11 2006	Wed, Dec 13 2006	$0.00	0	0	0%	$0.00	
1231 daily stats	Rich Media	Mon, Dec 11 2006	Wed, Dec 13 2006	$0.00	0	0	0%	$0.00	
asdas daily stats	Rich Media	Mon, Dec 11 2006	Wed, Dec 13 2006	$0.10	0	0	0%	$0.00	
1231 daily stats	Rich Media	Sun, Dec 03 2006	Wed, Dec 13 2006	$0.05	10	0	0%	$0.00	
adasd daily stats	Rich Media	Thu, Nov 30 2006	Wed, Dec 13 2006	$0.00	0	0	0%	$0.00	
2342 daily stats	3Cdepot-Ad	Mon, Oct 09 2006	Thu, Nov 02 2006	$0.05	0	0	0%	$0.00	
ad one daily stats	Rich Media	Mon, Oct 09 2006	Wed, Jul 19 2006	$0.00	107	0	0%	$0.00	

FIGURE 35



DORMONT 1BR beautiful ...

Instant-Ad Created:	Oct 9 2006 11:42AM
Total Number of Views during selected period:	0
Total Number of Clicks during selected period:	0
Avarage Clickthrough rate during selected period:	0.00%
Avarage Bid during selected period:	$0.00
Total Spent:	$0.00

From Date: 11 / 18 / 2006 Go

To Date: 12 / 18 / 2006

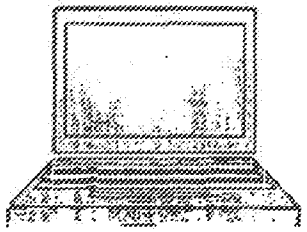
Date	Views	Clicks	Click Throug %	Average Bid	Total Spent
Mon, Dec 18, 2006			0%	$0.00	$0.00
Sun, Dec 17, 2006	0	0	0%	$0.00	$0.00
Sat, Dec 16, 2006	0	0	0%	$0.00	$0.00
Fri, Dec 15, 2006	0	0	0%	$0.00	$0.00
Thu, Dec 14, 2006	0	0	0%	$0.00	$0.00
Wed, Dec 13, 2006	0	0	0%	$0.00	$0.00
Tue, Dec 12, 2006	0	0	0%	$0.00	$0.00
Mon, Dec 11, 2006	0	0	0%	$0.00	$0.00
Sun, Dec 10, 2006	0	0	0%	$0.00	$0.00
Sat, Dec 09, 2006	0	0	0%	$0.00	$0.00
Fri, Dec 08, 2006	0	0	0%	$0.00	$0.00
Thu, Dec 07, 2006	0	0	0%	$0.00	$0.00
Wed, Dec 06, 2006	0	0	0%	$0.00	$0.00
Tue, Dec 05, 2006	0	0	0%	$0.00	$0.00
Mon, Dec 04, 2006	0	0	0%	$0.00	$0.00

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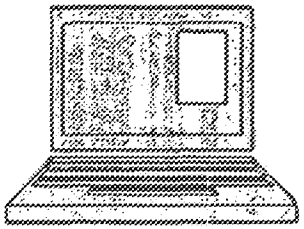
FIGURE 36

Embodiment 1: Module placed in an informational website.

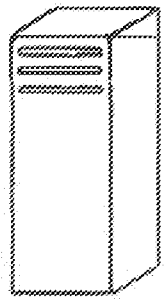
1 Webmaster enters code with associated keywords to embed billboard module.



2 When the webpage is requested by the viewer the billboard module is retrieved and initiated.

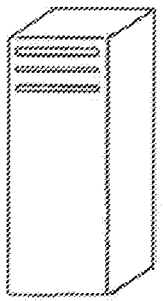


3 The billboard module communicates with the dispatcher server, passing information including keywords associated.



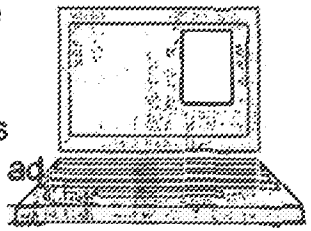
Dispatcher

4 A real time auction comparison of all ads in the database with the same keywords runs.

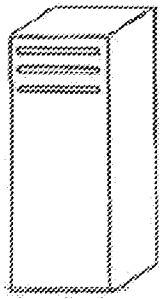


5 Instructions are sent back to the module and the winning advertisement is displayed in the ad space (Advertisement may be assembled with instructions from dispatcher.)

Dispatcher



6 Metadata related to the advertisement is sent back to the dispatcher server.



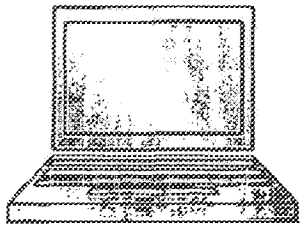
Dispatcher

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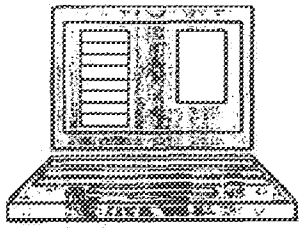
FIGURE 37

Embodiment 2: Module placed in an search engine website.

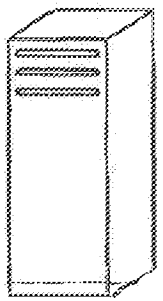
1 Webmaster enters code with associated keywords to embed billboard module and dynamically pass search query words to the module.



2 When the viewer enters a search request the ad module is initiated. The search term is passed to the module as a keyword. The search engine functionality operates separately.



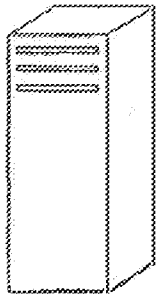
3 The ad module communicates with the dispatcher server, passing information including keywords.



Dispatcher

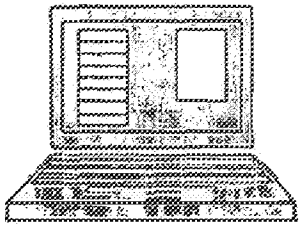
4

5 A real time auction comparison of all ads in the database with the same keyword (s) runs.

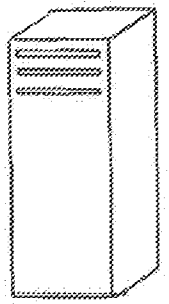


Dispatcher

Instructions are sent back to the module and the winning advertisement is displayed in the ad space. (Advertisement may be assembled with instructions from dispatcher.)



6 Metadata related to the advertisement is sent back to the dispatcher server.



Dispatcher

Duration Media Ex-1007

FIGURE 38

Embodiment 3: Module placed in a mobile devices.

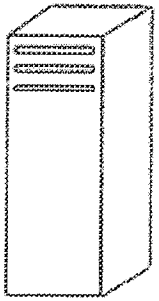
1 Network operator installs billboard module into mobile phone device.



2 Mobile device user initiates module through action on phone (opening phone for instance)

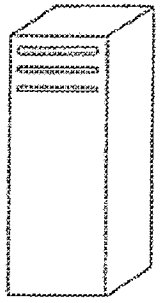


3 The billboard module communicates with the dispatcher server, passing information including area code of user, and keywords associated with the module.



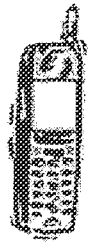
Dispatcher

4 A real time auction comparison of all ads in the database with the same keywords runs.

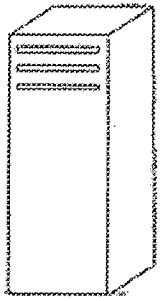


Dispatcher

5 Instructions are sent back to the module and the winning advertisement is displayed in the Mobile Phone



6 Metadata related to the advertisement is sent back to the dispatcher server



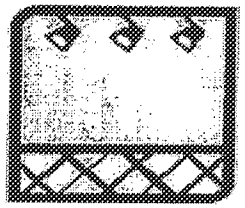
Dispatcher

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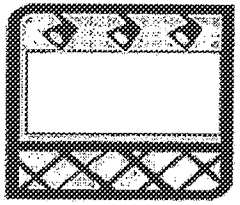
FIGURE 39

Embodiment 4: Module placed in electronic billboards.

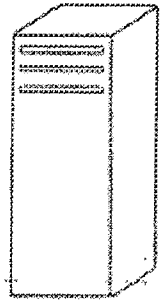
1 Network operator installs billboard module into electronic billboard.



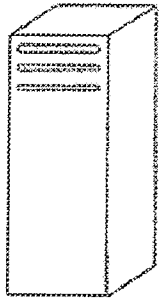
2 Network operator initiates module through manual action or automated time schedule.



3 The ad module communicates with the dispatcher server, passing information including area code of billboard location, and keywords associated with the module.

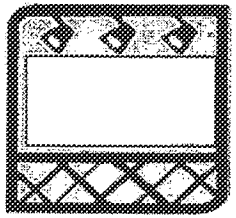


4

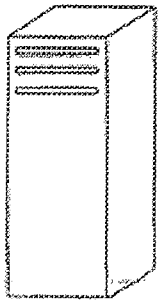


5 A real time auction comparison of all ads in the database with the same keywords runs.

Instructions are sent back to the module and the winning advertisement is displayed in the Billboard



6 Metadata related to the advertisement is sent back to the dispatcher server.



Duration Media Ex-1007

FIGURE 40

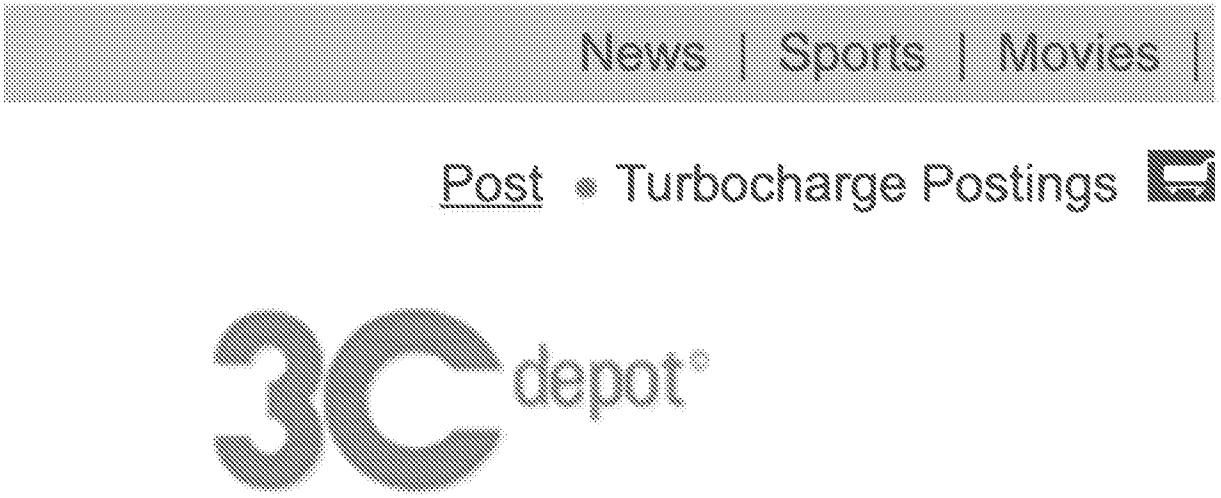


FIGURE 41

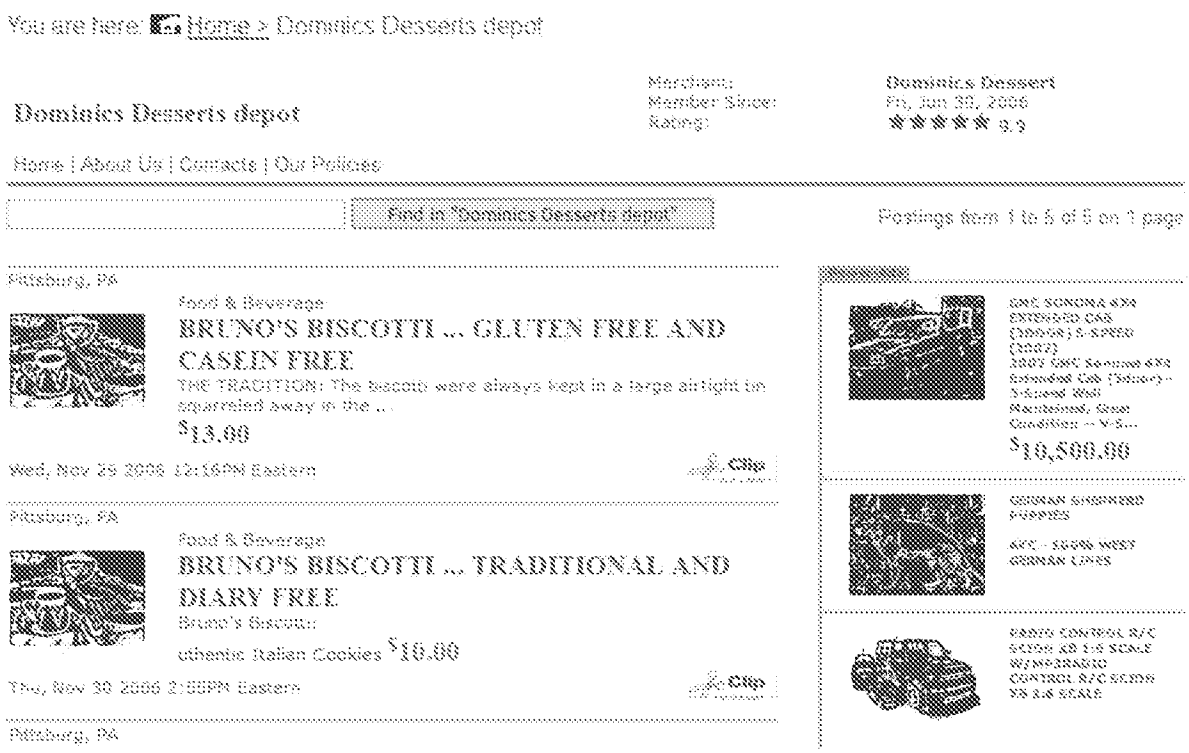

You are here: Home > Dominics Desserts depot
Dominics Desserts depot
Merchant:
Member Since:
Rating:
Dominics Dessert
Fri, Jun 30, 2006
9.9
Home | About Us | Contacts | Our Policies
Find in "Dominics Desserts depot"
Postings Item 1 to 5 of 5 on 1 page
Pittsburg, PA
Food & Beverage
BRUNO'S BISCOTTI ... GLUTEN FREE AND CASEIN FREE
THE TRADITION: The biscotti were always kept in a large airtight tin separated away in the ...
$13.00
Wed, Nov 29 2006 12:16PM Eastern
Clip
Pittsburg, PA
Food & Beverage
BRUNO'S BISCOTTI ... TRADITIONAL AND DIARY FREE
Bruno's Biscotti
uthentic Italian Cookies $10.00
Thu, Nov 30 2006 2:58PM Eastern
Clip
Pittsburg, PA
$10,500.00
GERMAN SHEPHERD PUPPIES
RADIO CONTROL R/C SCION XB 1:8 SCALE W/MEGARADIO CONTROL R/C SCION XB 1:8 SCALE

FIGURE 42



Tullia's Truffles

Tullia's Truffles: Gourmet Chocolates

Tullia's Truffles: We searched the world for the finest chocolate ... and found it.

Posted: Wed, Nov 29, 2006 12:16 PM Eastern
Pittsburgh, PA

Tullia's Truffles (rhymes with Julia) are made from Noel brand chocolate, one of the best "fine, extra bittersweet" (dark) chocolate couvertures in the world. Couverture is the end product of cocoa processing used in making candies, icings, and cream fillings and contains cocoa solids, cocoa butter, sugar, vanilla, and lecithin. The quality of most products is graded on the quality of the ingredients but for couverture it not only depends on the quality of ingredients but the percentage

$15.00

buy

Answer | Send to a Friend | Print | Clip

Merchant: Dominics Desserts
Member Since: Fri, Jun 30, 2006
Rating: ★★★★★ 9.9

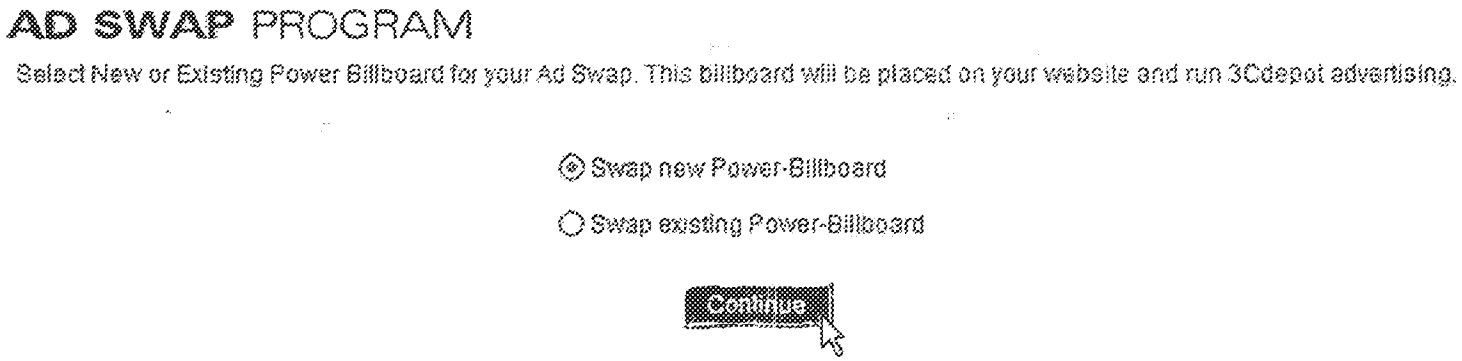
› Dominics Desserts depot (5)

Duration Media Ex-1007

FIGURE 43

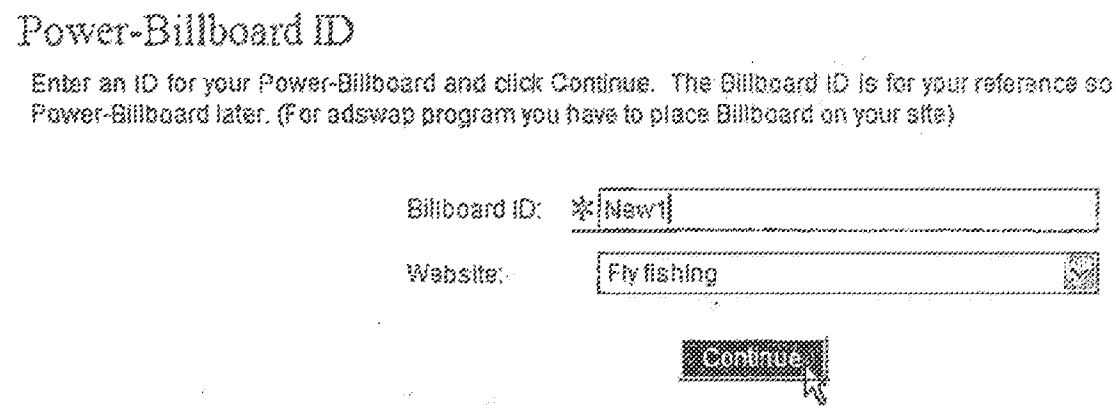

You are here: Home > Shopping Cart
Shopping Cart
Return to the XCheckout
You are purchasing from:
Merchant: Dominics Desserts
Member Since: Fri, Jun 30, 2006
Rating: 9.9
Check Out
1 Item in this Shopping Cart
Qty
Item
Unit Price
Total
3
TULLIA'S TRUFFLES: GOURMET CHOCOLATES
Tullia's Truffles: We searched the world for the finest chocolate ... and found it
$15.00
$15.00
Sub Total: $15.00
Total: $15.00
Update Cart
Clear Cart

FIGURE 44



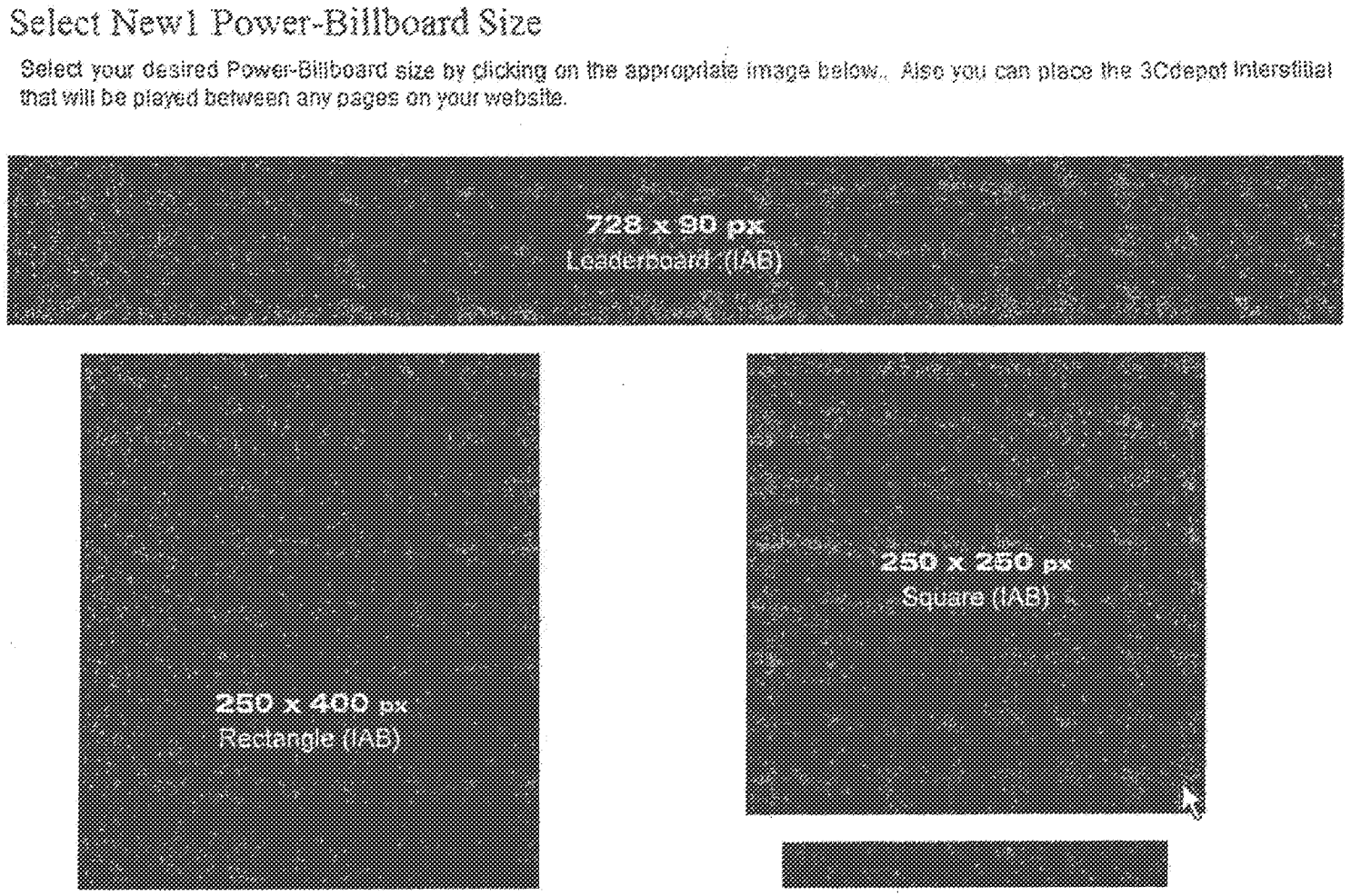
Duration Media Ex-1007

FIGURE 45



Duration Media Ex-1007

FIGURE 46

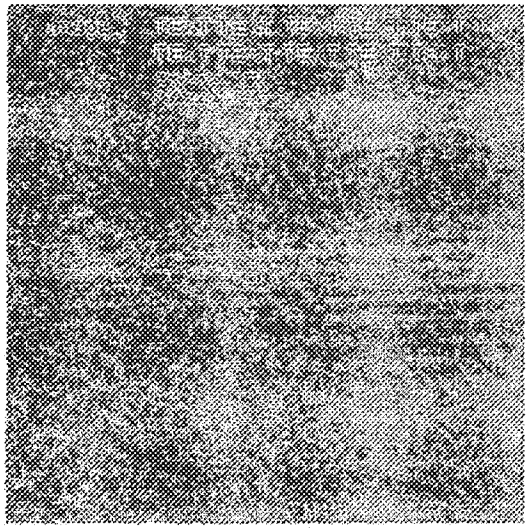


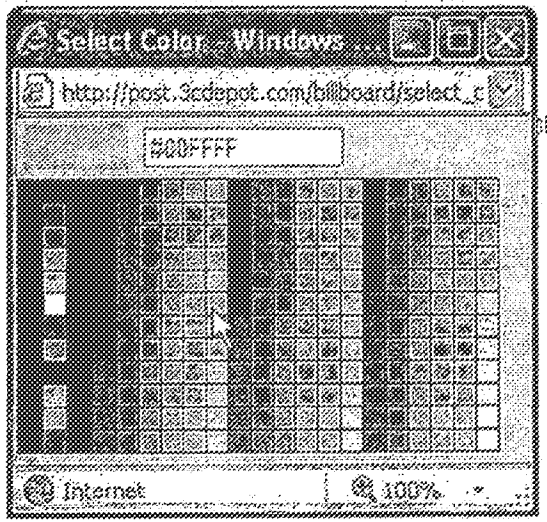
Duration Media Ex-1007

FIGURE 47

Customize New1 Power-Billboard

The 3Cdepot Instant-Ads contain only an image and text. In the event that an Instant Ad is displayed on your billboard, please customize your Power-Billboard to match your web page design here. Click Select Color for the border, background and text of your billboard, then select the color you desire from the color palate that appears. You may also enter HTML color codes in the appropriate fields. When you are done click Continue.





#CCCCCC Select Color
#00FFFF Select Color
#0099FF Select Color

Continue

Duration Media Ex-1007

FIGURE 48

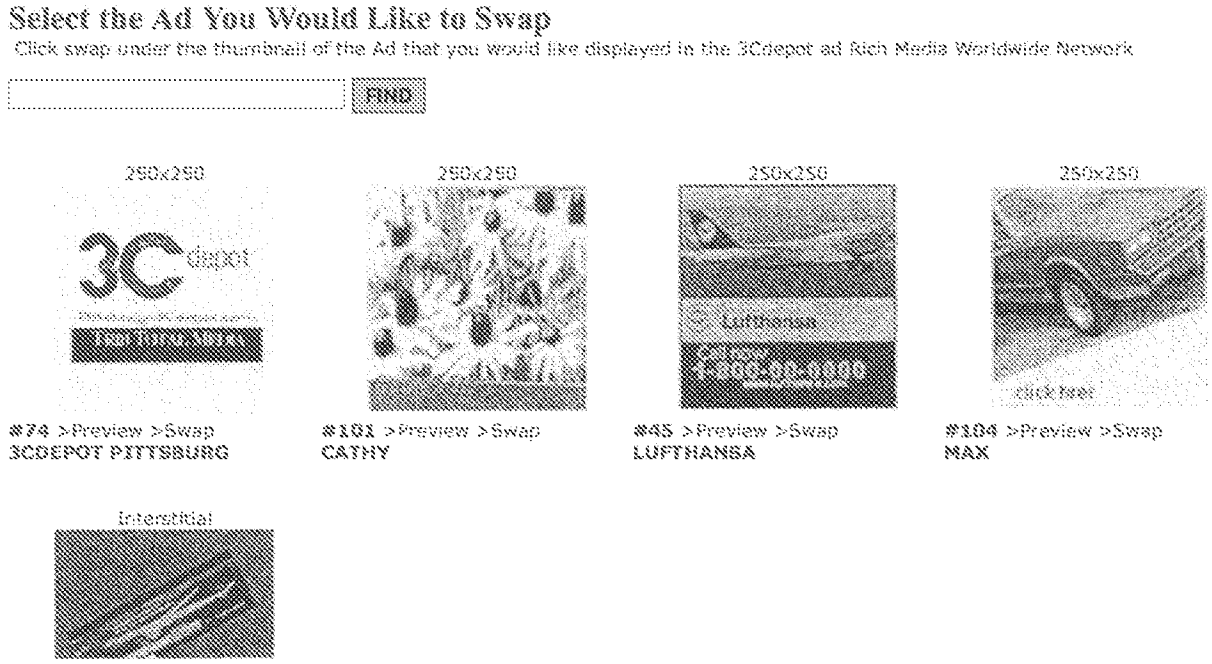

Select the Ad You Would Like to Swap
Click swap under the thumbnail of the Ad that you would like displayed in the 3Cdepot ad Rich Media Worldwide Network
FIND
250x250
3C depot
#74 >Preview >Swap
3CDEPOT PITTSBURG
250x250
#101 >Preview >Swap
CATHY
250x250
Lufthansa
#45 >Preview >Swap
LUFTHANSA
250x250
click here
#104 >Preview >Swap
MAX
Interstitial

FIGURE 49

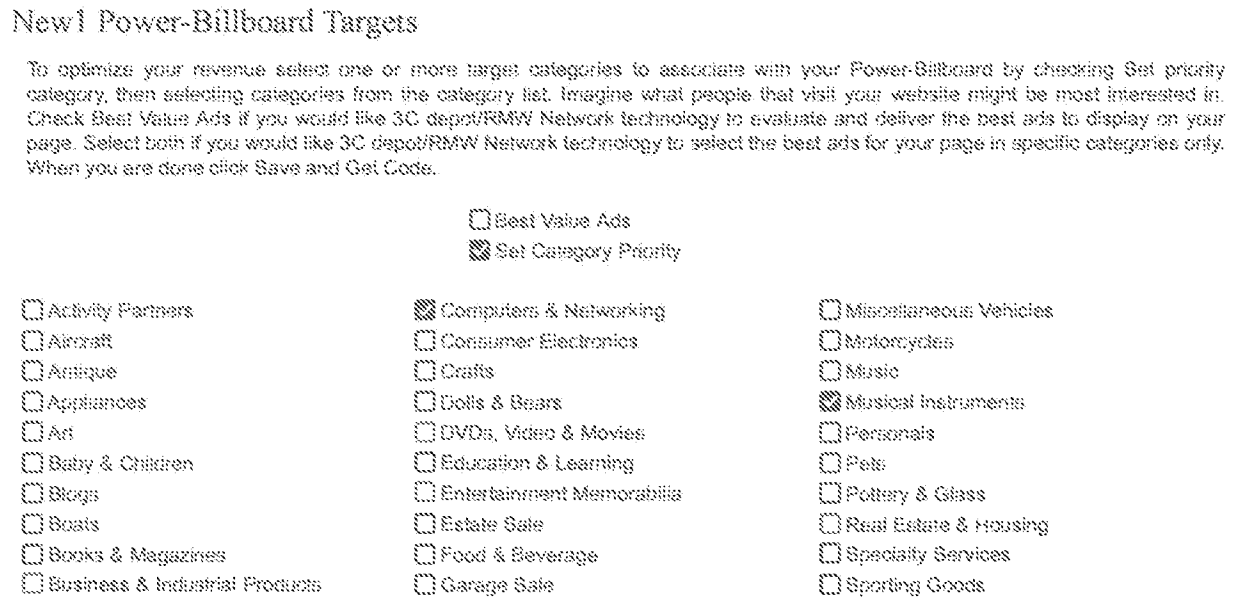
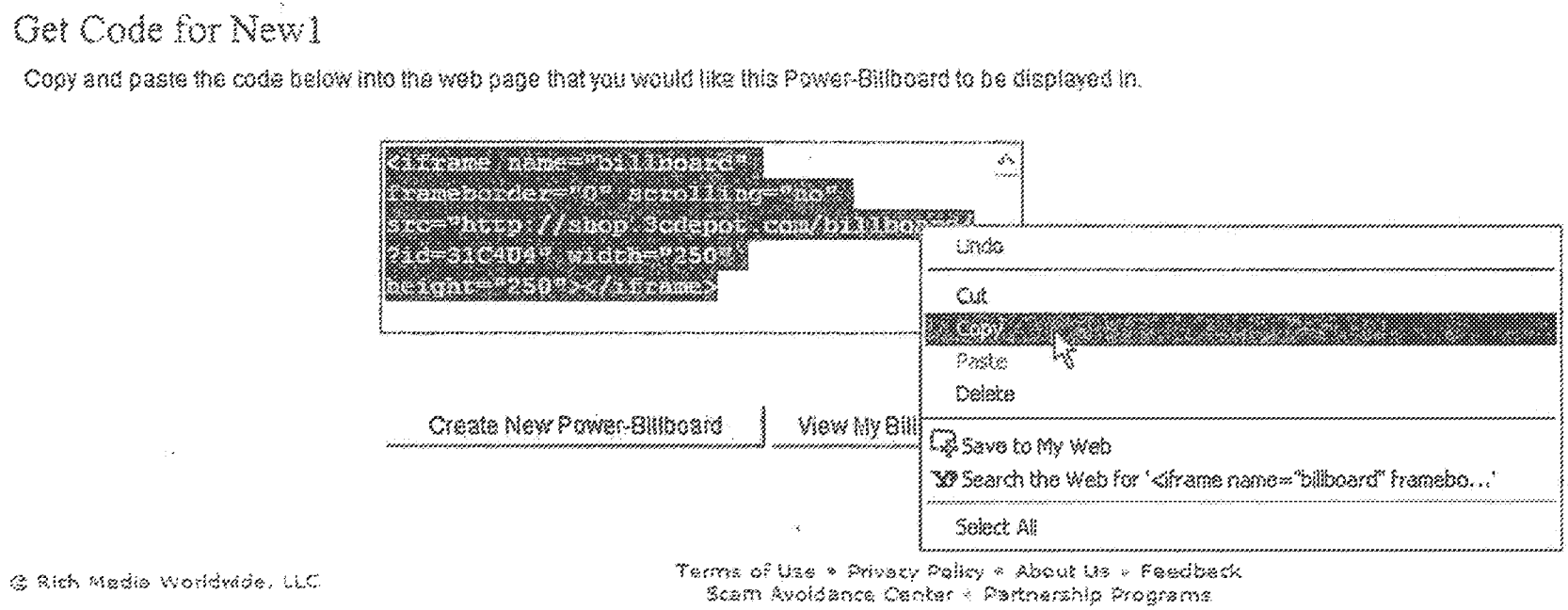

New1 Power-Billboard Targets
To optimize your revenue select one or more target categories to associate with your Power-Billboard by checking Set priority category, then selecting categories from the category list. Imagine what people that visit your website might be most interested in. Check Best Value Ads if you would like 3C depot/RMW Network technology to evaluate and deliver the best ads to display on your page. Select both if you would like 3C depot/RMW Network technology to select the best ads for your page in specific categories only. When you are done click Save and Get Code.
Best Value Ads
Set Category Priority
Activity Partners
Aircraft
Antique
Appliances
Art
Baby & Children
Blogs
Boats
Books & Magazines
Business & Industrial Products
Computers & Networking
Consumer Electronics
Crafts
Dolls & Bears
DVDs, Video & Movies
Education & Learning
Entertainment Memorabilia
Estate Sale
Food & Beverage
Garage Sale
Miscellaneous Vehicles
Motorcycles
Music
Musical Instruments
Personals
Pets
Pottery & Glass
Real Estate & Housing
Specialty Services
Sporting Goods

FIGURE 50



Duration Media Ex-1007

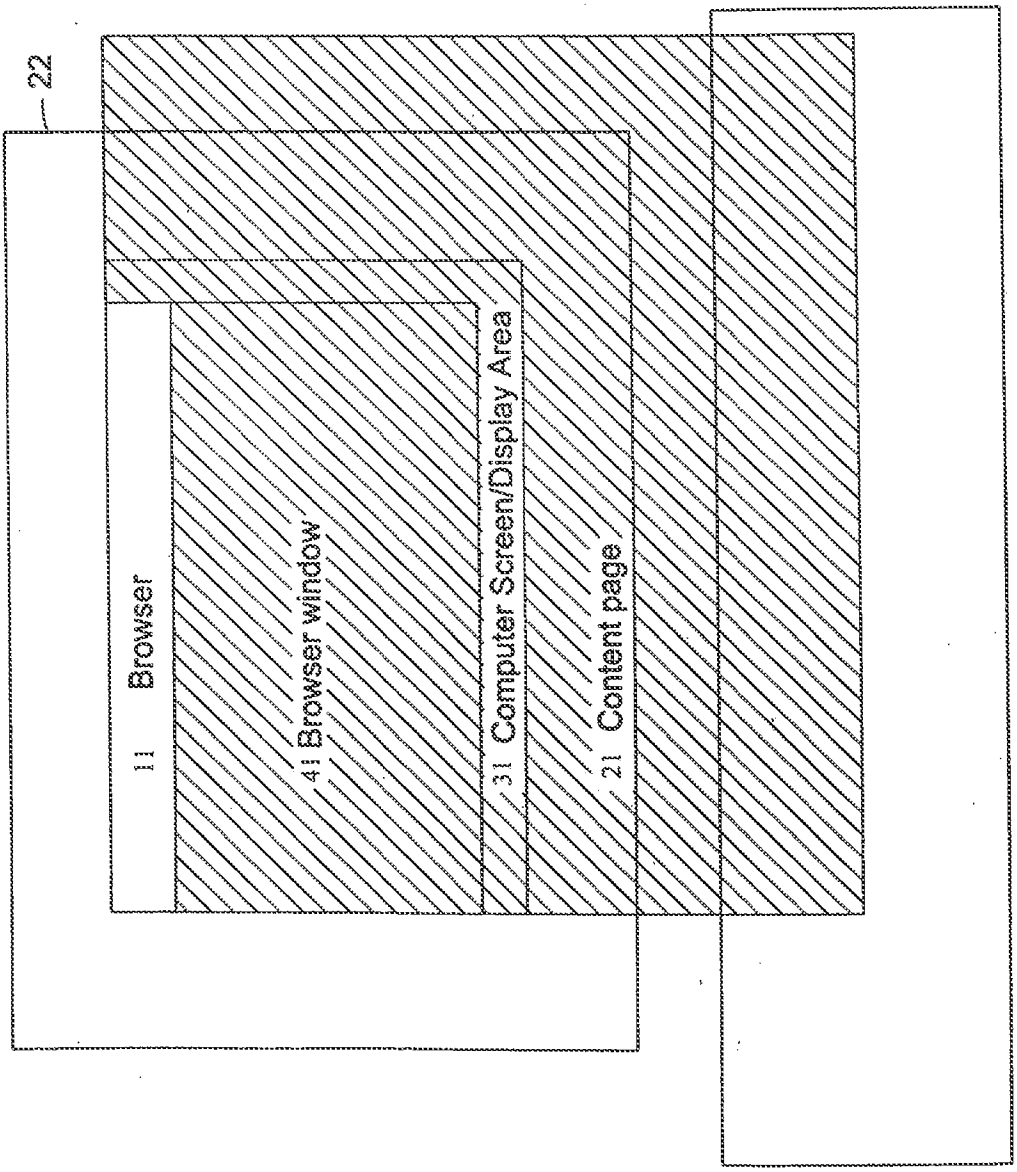
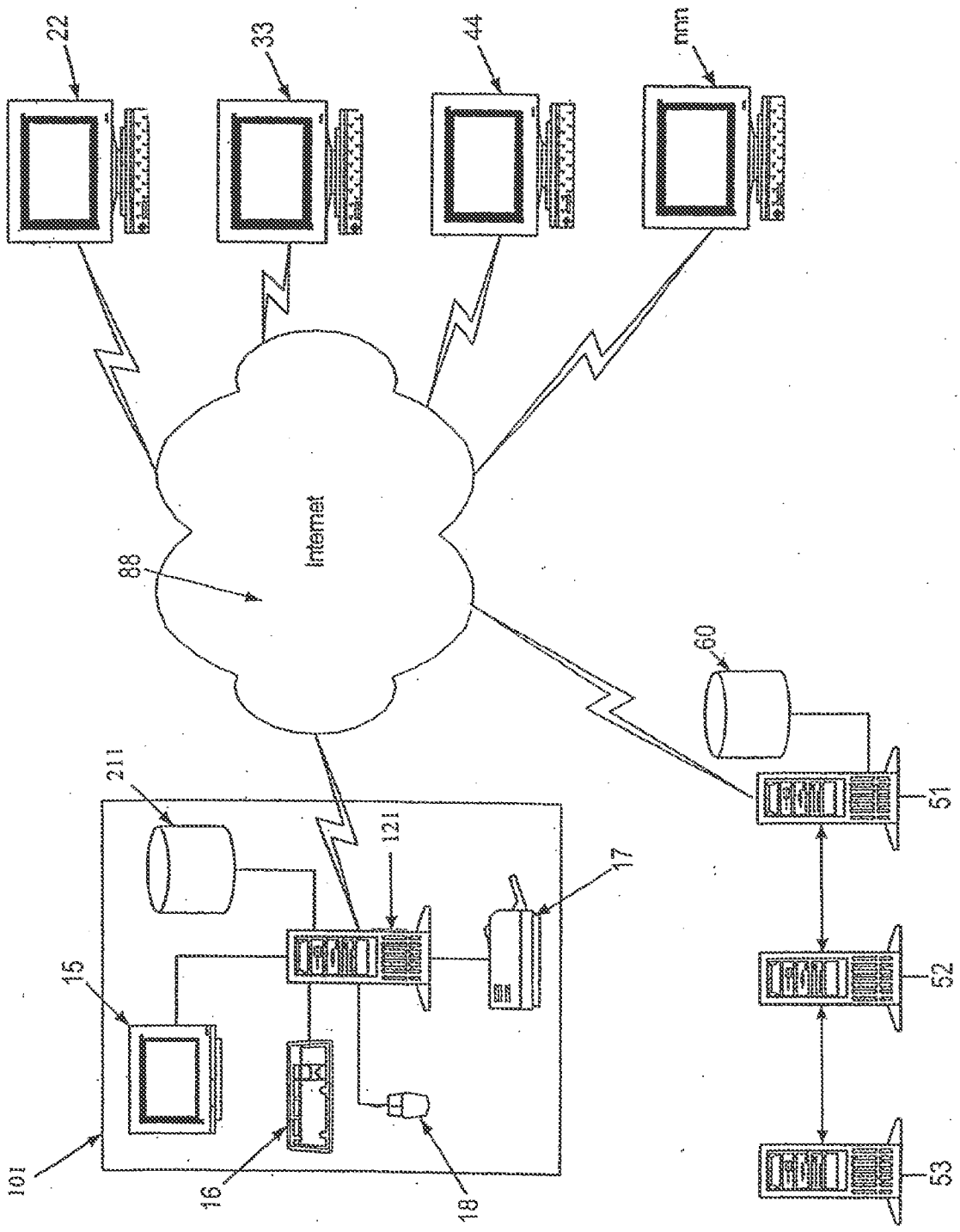

22
11 Browser
41 Browser window
31 Computer Screen/Display Area
21 Content page

FIG. 51

Fig. 52



Duration Media Ex-1007

FIG. 53

Duration Media Ex-1007

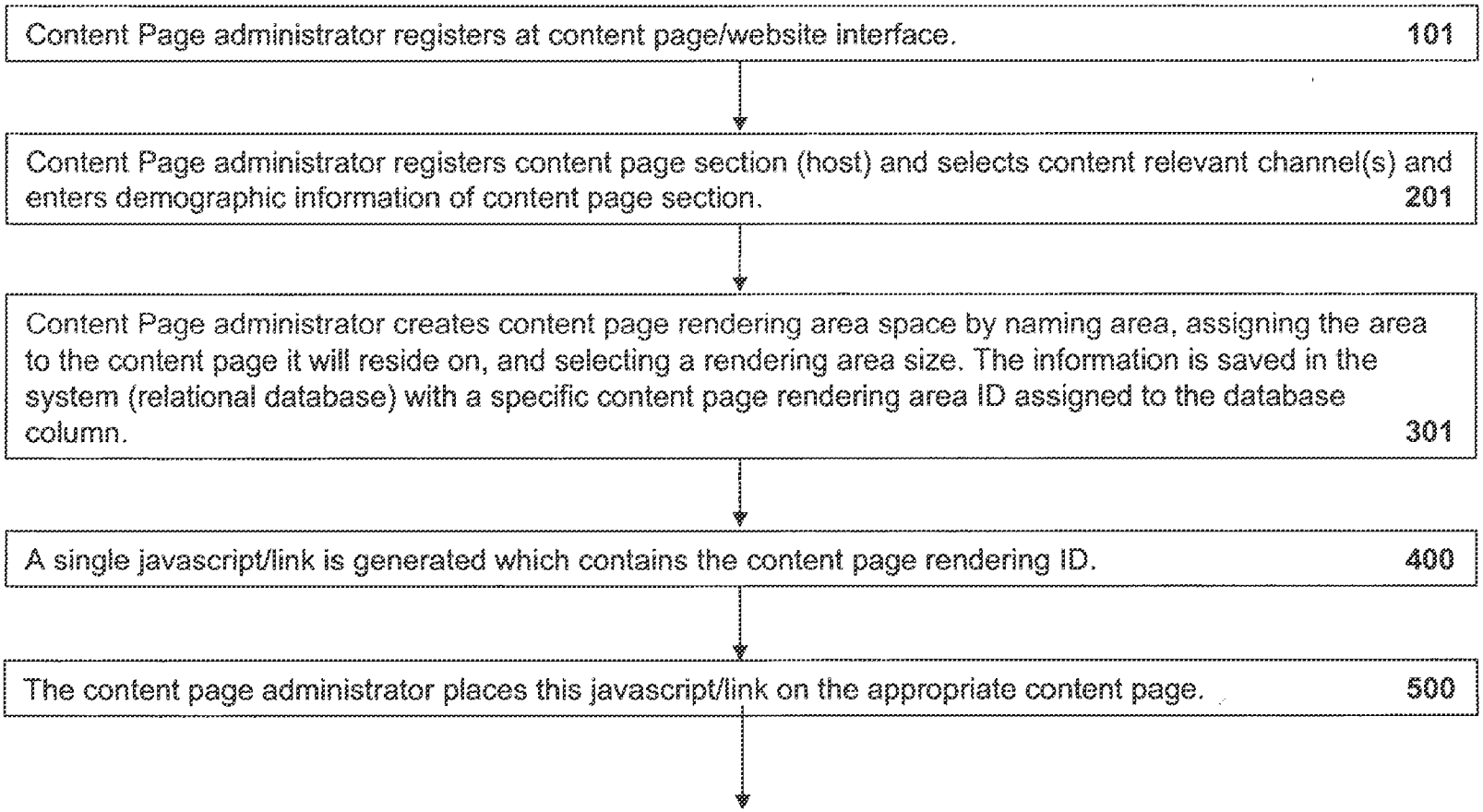


FIG. 54-A

Duration Media Ex-1007

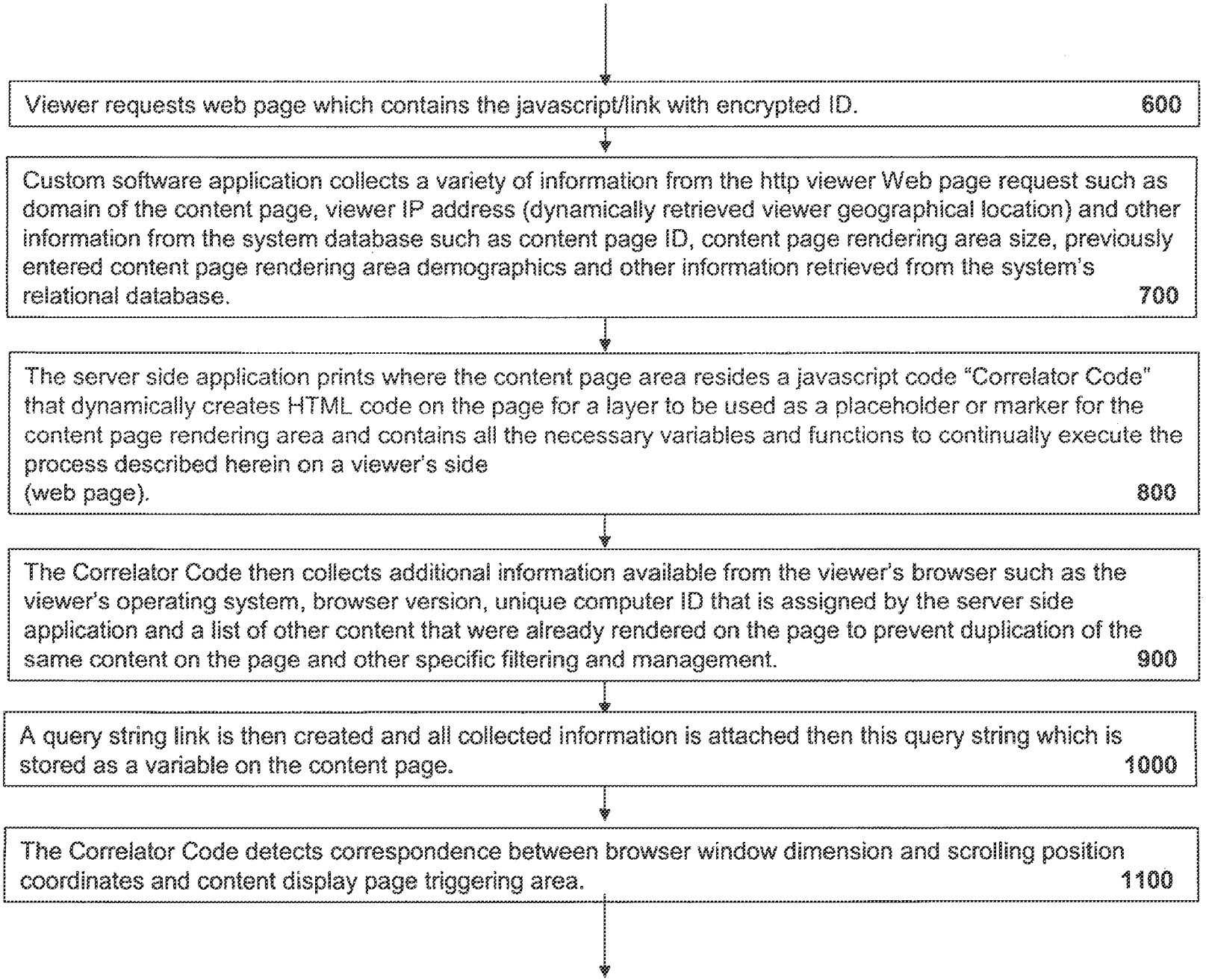


FIG. 54-B

Duration Media Ex-1007

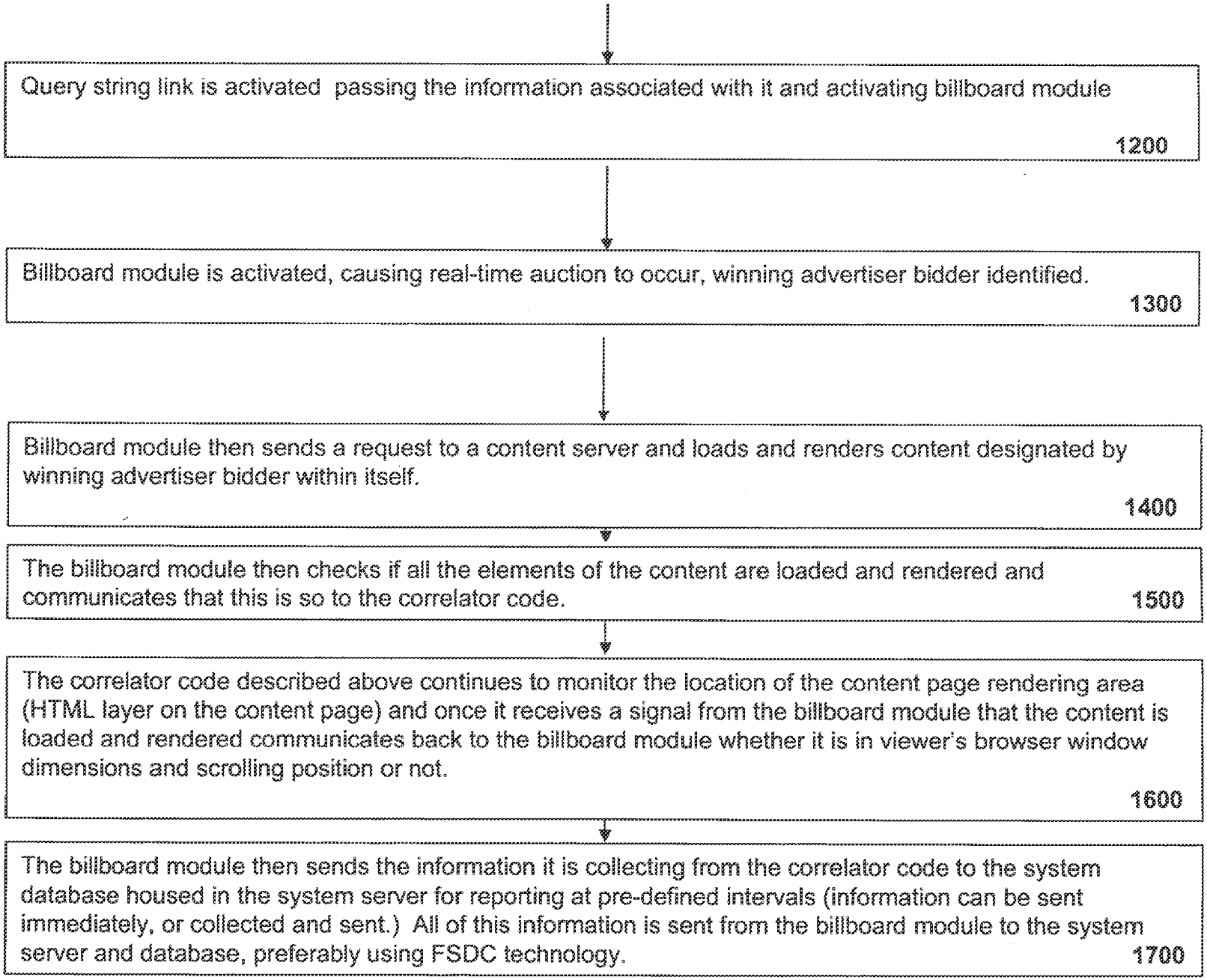


FIG. 54-C

Duration Media Ex-1007

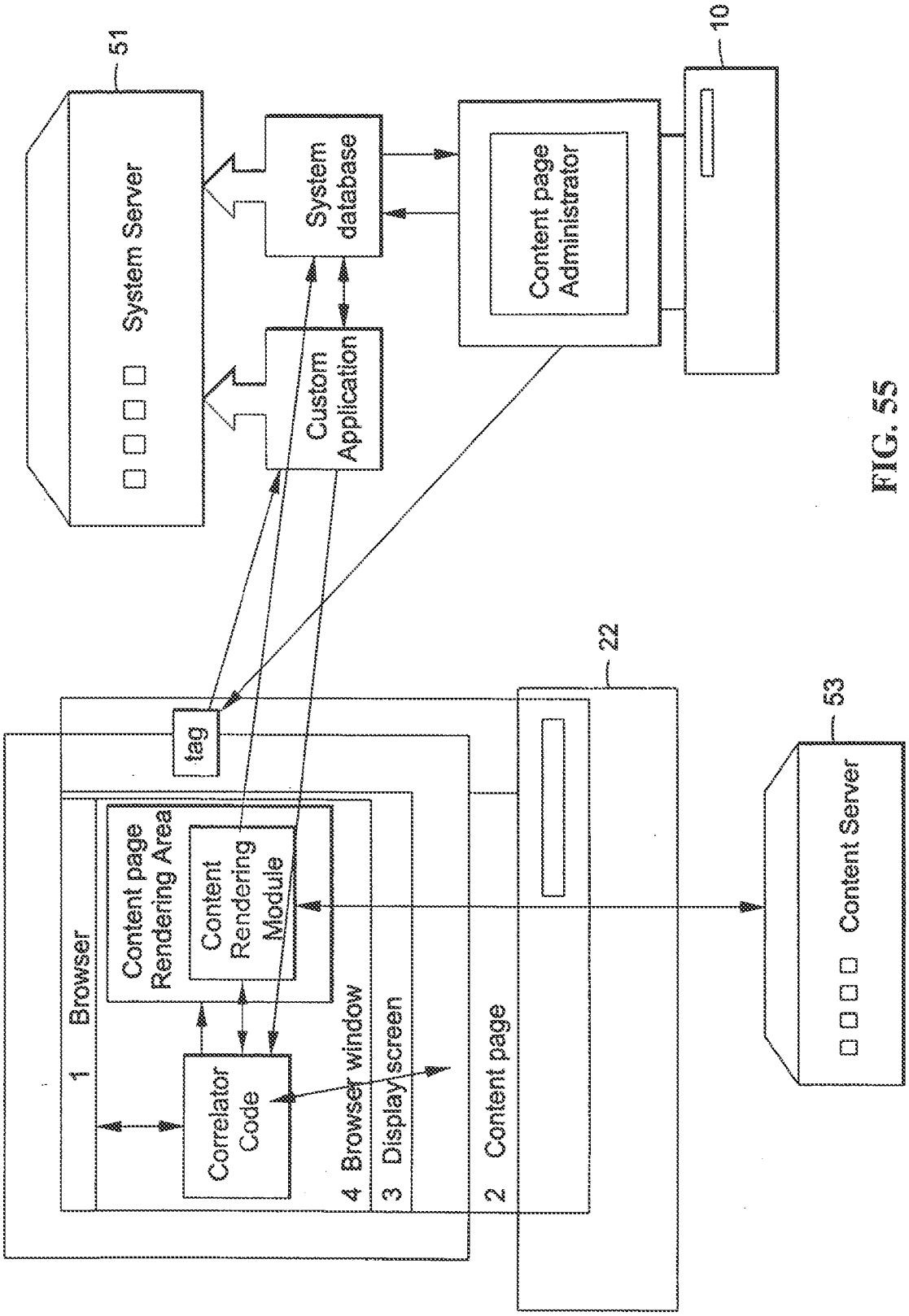
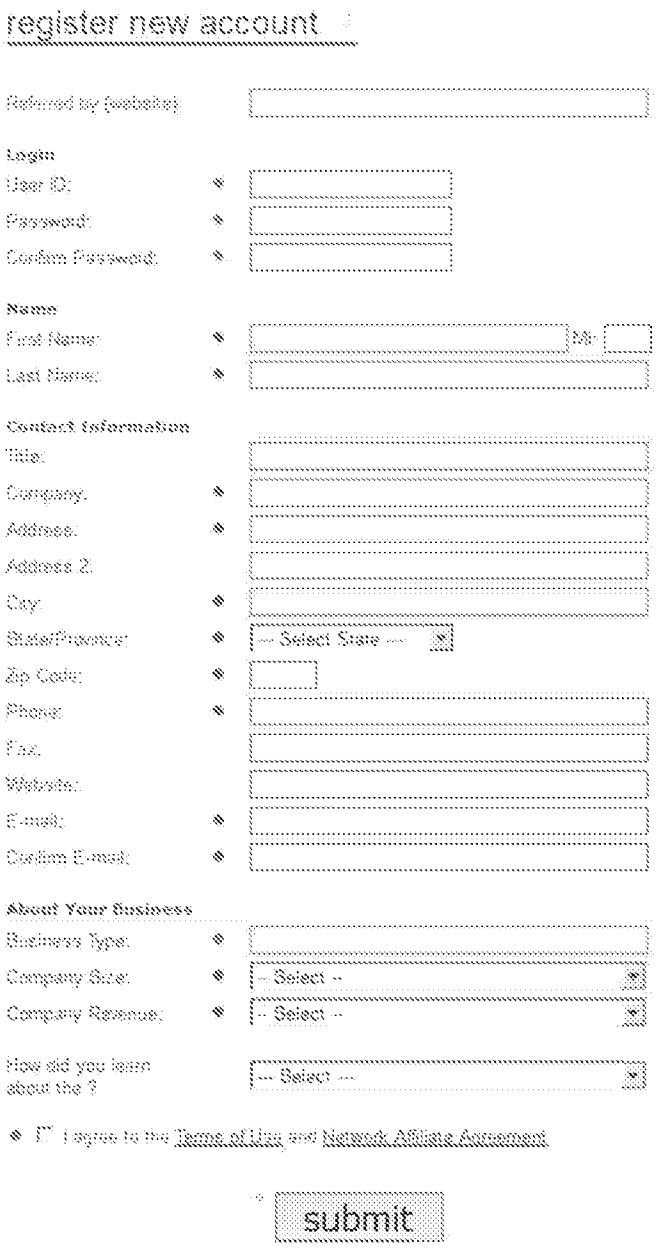


FIG. 55

Duration Media Ex-1007

FIGURE 56


register new account
Referred by (website):
Login
User ID:
Password:
Confirm Password:
Name
First Name:
MI:
Last Name:
Contact Information
Title:
Company:
Address:
Address 2:
City:
State/Province:
-- Select State --
Zip Code:
Phone:
Fax:
Website:
E-mail:
Confirm E-mail:
About Your Business
Business Type:
Company Size:
-- Select --
Company Revenue:
-- Select --
How did you learn about the ?
-- Select --
I agree to the Terms of Use and Network Affiliate Agreement
submit

Page
Tools
get video
get free creative
sign up
Sun, Nov. 23, 08
User ID:
mk2
Password:
Remember me:
Sign in
forgot password?

FIG. 57

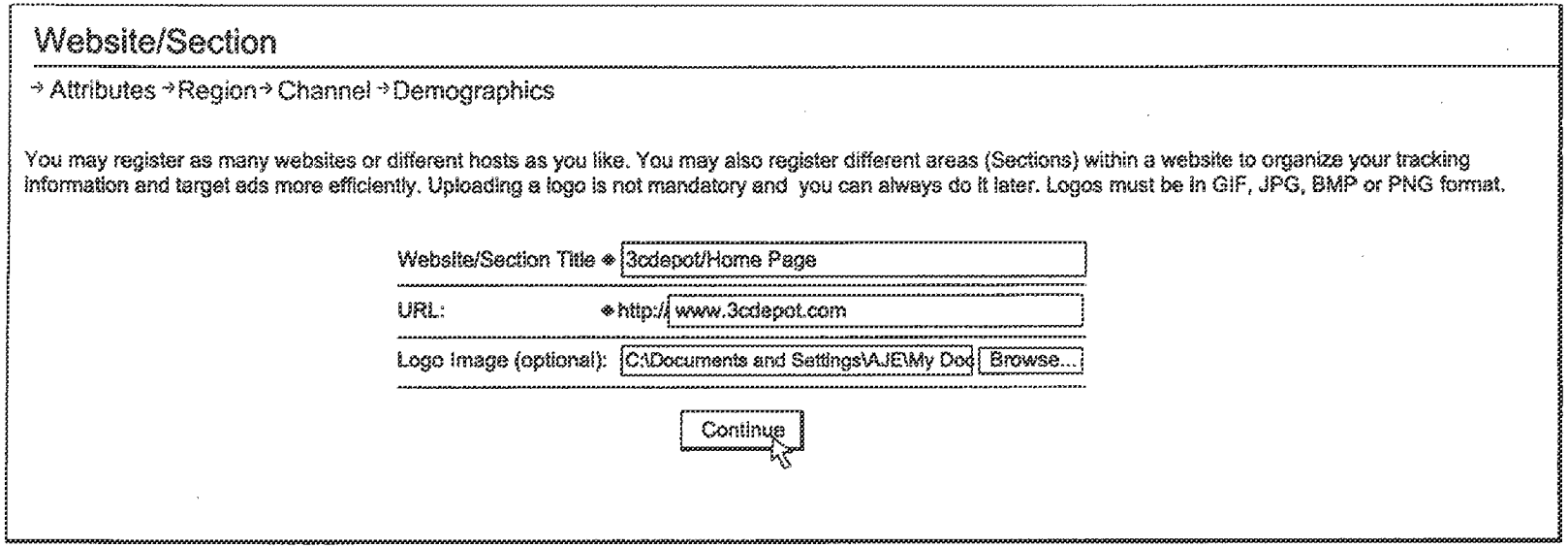


FIG. 58

Duration Media Ex-1007

Select region that best represent your website's (website section) content. Select as many regions as you feel appropriate, or Not Regional if your website is not bed to any specific region or local business.

Defined Region:

☑ Pittsburgh-New Castle, PA

☐ Complete Network (Show ads based on a viewer location)

Find

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

☐ Aberdeen, SD	☐ Alexandria, MN
☐ Aberdeen, WA	☐ Alice, TX
☐ Abilene, TX	☐ Allentown-Bethlehem-Easton, PA-NJ
☐ Ada, OK	☐ Alma, MI
☐ Adjuntas, PR	☐ Alpena, MI
☐ Adnan, MI	☐ Altoona, PA
☐ Aguadilla-Isabela-San Sebastin, PR	☐ Altus, OK
☐ Alamogordo, NM	☐ Amanllo, TX
☐ Albany, GA	☐ Americus, GA
☐ Albany-Corvallis-Lebanon, OR	☐ Ames-Boone, IA
☐ Albany-Schenectady-Amsterdam, NY	☐ Anchorage, AK
☐ Albert Lea, MN	☐ Andrews, TX
☐ Albertmlle, AL	☐ Angola, IN
☐ Albuquerque, NM	☐ Anniston-Oxford, AL
☐ Alexandria, LA	☐ Appleton-Oshkosh-Neenah, WI

FIG. 59

Duration Media Ex-1007

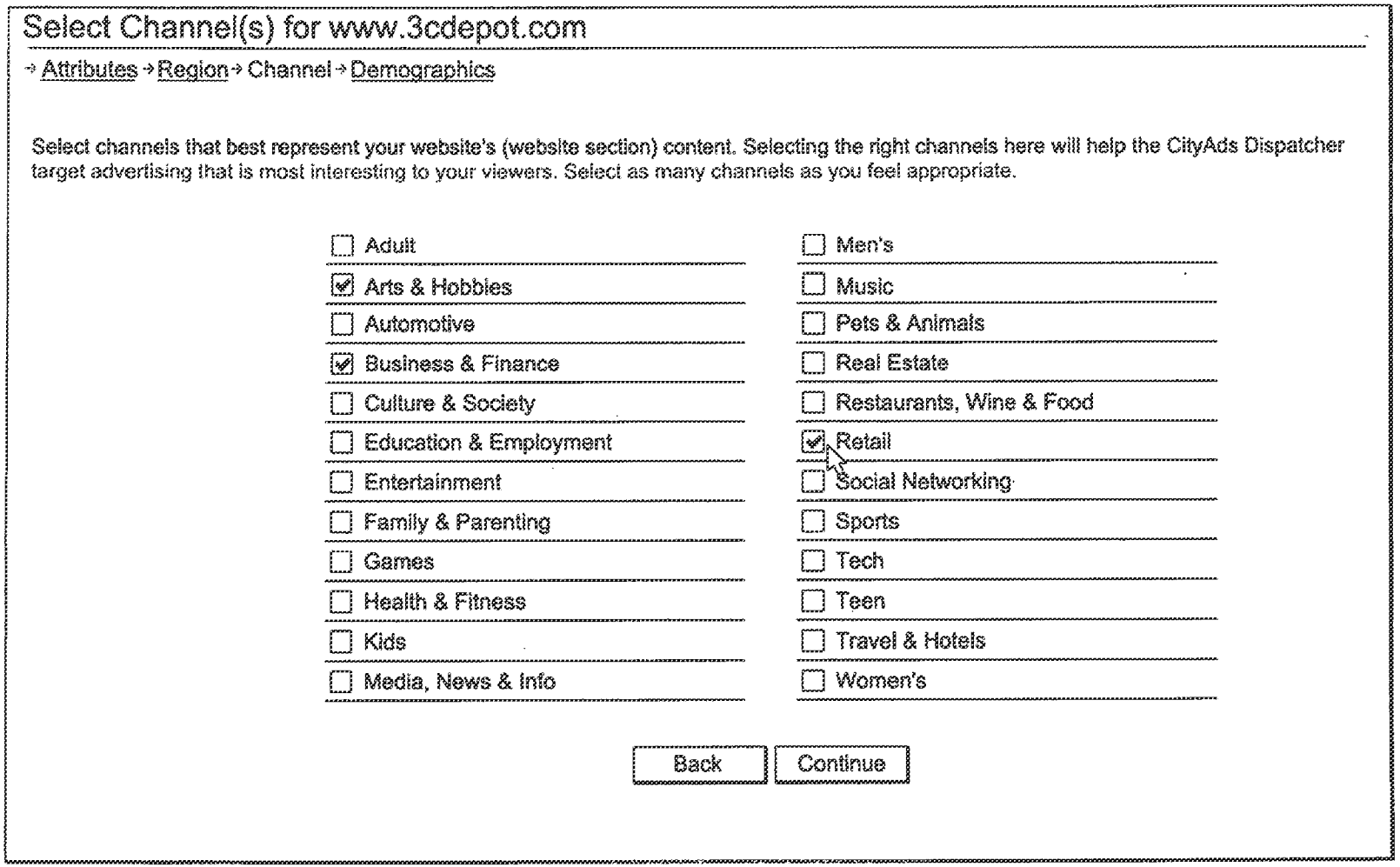


FIG. 60

185 Duration Media Ex-1007

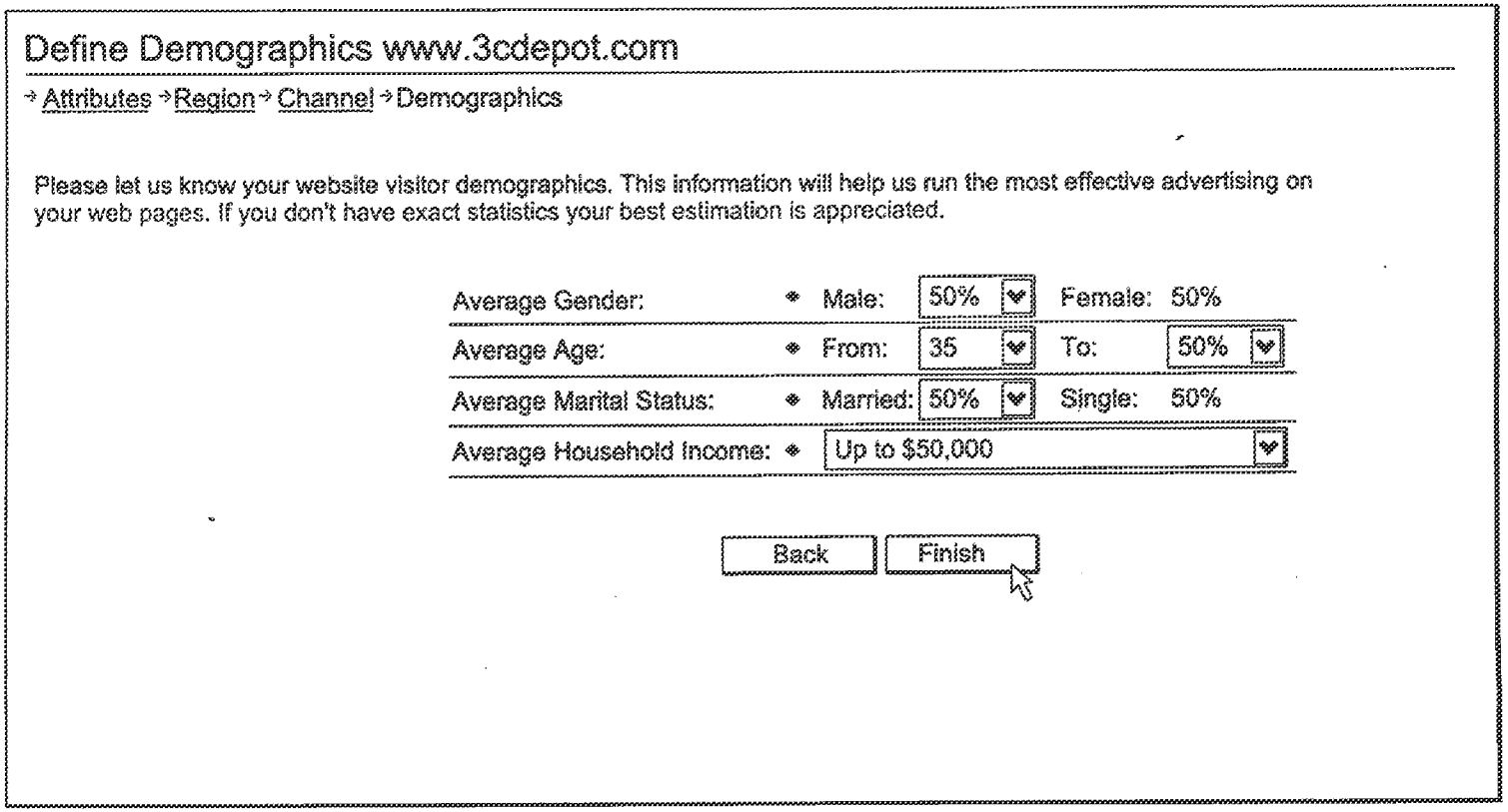


FIG. 61

186
Duration Media Ex-1007

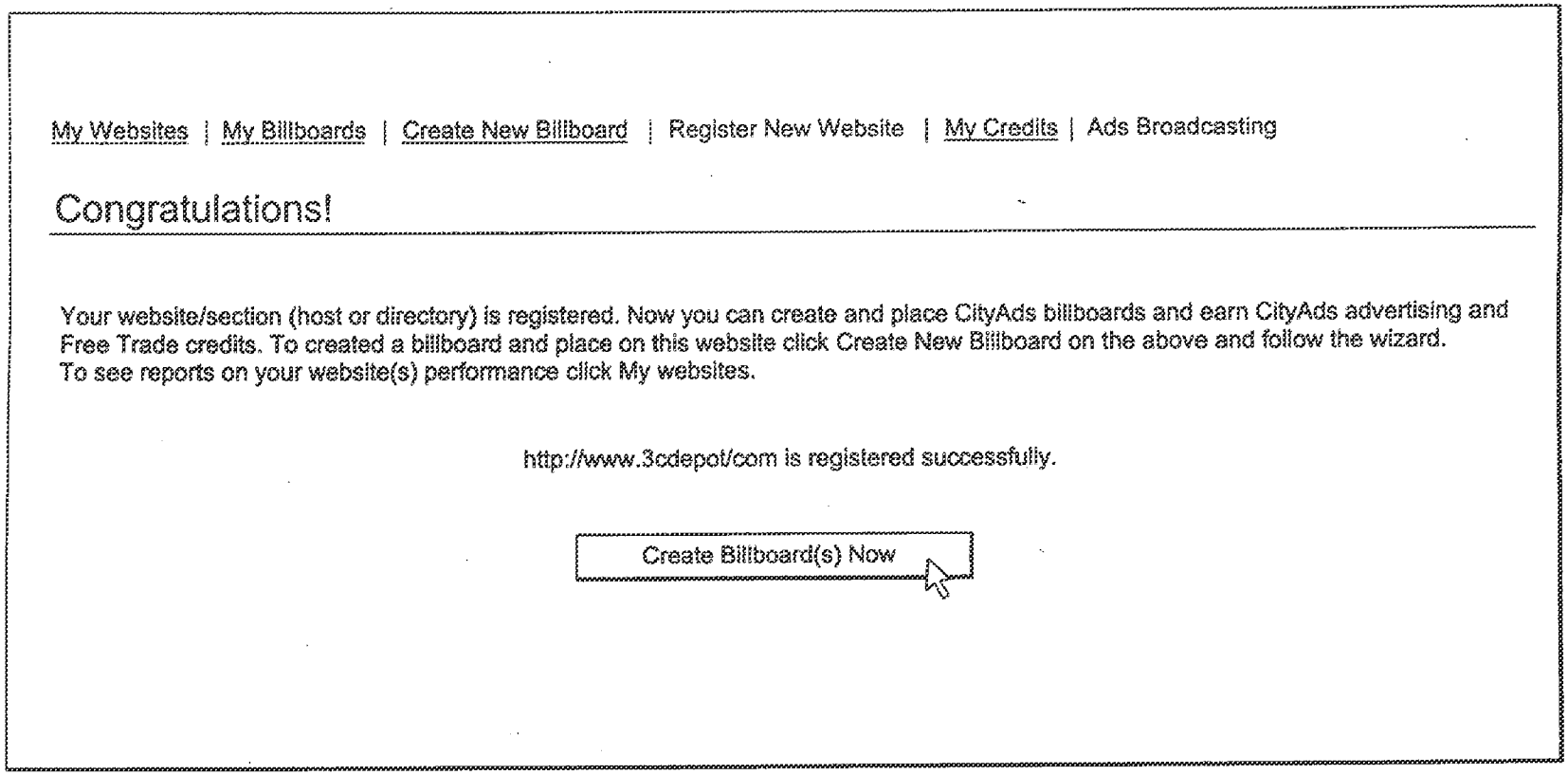


FIG. 62

Duration Media Ex-1007

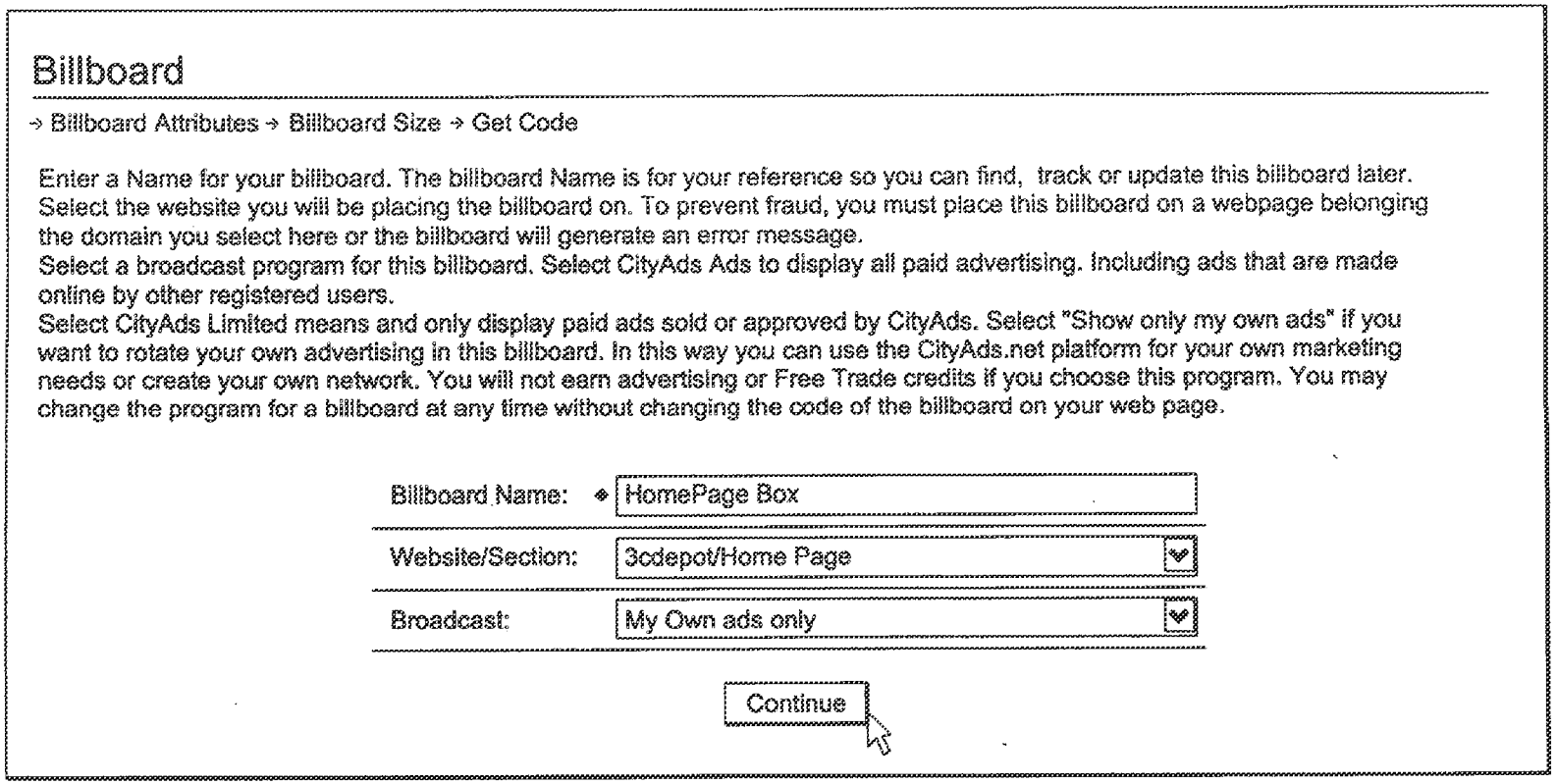


FIG. 63

Duration Media Ex-1007

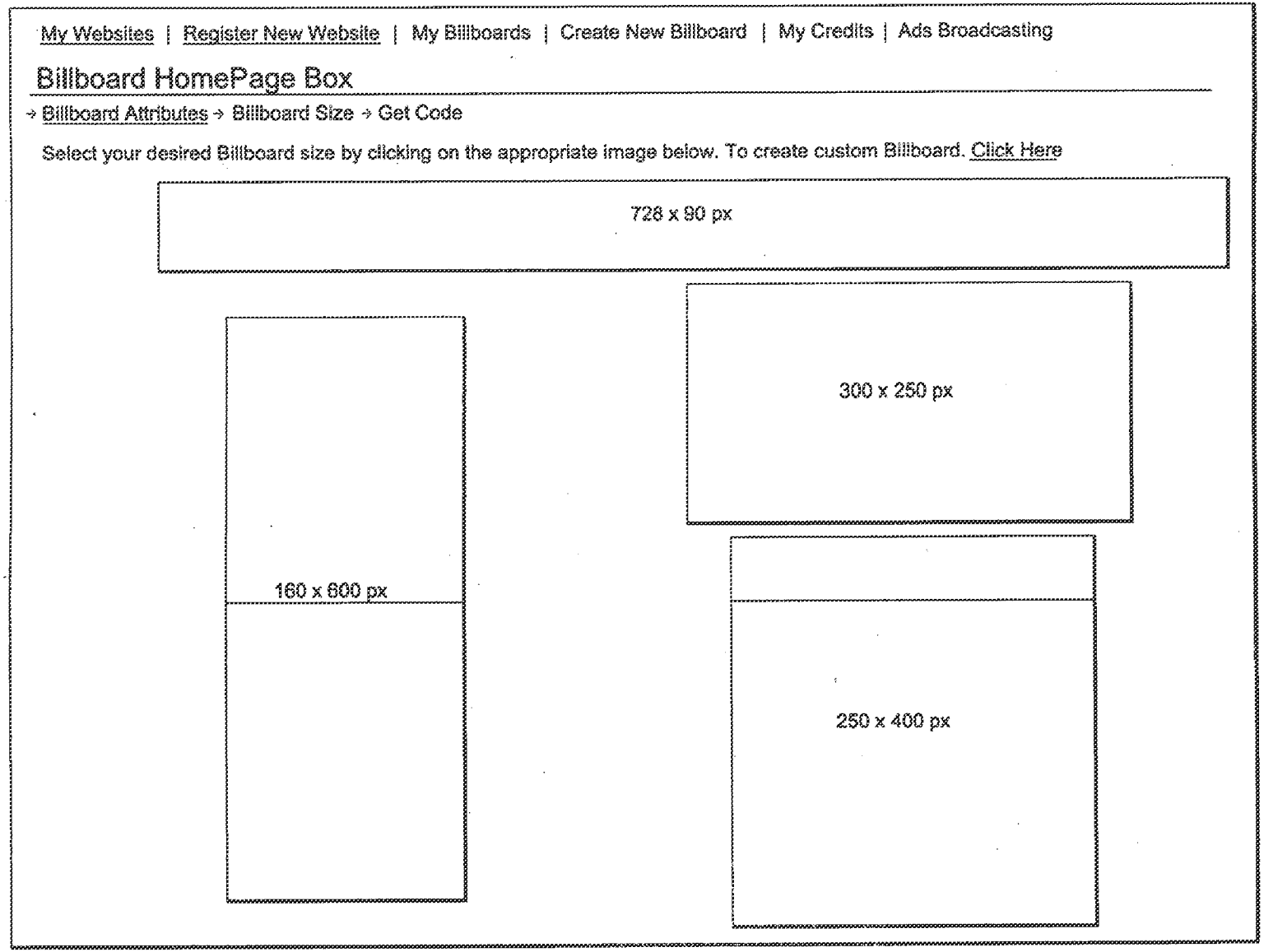


FIG. 64

Duration Media Ex-1007

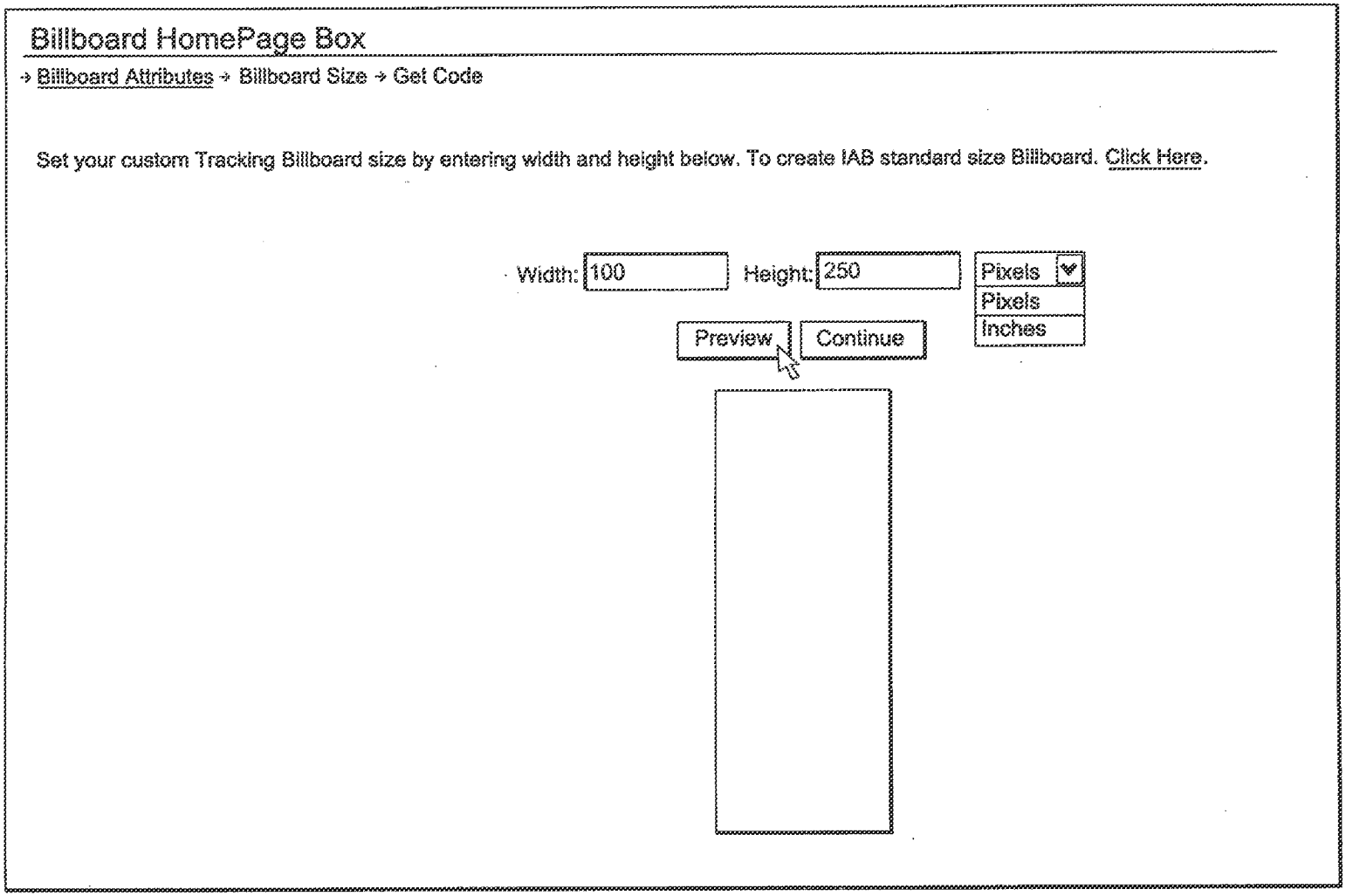


FIG. 65

Duration Media Ex-1007

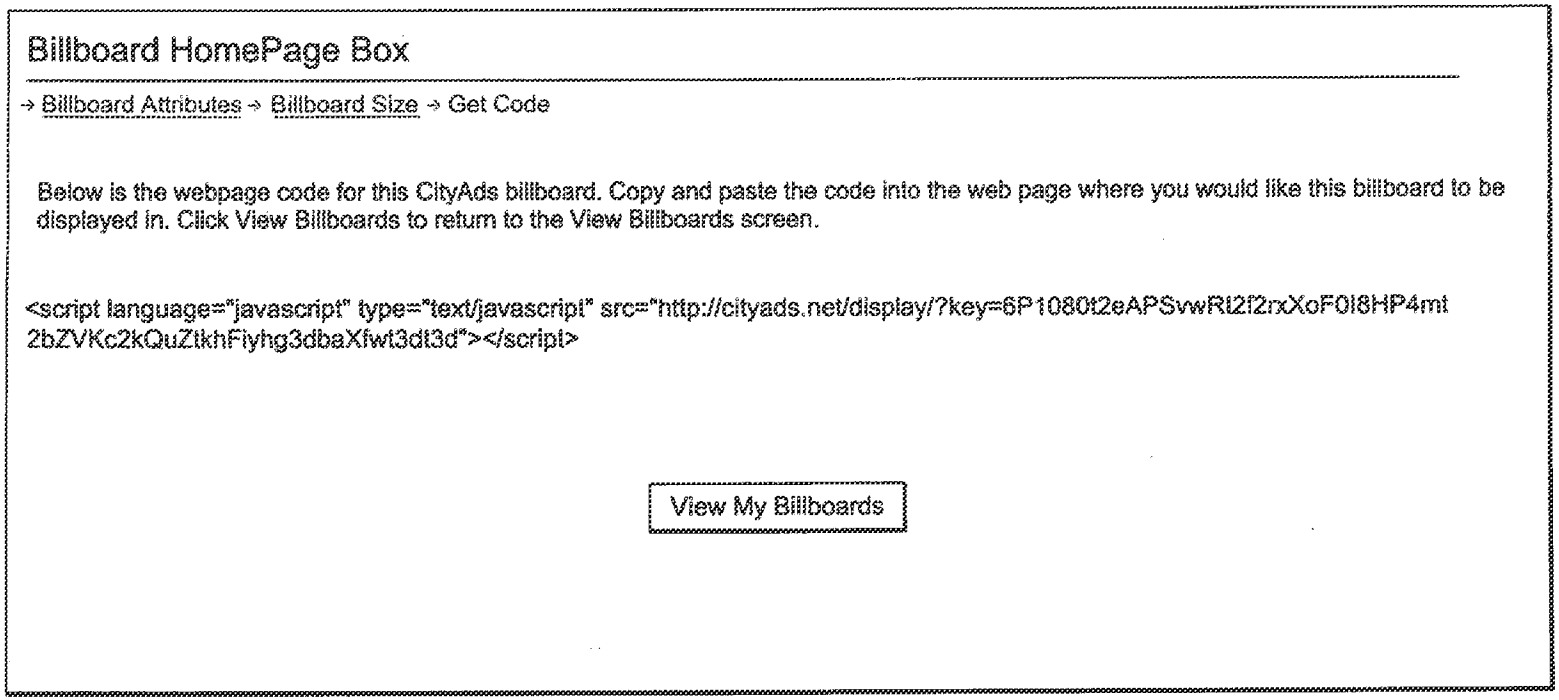


FIG. 66

191 Duration Media Ex-1007

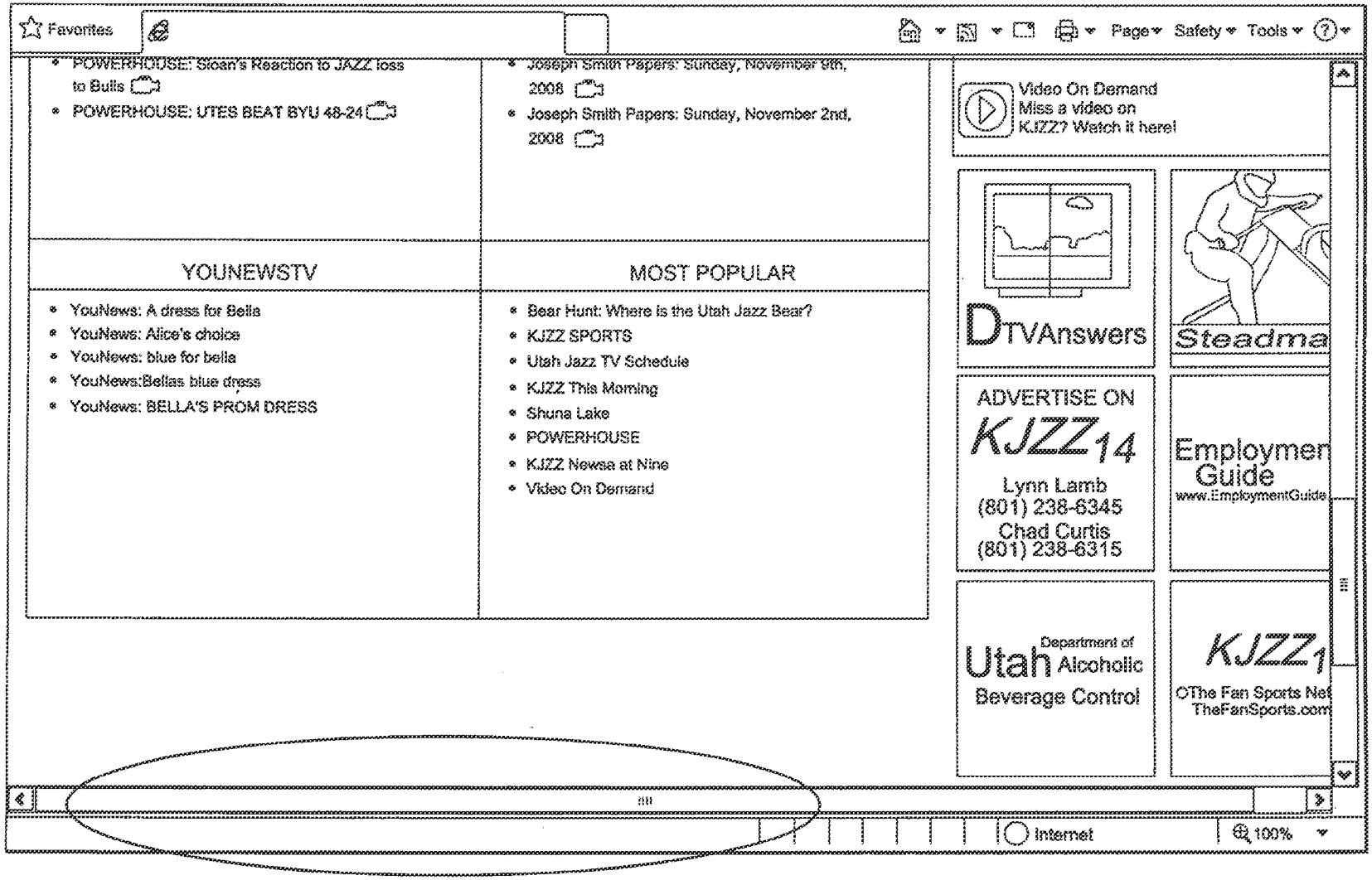


FIG. 67

Duration Media Ex-1007

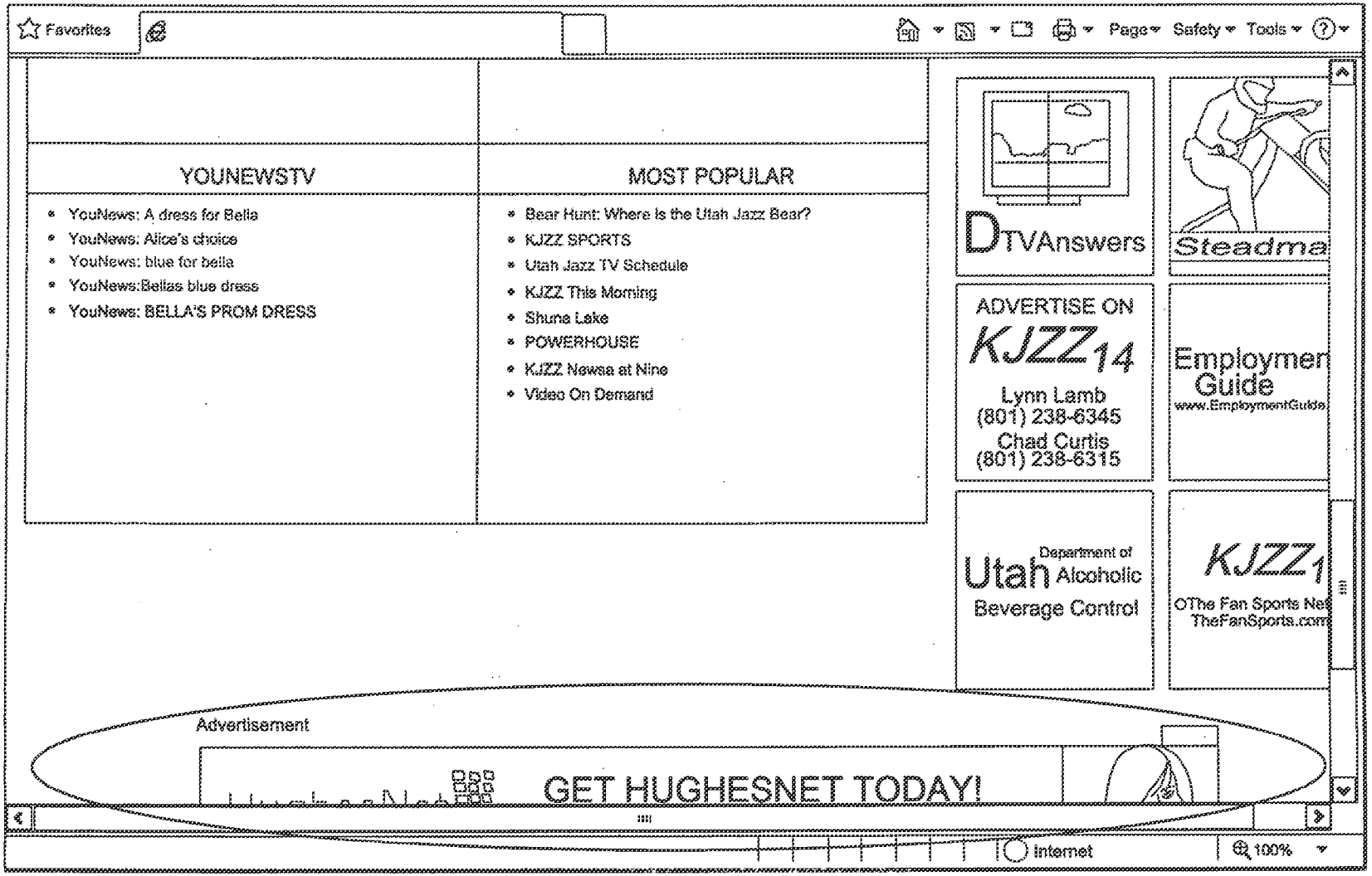


FIG. 68

Duration Media Ex-1007

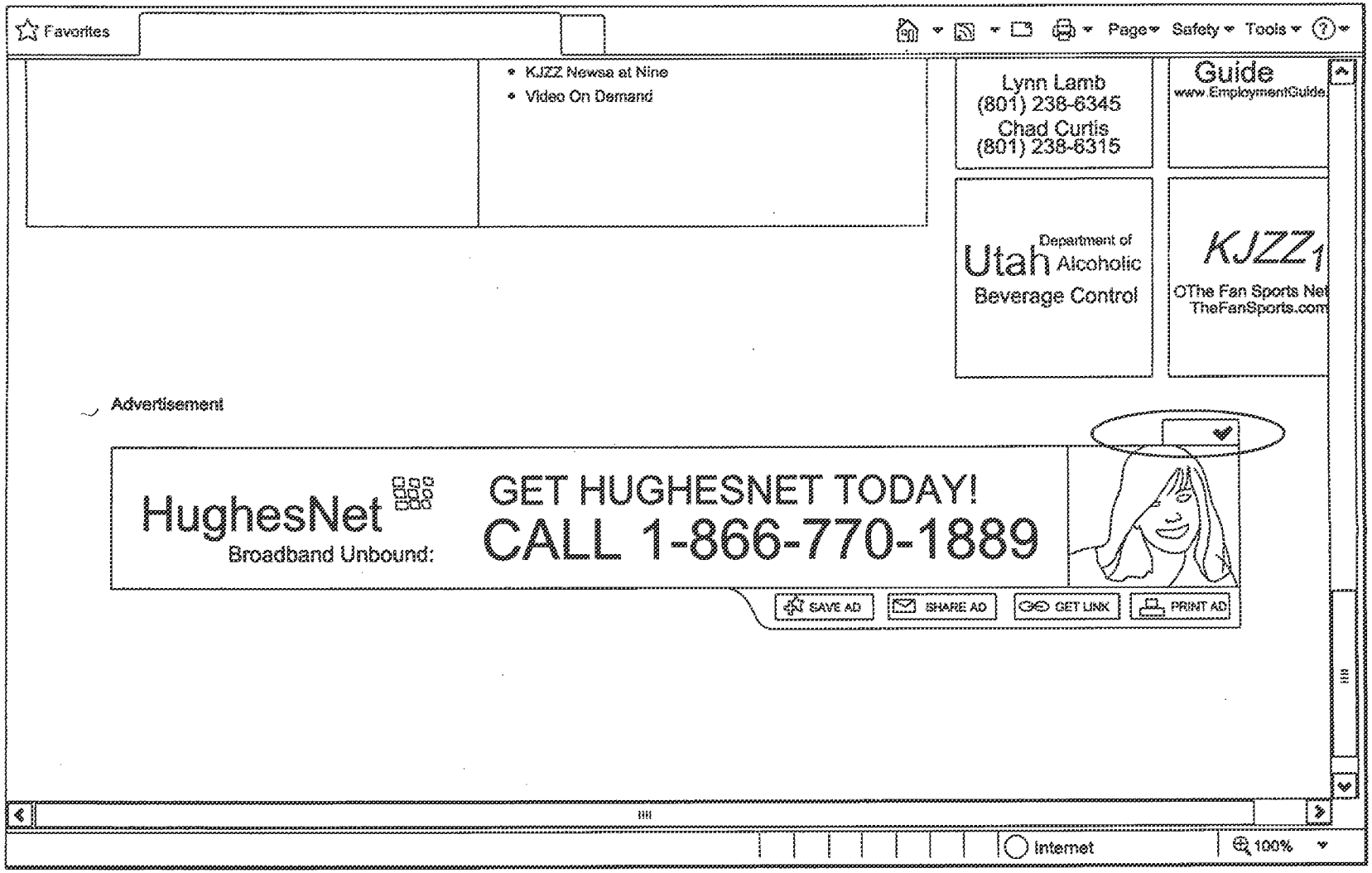


FIG. 69

Duration Media Ex-1007

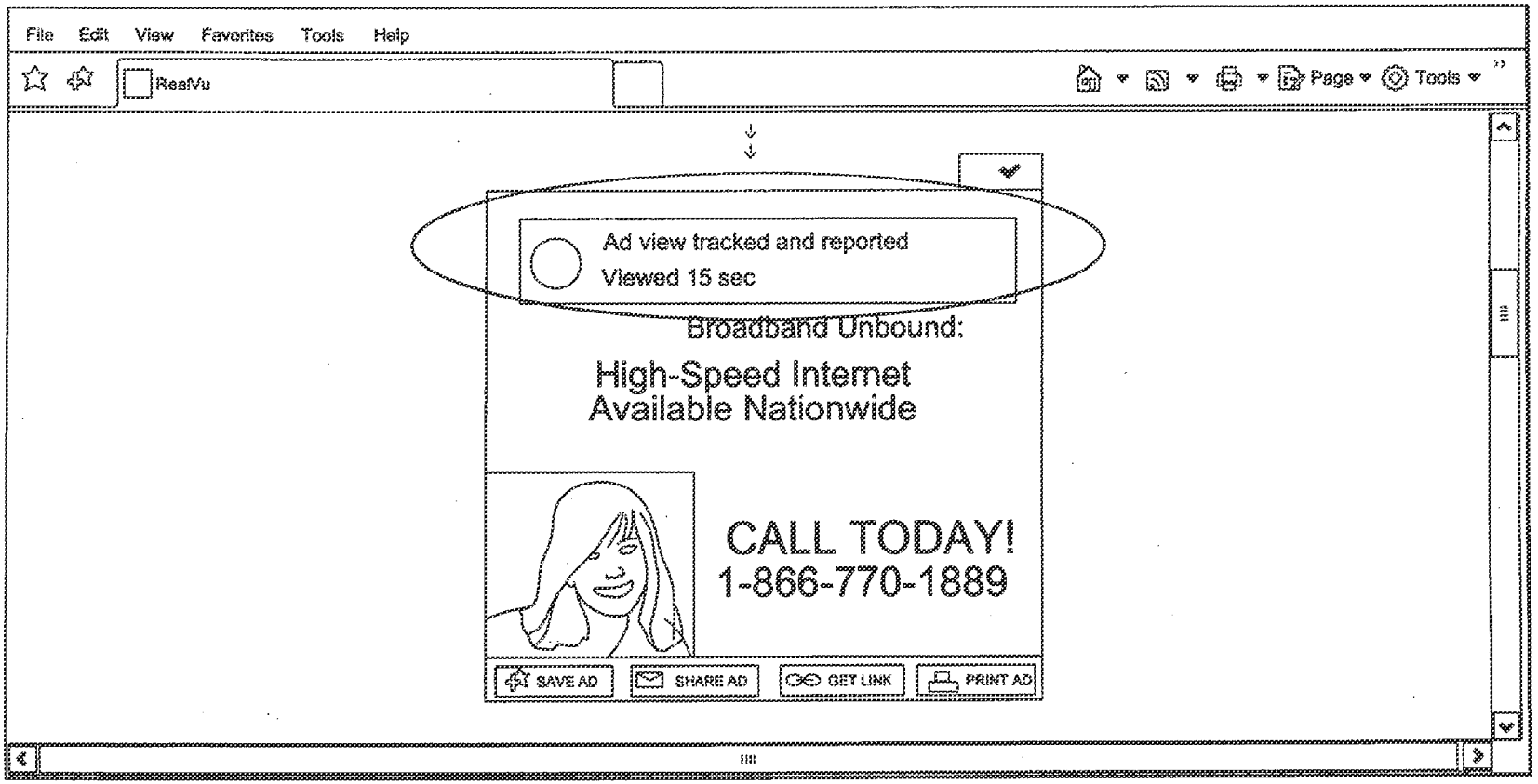


FIG. 70

195 Duration Media Ex-1007

File Edit View Favorites Tools Help
RealVu
Page
Tools
Ad view tracked and reported.
Viewed 11 sec
Broadband Unbound:
High-Speed Internet
Available Nationwide

FIG. 71

My Websites

The websites you have registered are listed below. To edit a website's information, click on the website name. To create and place a new billboard click Create New Billboard above. To view tracking data on each of your billboards click on the number in the billboard # column below or My Billboard above.

FIND

Report Period: Mon, Nov 24, 08 - Now

Website	Date Created	Billboards #	CPM Views #	Actual (CPV) Views #	Ad View Rate	Total Clicks #	Click Rate	Video Watched #	Earned Views #	Earned Credits
kdka.com/entertainment	Mon, Aug 04, 08	3	124,392	6,401	5.15%	260	4.0619%	153	0	24,298
www.kjzz.com	Fri, May 02, 08	11	79,122	21,197	26.79%	844	3.9817%	480	0	2,703

Display 20 records per page.

FIG. 72

Duration Media Ex-1007

My Billboards

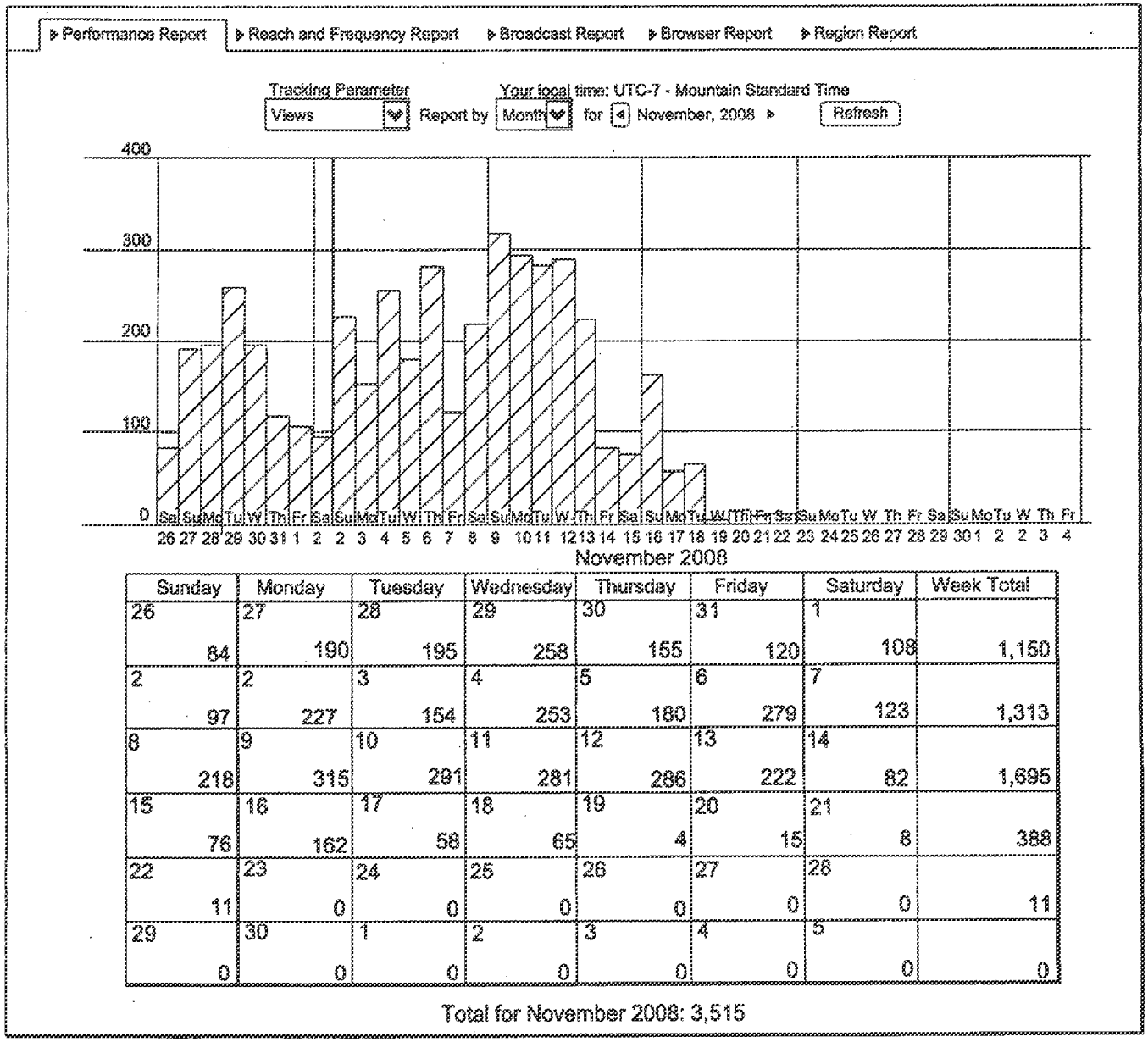
Here are the CityAds billboards you have created. Click on a billboard name to copy and paste the billboard code to your website. You can also track billboard statistics here including views and earned credits. Sort billboards by website using the website drop down and search for billboards by name with the find field. Sort statistics for better analysis by clicking on the column names.

---All Websites--- | | FIND | Broadcast: All Billboards | Period: 11/24/2008 - Now

Billboard Name ↓	Size	Date Created	CPM Views #	Billboard Loads #	Ads Rendered # Partial Views	CPV Views #	Ad Views Rate	Total Clicks #	Click Rate	Video Watched #	Earned Views #	Earned Credits
Bonnie Hunt [1]	300 x 250 px	Thu, Aug 14, 08	1,801	314	274	521	28.93%	107	20.537%	70	0	⊛0
Bottom Leaderboard	728 x 90 px	Thu, May 15, 08	122,578	26,224	6,331	5,872	4.79%	153	2.6056%	83	0	⊛ 24,298
Cooking Delight [1]	300 x 250 px	Fri, Jul 18, 08	1,431	376	329	603	42.14%	145	24.0464%	83	0	⊛0
Cooking Delight [1] [2]	300 x 250 px	Tue, Sep 30, 08	13	0	0	8	61.54%	0		0	0	⊛0
erwe	728 x 90 px	Thu, Oct 30, 08	0	0	0	0		0		0	0	⊛0
HomePage	300 x 250 px	Thu, May 15, 08	38,071	10,542	9,120	1,722	4.52%	245	14.2276%	141	0	⊛ 2,703
Internal Rotating My ADS ONLY	300 x 250 px	Wed, May 28, 08	13,980	1,027	934	7,151	51.15%	63	0.8810%	35	0	⊛0
Joseph Smith Papers [1]	300 x 250 px	Thu, May 15, 08	3,227	1,124	982	1,419	43.97%	112	7.8929%	96	0	⊛0
KJZZ Cafe	300 x 250 px	Thu, May 15, 08	7,447	595	530	2,685	36.05%	139	5.1769%	69	0	⊛0
Maverik KickStart [1]	300 x 250 px	Mon, Jun 02, 08	0	0	0	0		0		0	0	⊛0

FIG. 73

198 Duration Media Ex-1007



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Week Total
26 84	27 190	28 195	29 258	30 155	31 120	1 108	1,150
2 97	2 227	3 154	4 253	5 180	6 279	7 123	1,313
8 218	9 315	10 291	11 281	12 286	13 222	14 82	1,695
15 76	16 162	17 58	18 65	19 4	20 15	21 8	388
22 11	23 0	24 0	25 0	26 0	27 0	28 0	11
29 0	30 0	1 0	2 0	3 0	4 0	5 0	0

Total for November 2008: 3,515

FIG. 74

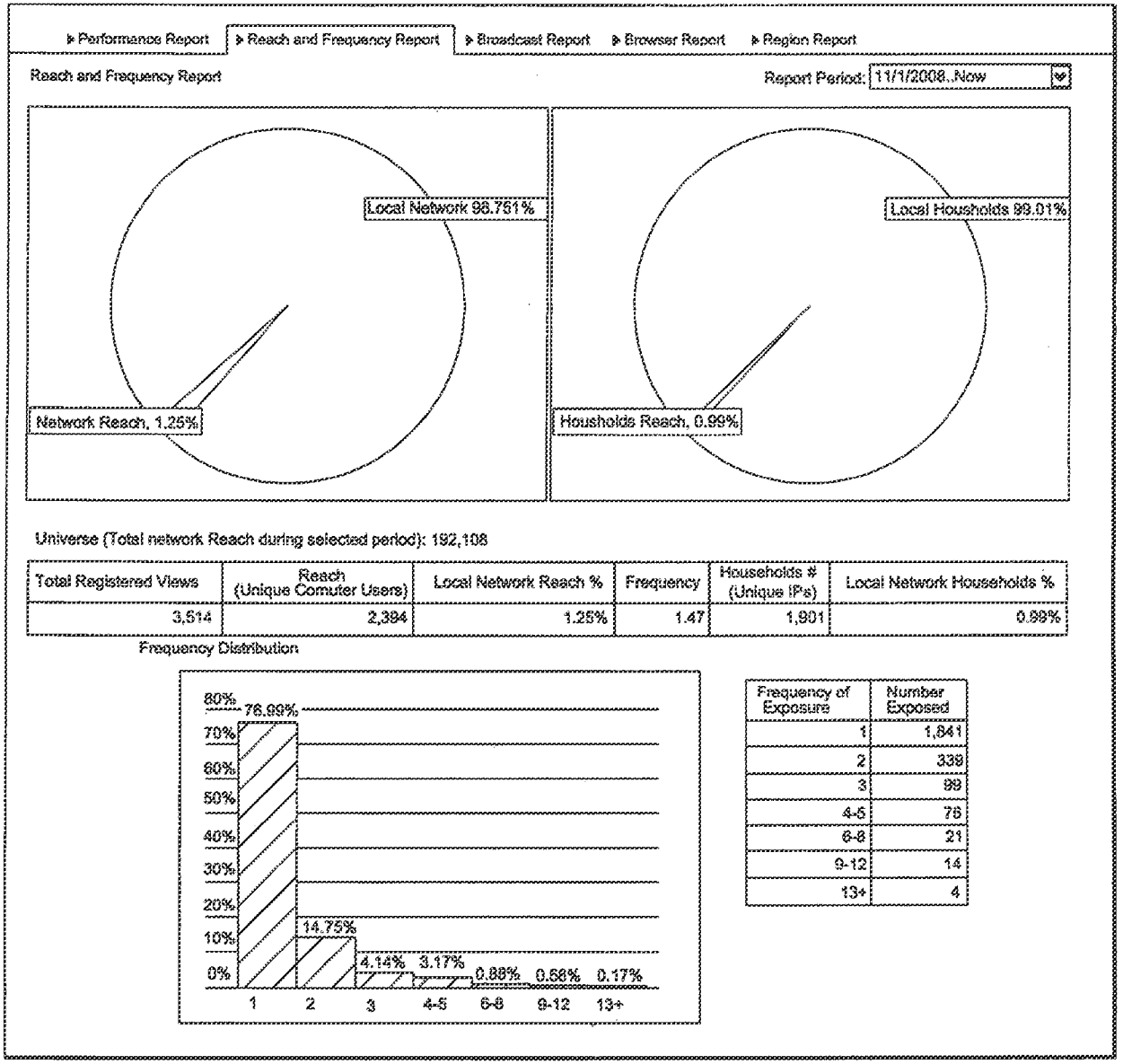
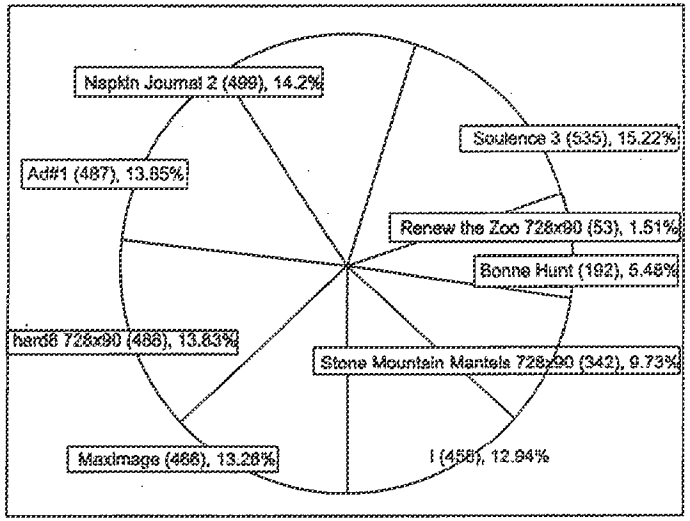

Performance Report
Reach and Frequency Report
Broadcast Report
Browser Report
Region Report
Reach and Frequency Report
Report Period: 11/1/2008..Now
Local Network 98.751%
Network Reach, 1.25%
Local Housholds 99.01%
Housholds Reach, 0.99%
Universe (Total network Reach during selected period): 192,108
Total Registered Views | Reach (Unique Comuter Users) | Local Network Reach % | Frequency | Households # (Unique IPs) | Local Network Households %
3,514 | 2,384 | 1.25% | 1.47 | 1,901 | 0.99%
Frequency Distribution
80%
70%
60%
50%
40%
30%
20%
10%
0%
76.99%
14.75%
4.14%
3.17%
0.88%
0.58%
0.17%
1
2
3
4-5
6-8
9-12
13+
Frequency of Exposure | Number Exposed
1 | 1,841
2 | 338
3 | 99
4-5 | 76
6-8 | 21
9-12 | 14
13+ | 4

FIG. 75

Performance Report | Reach and Frequency Report | Broadcast Report | Browser Report | Region Report

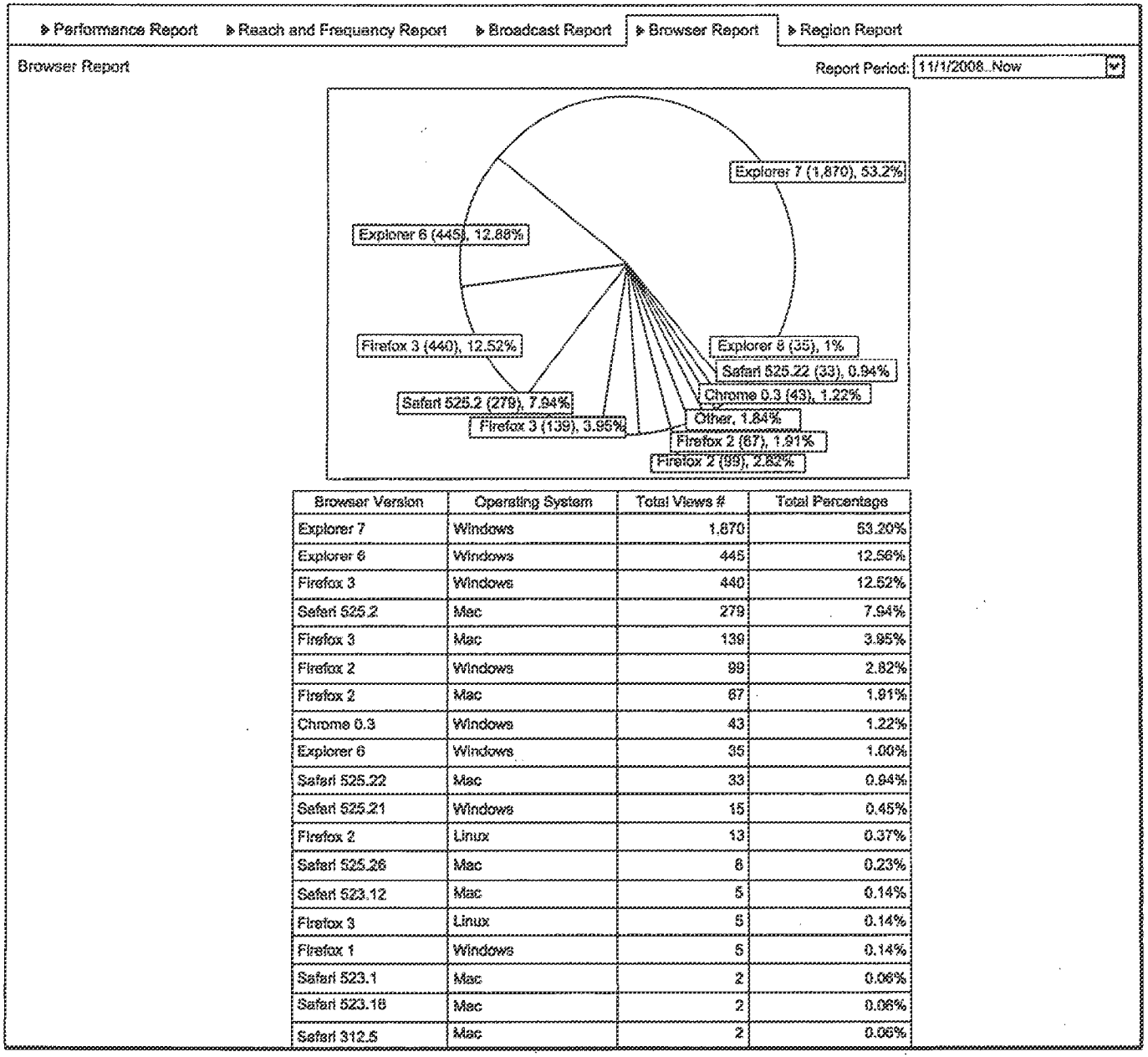
Broadcast Report

Report Period: 11/1/2008..Now



Ad Campaign Name	Advertiser	Total Views Broadcasted #	Views Percentage	Total Clicks #	Clicks Rate	Video Watched #	CPV (Cost per view)	Total Made #
Ad # 1	Mikado	487	13.85%	8	1.64%	7	$0.020	$9.74
I	Ruth's Chris	455	12.94%	6	1.32%	1	$0.005	$2.73
Bonnie Hunt	KJZZ	192	5.45%	14	7.29%	6	$0.000	$0.00
Maximage	Max Image Printers	456	13.26%	1	0.21%	1	$0.000	$0.00
Soulence 3	Soulence	535	15.22%	7	1.31%	4	$0.000	$0.00
Naokin Journal 2	Napkin Journal	499	14.20%	4	0.80%	4	$0.000	$0.00
hard8 728x90	Hard 8 Powersports	486	13.83%	1	0.21%	0	$0.000	$0.00
Renew the Zoo 728x90	Exoro Group/Renew the Zoo	53	1.51%	1	1.89%	1	$0.000	$0.00
Stone Mountain Mantels 728x90	Stone Mountain Mantels & window Coverings	342	9.73%	3	0.88%	2	$0.000	$0.00

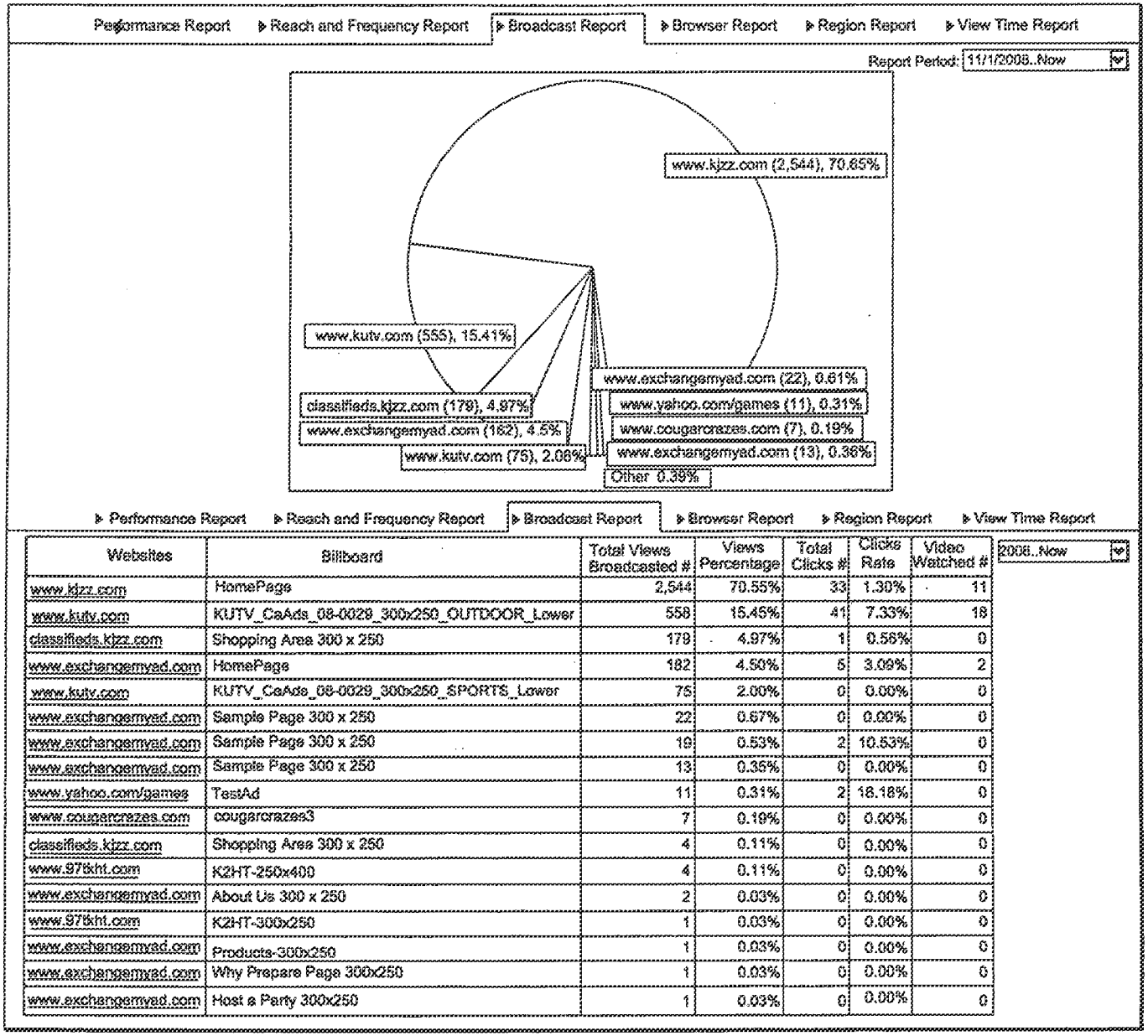
FIG. 76



Browser Version	Operating System	Total Views #	Total Percentage
Explorer 7	Windows	1,870	53.20%
Explorer 6	Windows	445	12.66%
Firefox 3	Windows	440	12.52%
Safari 525.2	Mac	279	7.94%
Firefox 3	Mac	139	3.95%
Firefox 2	Windows	99	2.82%
Firefox 2	Mac	67	1.91%
Chrome 0.3	Windows	43	1.22%
Explorer 6	Windows	35	1.00%
Safari 525.22	Mac	33	0.94%
Safari 525.21	Windows	15	0.45%
Firefox 2	Linux	13	0.37%
Safari 525.26	Mac	8	0.23%
Safari 523.12	Mac	5	0.14%
Firefox 3	Linux	5	0.14%
Firefox 1	Windows	5	0.14%
Safari 523.1	Mac	2	0.06%
Safari 523.16	Mac	2	0.06%
Safari 312.5	Mac	2	0.06%

FIG. 77

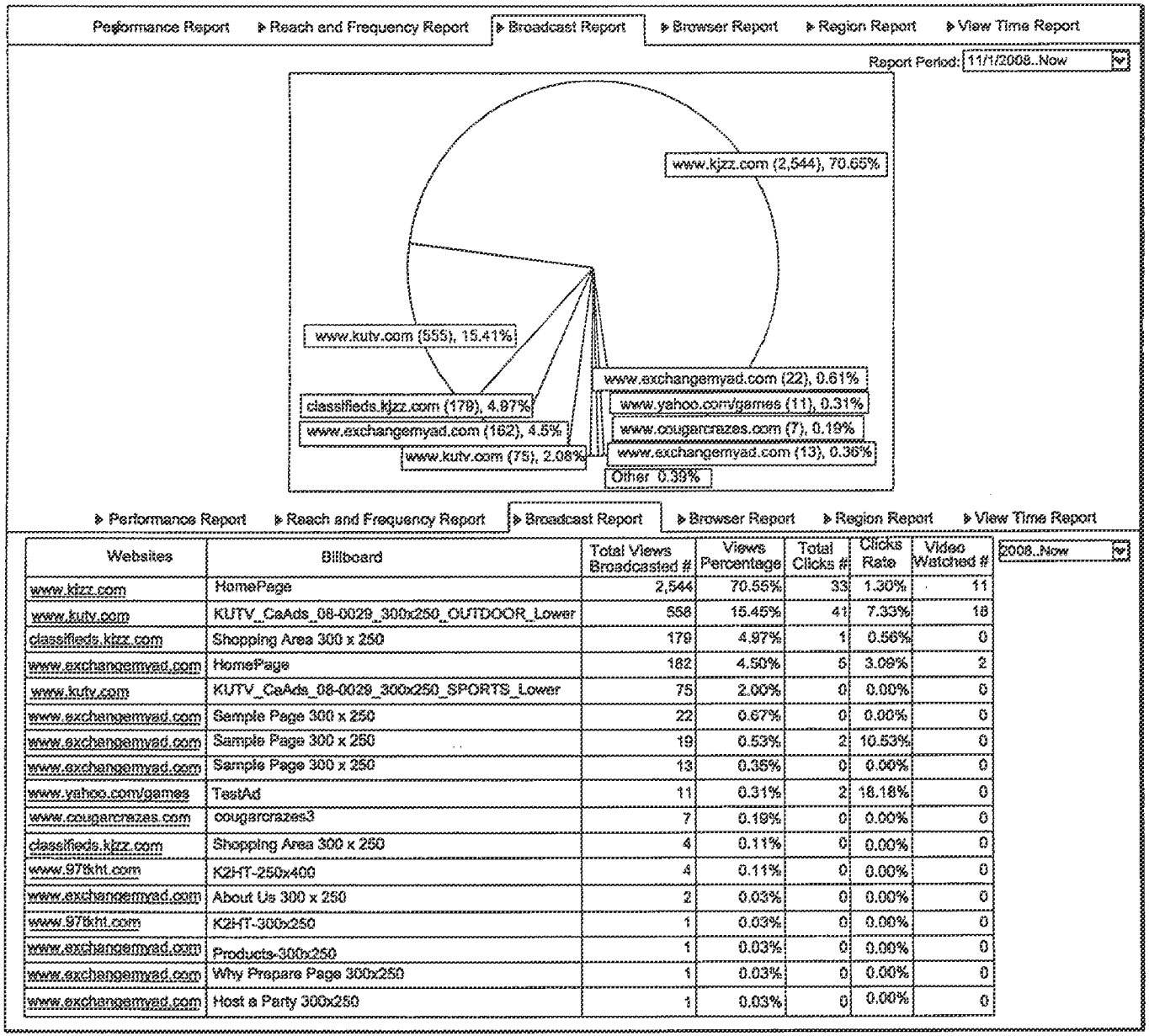
202 Duration Media Ex-1007



Websites	Billboard	Total Views Broadcasted #	Views Percentage	Total Clicks #	Clicks Rate	Video Watched #
www.kjzz.com	HomePage	2,544	70.55%	33	1.30%	11
www.kutv.com	KUTV_CaAds_08-0029_300x250_OUTDOOR_Lower	558	15.45%	41	7.33%	18
classifieds.kjzz.com	Shopping Area 300 x 250	179	4.97%	1	0.56%	0
www.exchangemyad.com	HomePage	182	4.50%	5	3.09%	2
www.kutv.com	KUTV_CaAds_08-0029_300x250_SPORTS_Lower	75	2.00%	0	0.00%	0
www.exchangemyad.com	Sample Page 300 x 250	22	0.67%	0	0.00%	0
www.exchangemyad.com	Sample Page 300 x 250	19	0.53%	2	10.53%	0
www.exchangemyad.com	Sample Page 300 x 250	13	0.35%	0	0.00%	0
www.yahoo.com/games	TestAd	11	0.31%	2	18.18%	0
www.cougarcrazes.com	cougarcrazes3	7	0.19%	0	0.00%	0
classifieds.kjzz.com	Shopping Area 300 x 250	4	0.11%	0	0.00%	0
www.97tkht.com	K2HT-250x400	4	0.11%	0	0.00%	0
www.exchangemyad.com	About Us 300 x 250	2	0.03%	0	0.00%	0
www.97tkht.com	K2HT-300x250	1	0.03%	0	0.00%	0
www.exchangemyad.com	Products-300x250	1	0.03%	0	0.00%	0
www.exchangemyad.com	Why Prepare Page 300x250	1	0.03%	0	0.00%	0
www.exchangemyad.com	Host a Party 300x250	1	0.03%	0	0.00%	0

FIG. 78

Duration Media Ex-1007

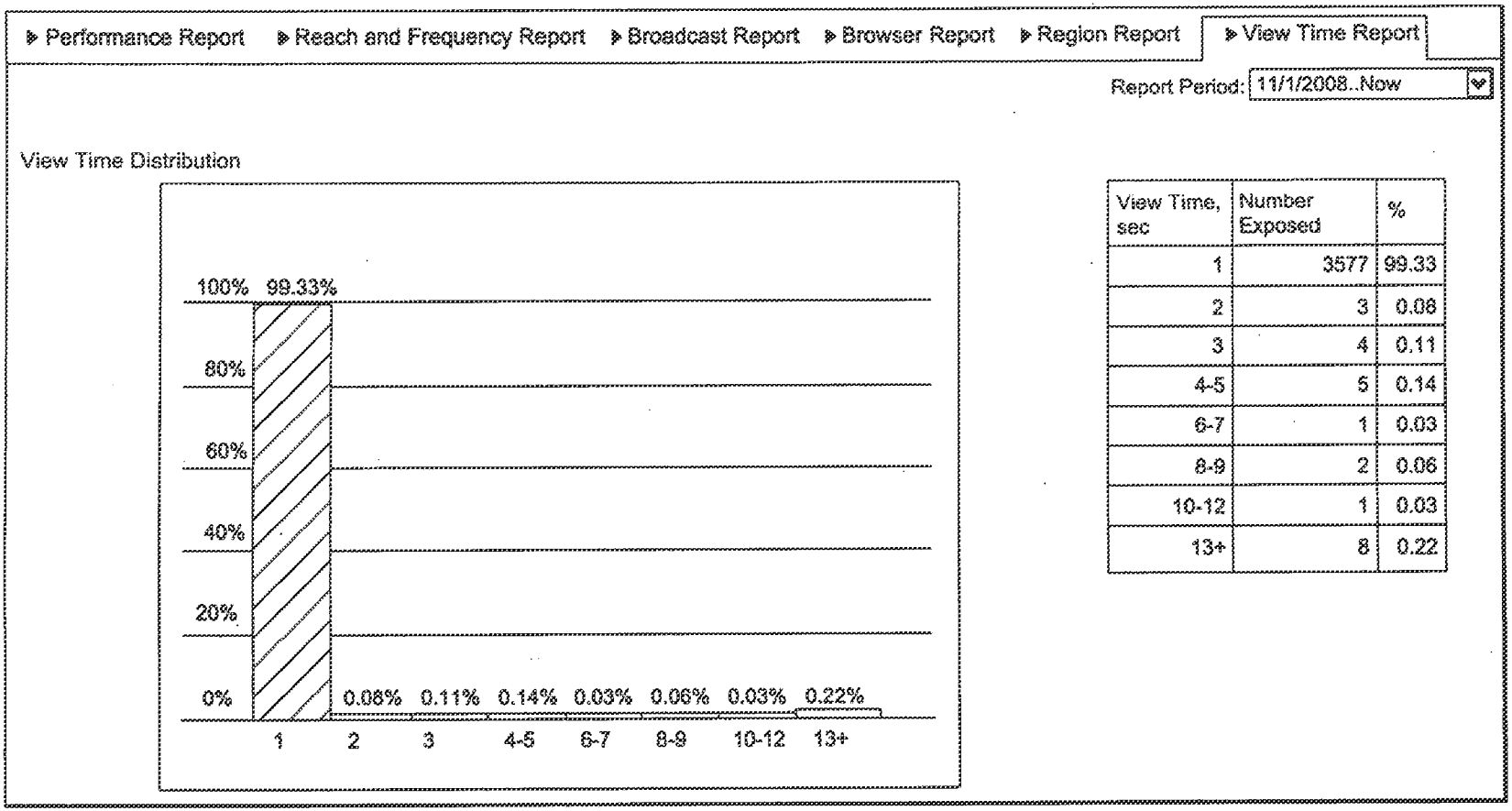


Websites	Billboard	Total Views Broadcasted #	Views Percentage	Total Clicks #	Clicks Rate	Video Watched #
www.kjzz.com	HomePage	2,544	70.55%	33	1.30%	11
www.kutv.com	KUTV_CaAds_08-0029_300x250_OUTDOOR_Lower	558	15.45%	41	7.33%	18
classifieds.kjzz.com	Shopping Area 300 x 250	179	4.97%	1	0.56%	0
www.exchangemyad.com	HomePage	182	4.50%	5	3.09%	2
www.kutv.com	KUTV_CaAds_08-0029_300x250_SPORTS_Lower	75	2.00%	0	0.00%	0
www.exchangemyad.com	Sample Page 300 x 250	22	0.67%	0	0.00%	0
www.exchangemyad.com	Sample Page 300 x 250	19	0.53%	2	10.53%	0
www.exchangemyad.com	Sample Page 300 x 250	13	0.35%	0	0.00%	0
www.yahoo.com/games	TestAd	11	0.31%	2	18.18%	0
www.cougarcrazes.com	cougarcrazes3	7	0.19%	0	0.00%	0
classifieds.kjzz.com	Shopping Area 300 x 250	4	0.11%	0	0.00%	0
www.97tkht.com	K2HT-250x400	4	0.11%	0	0.00%	0
www.exchangemyad.com	About Us 300 x 250	2	0.03%	0	0.00%	0
www.97tkht.com	K2HT-300x250	1	0.03%	0	0.00%	0
www.exchangemyad.com	Products-300x250	1	0.03%	0	0.00%	0
www.exchangemyad.com	Why Prepare Page 300x250	1	0.03%	0	0.00%	0
www.exchangemyad.com	Host a Party 300x250	1	0.03%	0	0.00%	0

FIG. 79

204

Duration Media Ex-1007



View Time, sec	Number Exposed	%
1	3577	99.33
2	3	0.08
3	4	0.11
4-5	5	0.14
6-7	1	0.03
8-9	2	0.06
10-12	1	0.03
13+	8	0.22

FIG. 80

205

Duration Media Ex-1007

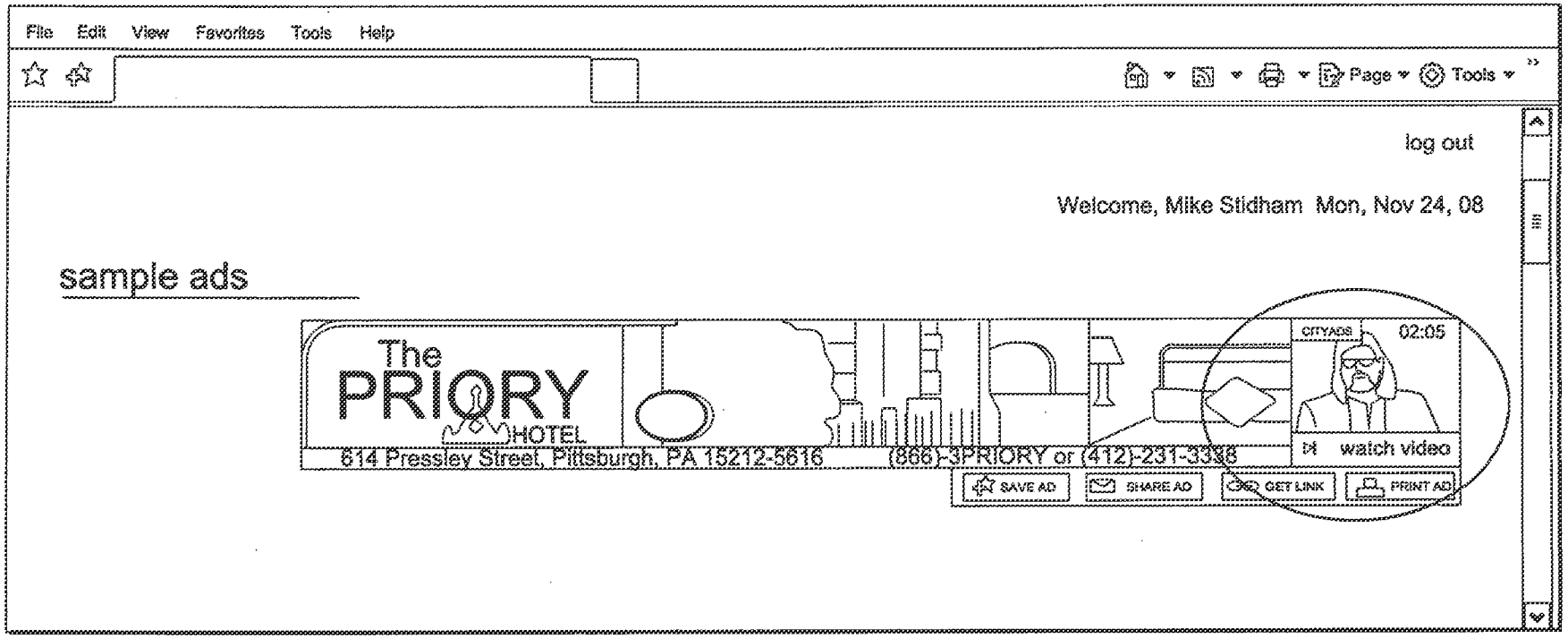


FIG. 81

206

Duration Media Ex-1007

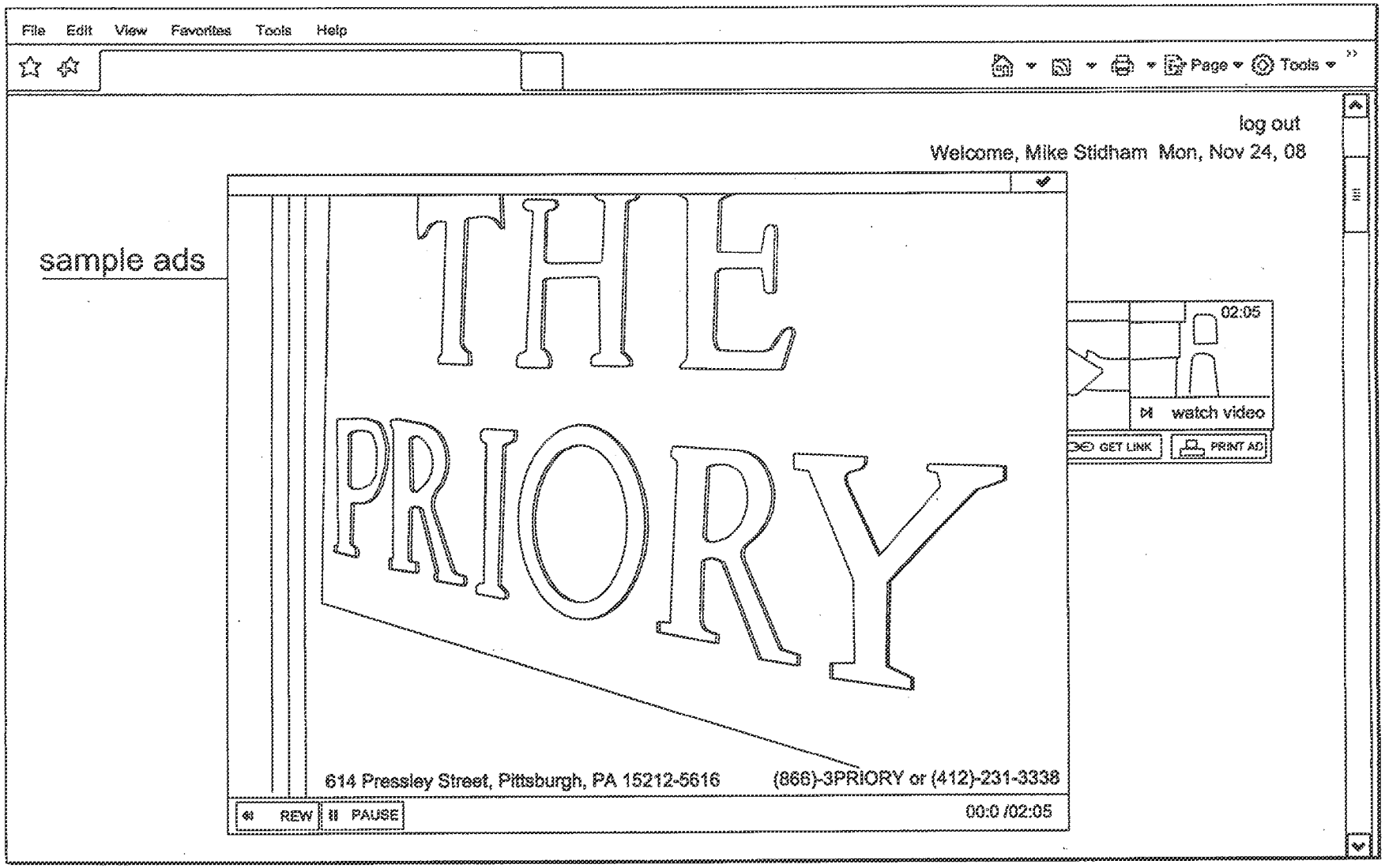


FIG. 82

207 Duration Media Ex-1007

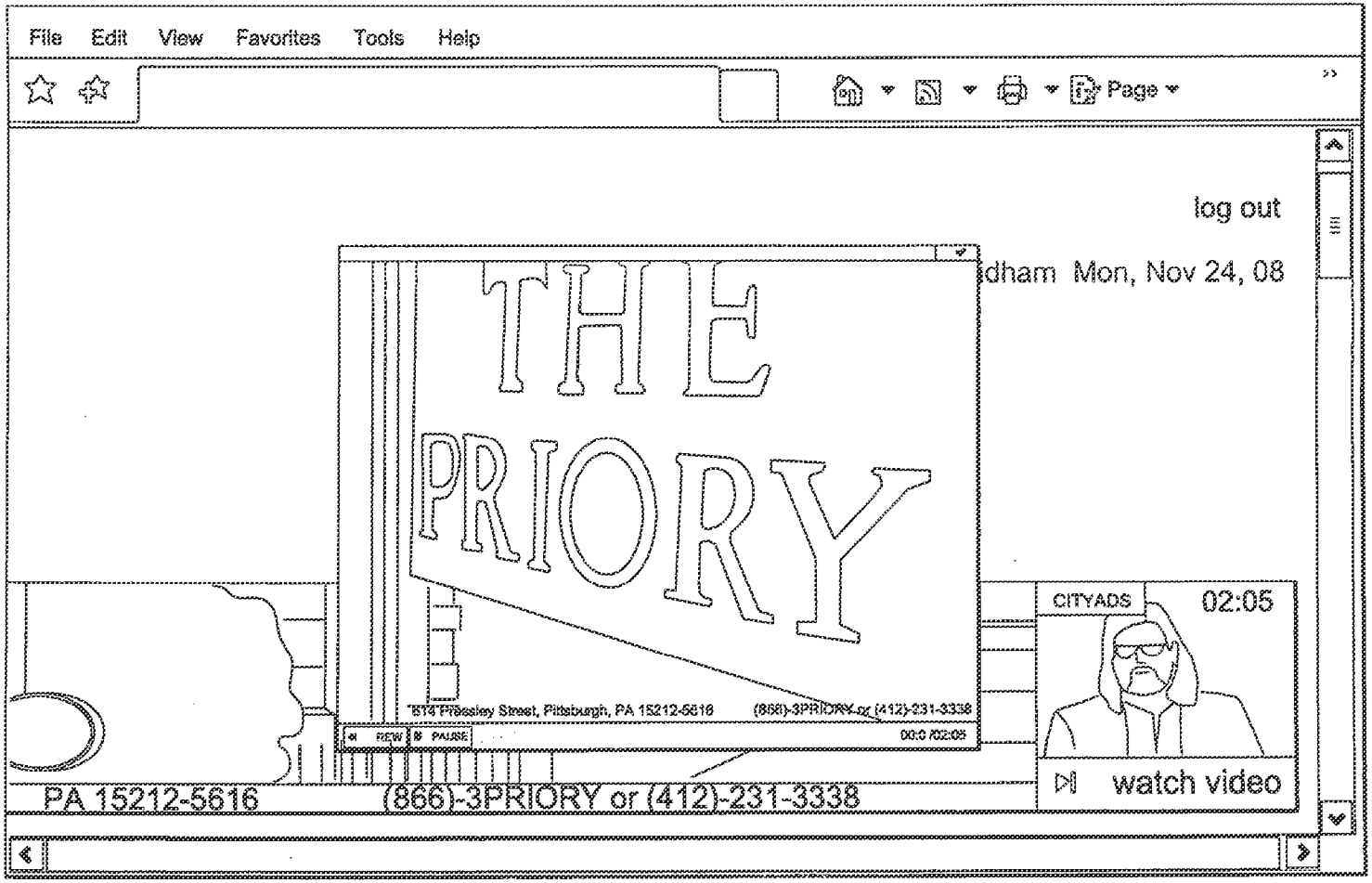


FIG. 83

208

Duration Media Ex-1007

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	GRP ART UNIT	FIL FEE REC'D	ATTY.DOCKET.NO	TOT CLAIMS	IND CLAIMS
17/961,952	10/07/2022		0	689752-1U6	1	1

CONFIRMATION NO. 2082

FILING RECEIPT

570
PANITCH SCHWARZE BELISARIO & NADEL LLP
TWO COMMERCE SQUARE
2001 MARKET STREET, SUITE 2800
PHILADELPHIA, PA 19103

Date Mailed: 10/24/2022

Receipt is acknowledged of this non-provisional utility 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 FIRST INVENTOR, 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 corrected Filing Receipt, including a properly marked-up ADS showing the changes with strike-through for deletions and underlining for additions. If you received a "Notice to File Missing Parts" or other Notice requiring a response for this application, please submit any request for correction 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 provided that the request is grantable.

Inventor(s)

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Nikolai MENTCHOUKOV, Miami Beach, FL;
Fred BERNSTEIN, Miami Beach, FL;
Alan EDWARDS, Salt Lake City, UT;
Igor TCHIBIREV, Sea Cliff, NY;

Applicant(s)

Rich Media Club, LLC, Salt Lake City, UT;

Power of Attorney: The patent practitioners associated with Customer Number 00570

Domestic Priority data as claimed by applicant

This application is a CON of 17/316,499 05/10/2021 PAT 11,468,453
which is a CON of 12/384,403 04/04/2009 PAT 11,004,090
which is a CIP of 12/316,781 12/16/2008 ABN
and is a CIP of 11/803,779 05/16/2007 PAT 10,380,602
which is a CIP of 11/643,245 12/21/2006 PAT 10,380,597
which claims benefit of 60/753,536 12/24/2005

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: 10/20/2022

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 17/961,952**

Projected Publication Date: To Be Determined - pending completion of Missing Parts

Non-Publication Request: No

Early Publication Request: No

**** SMALL ENTITY ****

Title

SYSTEM AND METHOD FOR CREATION, DISTRIBUTION AND TRACKING OF ADVERTISING VIA ELECTRONIC NETWORKS

Preliminary Class

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, 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 AssetsControl, 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).

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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.

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
17/961,952	10/07/2022	Brad KRASSNER	689752-1U6

CONFIRMATION NO. 2082

570
PANITCH SCHWARZE BELISARIO & NADEL LLP
TWO COMMERCE SQUARE
2001 MARKET STREET, SUITE 2800
PHILADELPHIA, PA 19103

FORMALITIES LETTER

OC000000049978061

Date Mailed: 10/24/2022

NOTICE TO FILE MISSING PARTS OF NONPROVISIONAL APPLICATION

FILED UNDER 37 CFR 1.53(b)

Filing Date Granted

An application number and filing date have been accorded to the above-identified nonprovisional application. The item(s) indicated below, however, are missing. Applicant is given **TWO MONTHS** from the date of this Notice within which to file all required items below to avoid abandonment. Extensions of time may be obtained by filing a petition accompanied by the extension fee under the provisions of 37 CFR 1.136(a).

The application is informal since it does not comply with the regulations for the reason(s) indicated below.

The required item(s) identified below must be timely submitted to avoid abandonment:

- **Drawing Items**

  The drawings submitted on 10/07/2022 are not acceptable because:
  - More than one figure is present and at least one figure appears to be unnumbered or misnumbered in comparison to the brief description of the figures contained in the specification. See Figure(s) 31. The figures must be labeled "Fig." with a consecutive Arabic numeral (1, 2, etc.) or an Arabic numeral and capital letter in the English alphabet (1A, 1B, etc.) and correspond with a brief description having the same figure number. See 37 CFR 1.84(u)(1).
    - To correct the figure numbering, replacement drawing sheets with proper figure labeling in compliance with 37 CFR 1.84 and 1.121(d) are required.
    - To add a brief description of a figure that was not previously numbered, or correct the reference in the specification to the figures, a proper substitute specification in compliance with 37 CFR 1.52, 1.121(b)(3), and 1.125, providing a brief description of each drawing figure presented, added or amended to correspond to the corrected numbering of the figures, is required. See also 37 CFR 1.77(b)(9).
- The statutory basic filing fee has not been received.
- The application search fee must be submitted.
- The application examination fee must be submitted.
- Surcharge as set forth in 37 CFR 1.16(f) has not been received.

  The surcharge is due for any one of:
  - late submission of the basic filing fee, search fee, or examination fee,
  - late submission of inventor's oath or declaration,

- filing an application that does not contain at least one claim on filing, or
- submission of an application filed by reference to a previously filed application.

SUMMARY OF FEES DUE:

The fee(s) required (including the fees noted above) are as follows. Small entity discount is in effect. If applicant is qualified for micro entity status, an acceptable Certification of Micro Entity Status must be submitted to establish micro entity status. (See 37 CFR 1.29 and forms PTO/SB/15A and 15B.)

- $**80** basic filing fee.
- $**210** for **33** pages in excess of **100** application size fee.
- $**80** surcharge.
- $**350** search fee.
- $**400** examination fee.
- $(**0**) previous unapplied payment amount.
- $**1120** TOTAL FEE BALANCE DUE.

Replies must be received in the USPTO within the set time period or must include a proper Certificate of Mailing or Transmission under 37 CFR 1.8 with a mailing or transmission date within the set time period. For more information and a suggested format, see Form PTO/SB/92 and MPEP 512.

Replies should be addressed to:

Mail Stop Missing Parts
Commissioner for Patents
P.O. Box 1450
Alexandria VA 22313-1450

REPLY VIA ELECTRONIC FILING

A reply may be submitted via electronic filing only by registered users of the appropriate USPTO patent electronic filing system and must include:

- A separate document having the document description, "**Applicant response to Pre-Exam Formalities Notice**"; and
- the item(s) for which a reply period is set forth above.

For more information about electronic filing, contact the Patent Electronic Business Center (EBC) 1-866-217-9197 or visit https://www.uspto.gov/ebc

NOTE: If the reply is not being submitted electronically, a copy of this notice must be included.

Questions about the contents of this notice and the requirements it sets forth should be directed to the Office of Data Management, Application Assistance Unit, at **(571) 272-4000** or **(571) 272-4200** or **1-888-786-0101**.

/jchen/

PATENT APPLICATION FEE DETERMINATION RECORD

Substitute for Form PTO-875

Application or Docket Number: 17/961,952

APPLICATION AS FILED - PART I

FOR	(Column 1) NUMBER FILED	(Column 2) NUMBER EXTRA	SMALL ENTITY RATE($)	SMALL ENTITY FEE($)	OR	OTHER THAN SMALL ENTITY RATE($)	OTHER THAN SMALL ENTITY FEE($)
BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A	80		N/A	
SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A	N/A	350		N/A	
EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A	400		N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	1 minus 20 =	* 0	x =	0	OR		
INDEPENDENT CLAIMS (37 CFR 1.16(h))	1 minus 3 =	*	x =	0			
APPLICATION SIZE FEE (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).			210			
MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))				0			
* If the difference in column 1 is less than zero, enter "0" in column 2.			TOTAL	1040		TOTAL	

APPLICATION AS AMENDED - PART II

		(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	SMALL ENTITY RATE($)	SMALL ENTITY ADDITIONAL FEE($)	OR	OTHER THAN SMALL ENTITY RATE($)	OTHER THAN SMALL ENTITY ADDITIONAL FEE($)
AMENDMENT A	Total (37 CFR 1.16(i))	*	Minus	**	=	x =		OR	x =	
	Independent (37 CFR 1.16(h))	*	Minus	***	=	x =		OR	x =	
	Application Size Fee (37 CFR 1.16(s))									
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							OR		
						TOTAL ADD'L FEE		OR	TOTAL ADD'L FEE	

		(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	RATE($)	ADDITIONAL FEE($)	OR	RATE($)	ADDITIONAL FEE($)
AMENDMENT B	Total (37 CFR 1.16(i))	*	Minus	**	=	x =		OR	x =	
	Independent (37 CFR 1.16(h))	*	Minus	***	=	x =		OR	x =	
	Application Size Fee (37 CFR 1.16(s))									
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							OR		
						TOTAL ADD'L FEE		OR	TOTAL ADD'L FEE	

* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.

** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".

*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".

The "Highest Number Previously Paid For" (Total or Independent) is the highest found in the appropriate box in column 1.

Duration Media Ex-1007

Docket No.: 689752-1U6
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Brad KRASSNER et al

Application No.: 17/961,952 Confirmation No.: 2082

Filed: October 7, 2022 Art Unit:

For: SYSTEM AND METHOD FOR CREATION, DISTRIBUTION AND TRACKING OF ADVERTISING VIA ELECTRONIC NETWORKS Examiner:

PRELIMINARY AMENDMENT UNDER 37 C.F.R. § 1.115

This paper is being filed before receipt of a first Office Action. No fee is believed to be due for filing this response.

Amendments to the Drawings are on page 2 of this paper.

Amendments to and Listing of the Claims begins on page 3 of this paper.

Remarks begin on page 7 of this paper.

Amendments to and Listing of the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Canceled)

2. (New) A method for rendering advertisement content in an ad content display page, wherein the ad content display page includes (i) a predefined area configured to display advertisement content, the predefined area being a portion of the ad content display page, and (ii) page content displayed in other portions of the ad content display page, the page content being separate from the advertisement content, the ad content display page being scrollable to allow a portion of the ad content display page to appear in a visible area of a browser window of a browser that is configured to be operated by a remote computing device, the method comprising:
(a) determining whether a predefined portion of the predefined area of the ad content display page is in the visible area of the browser window; and
(b) in response to a determination that the predefined portion of the predefined area of the ad content display page is in the visible area of the browser window, causing a communication to be sent from the remote computing device to one or more dispatcher servers, wherein the one or more dispatcher servers are configured to:

(i) receive the communication, and

(ii) cause advertisement content to be served to the remote computing device,

wherein the browser is configured to render the advertisement content in the predefined area of the ad content web page, and

wherein the advertisement content first appears in the predefined area of the ad content web page only after the one or more dispatcher servers serve the advertisement content to the remote computing device and the browser renders the advertisement content in the predefined area of the ad content web page.

3. (New) The method of claim 2 wherein after the one or more dispatcher servers receive the communication, the one or more dispatcher servers further:

(iii) cause advertisement content to be selected for display on the ad content display page, wherein the selected advertisement content is then served to the remote computing device.

4. (New) The method of claim 3 wherein the advertisement content is selected at least partially as a result of an auction.

5. (New) The method of claim 4 wherein the auction is conducted in real time between the time the communication is sent from the remote computing device and the time that the advertisement content is selected.

6. (New) The method of claim 2 wherein the predefined portion is 90%.

7. (New) The method of claim 2 further comprising:
(c) maintaining the same advertisement content that was previously rendered in the predefined area for at least a predefined period of time during the time period that the predefined portion of the predefined area of the ad content display page is in the visible area of the browser window.

8. (New) The method of claim 2 wherein the determination that the predefined portion of the predefined area of the ad content display page is in the visible area of the browser window occurs periodically.

9. (New) A system comprising:

(a) at least one ad content display page configured to be served to a remote computing device, wherein the ad content display page includes (i) a predefined area configured to display advertisement content, the predefined area being a portion of the ad content display page, and (ii) page content displayed in other portions of the ad content display page, the page content being separate from the advertisement content, the ad content display page being scrollable to allow a portion of the ad content display page to appear in a visible area of a browser window of a browser that is configured to be operated by the remote computing device;

(b) instructions in the form of code configured to:

(i) determine whether a predefined portion of the predefined area of the ad content display page is in the visible area of the browser window; and

(ii) in response to a determination that the predefined portion of the predefined area of the ad content display page is in the visible area of the browser window, cause a communication to be sent from the remote computing device; and

(c) one or more dispatch servers configured to:

(i) receive the communication,

(ii) cause advertisement content to be served to the remote computing device,

wherein the browser is configured to render the advertisement content in the predefined area of the ad content web page, and

wherein the advertisement content first appears in the predefined area of the ad content web page only after the one or more dispatcher servers serve the advertisement content to the remote computing device and the browser renders the advertisement content in the predefined area of the ad content web page.

10. (New) The system of claim 9 wherein the one or more dispatch servers are further configured to:

(iii) after receiving the communication, cause advertisement content to be selected for display on the ad content display page, wherein the selected advertisement content is then served to the remote computing device.

11. (New) The system of claim 10 wherein the advertisement content is selected at least partially as a result of an auction.

12. (New) The system of claim 11 wherein the auction is conducted in real time between the time the communication is sent from the remote computing device and the time that the advertisement content is selected.

13. (New) The system of claim 9 wherein the predefined portion is 90%.

14. (New) The system of claim 9 wherein the instructions in the form of code are further configured to:

(iii) maintain the same advertisement content that was previously rendered in the predefined area for at least a predefined period of time during the time period that the predefined portion of the predefined area of the ad content display page is in the visible area of the browser window.

15. (New) The system of claim 9 wherein the determination that the predefined portion of the predefined area of the ad content display page is in the visible area of the browser window occurs periodically.

FIGURE 31



221
Duration Media Ex-1007
Replacement Sheet

Docket No.: 689752-1U6
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Brad KRASSNER et al.

Application No.: 17/961,952 Confirmation No.: 2082

Filed: October 7, 2022 Art Unit:

For: SYSTEM AND METHOD FOR CREATION, DISTRIBUTION AND TRACKING OF ADVERTISING VIA ELECTRONIC NETWORKS Examiner:

INFORMATION DISCLOSURE STATEMENT (IDS)

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

Pursuant to 37 C.F.R. §§ 1.56, 1.97, and 1.98, the attention of the United States Patent and Trademark Office is hereby directed to the references listed on the attached PTO/SB/08. It is respectfully requested that the information be expressly considered during the prosecution of the above-identified application, and that the references be made of record therein and appear among the "References Cited" on any patent to issue therefrom.

This Information Disclosure Statement is filed within three months of the filing date of a national application other than a continued prosecution application under 37 C.F.R. § 1.53(d) (37 C.F.R. § 1.97(b)(1)).

Copies of the documents were previously cited by or submitted to the U.S. Patent and Trademark Office in one or more of U.S. Application Nos. 11/643,245 filed December 21, 2006, 11/803,779 filed May 16, 2007, 12/316,781 filed December 16, 2008 (Abandoned), 12/384,403 filed April 4, 2009, and 17/316,499 filed May 10, 2021 ("the prior applications"). The present

application relies, under 35 U.S.C. §120, on the filing dates of the prior applications. Therefore, under 37 C.F.R. §1.98(d), no copies of the cited references are enclosed, but will be provided on request.

In accordance with 37 C.F.R. § 1.97(g), the filing of this Information Disclosure Statement shall not be construed as a representation that a search has been made. In accordance with 37 C.F.R. § 1.97(h), the filing of this Information Disclosure Statement shall not be construed to be an admission that the information cited in this Information Disclosure Statement is, or is considered to be, material to patentability as defined in 37 C.F.R. § 1.56(b).

It is submitted that the Information Disclosure Statement is in compliance with 37 C.F.R. § 1.98, and the Examiner is respectfully requested to consider the listed references.

Applicant believes no fee is due with this response. However, if a fee is due, please charge our Deposit Account No. 50-1017, under Order No. 689752.0051 from which the undersigned is authorized to draw.

Dated: November 21, 2022

Respectfully submitted,

Electronic signature: /Clark A. Jablon/
Clark A. Jablon
Registration No.: 35,039
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PTO/SB/08a (02-18)
Approved for use through 11/30/2020. OMB 0651-0031
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Not for submission under 37 CFR 1.99)

Application Number	17961952
Filing Date	2022-10-07
First Named Inventor	Brad KRASSNER
Art Unit	N/A
Examiner Name	Not Yet Assigned
Attorney Docket Number	689752-1U6

U.S.PATENTS Remove

Examiner Initial*	Cite No	Patent Number	Kind Code[1]	Issue Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
	1	6418470	B2	2002-07-09	Blumenau	
	2	6327619	B1	2001-12-04	Blumenau	
	3	6108637		2000-08-22	Blumenau	
	4	7143075		2006-11-28	Chickering et al.	
	5	7313590	B2	2007-12-25	Mentchoukov	
	6	6587837	B1	2003-07-01	Spagna et al.	
	7	7120590		2006-10-10	Eisen et al.	
	8	6449634		2002-09-10	Capiel	

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	17961952
	Filing Date	2022-10-07
	First Named Inventor	Brad KRASSNER
	Art Unit	N/A
	Examiner Name	Not Yet Assigned
	Attorney Docket Number	689752-1U6

	9	5710883		1998-01-20	Hong et al.	
	10	5960409		1999-09-28	Wexler	
	11	5717860		1998-02-10	Graber et al.	
	12	6275854		2001-08-14	Himmel et al.	
	13	6112246		2000-08-29	Horbal et al.	
	14	6141010		2000-10-31	Hoyle	
	15	5937390		1999-08-10	Hyodo	
	16	6119165		2000-09-12	Li et al.	
	17	6990630		2006-01-24	Landsman et al.	
	18	6789108		2004-09-07	McMillan	
	19	6654539		2003-11-25	Duruoz et al.	

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	17961952
	Filing Date	2022-10-07
	First Named Inventor	Brad KRASSNER
	Art Unit	N/A
	Examiner Name	Not Yet Assigned
	Attorney Docket Number	689752-1U6

	20	7376907	B2	2008-05-20	Santoro et al.	
	21	6691281	B1	2004-02-10	Sorge et al.	
	22	6791579	B2	2004-09-14	Markel	
	23	5848396		1998-12-08	Gerace	
	24	7155508		2006-12-26	Sankuratripati et al.	
	25	7146401	B2	2006-12-05	Hansell et al.	
	26	5999912		1999-12-07	Wodarz et al.	
	27	6243865	B1	2001-06-05	Wei et al.	
	28	5740549		1998-04-14	Reilly et al.	
	29	5838790		1998-11-17	McAuliffe et al.	
	30	6693649	B1	2004-02-17	Lipscomb et al.	

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	17961952
	Filing Date	2022-10-07
	First Named Inventor	Brad KRASSNER
	Art Unit	N/A
	Examiner Name	Not Yet Assigned
	Attorney Docket Number	689752-1U6

	31	5708780		1998-01-13	Levergood et al.	
	32	6516338		2003-02-04	Landsman et al.	
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	34	6317761		2001-11-13	Landsman et al.	
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	36	6268856		2001-07-31	Bruck et al.	
	37	6205432		2001-03-20	Gabbard et al.	
	38	6185586		2001-02-06	Judson	
	39	6011537		2000-01-04	Slotznick	
	40	5737619		1998-04-07	Judson	
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	17961952
	Filing Date	2022-10-07
	First Named Inventor	Brad KRASSNER
	Art Unit	N/A
	Examiner Name	Not Yet Assigned
	Attorney Docket Number	689752-1U6

	42	6643696	B2	2003-11-04	Davis et al.	
	43	6115680		2000-09-05	Coffee et al.	
	44	6763386	B2	2004-07-13	Davis et al.	
	45	5796952		1998-08-18	Davis et al.	
	46	5675510		1997-10-07	Coffey et al.	
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	Attorney Docket Number	689752-1U6

CERTIFICATION STATEMENT

Please see 37 CFR 1.97 and 1.98 to make the appropriate selection(s):

That each item of information contained in the information disclosure statement was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e)(1).

OR

☐ That no item of information contained in the information disclosure statement was cited in a communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the person signing the certification after making reasonable inquiry, no item of information contained in the information disclosure statement was known to any individual designated in 37 CFR 1.56(c) more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e)(2).

See attached certification statement.

The fee set forth in 37 CFR 1.17 (p) has been submitted herewith.

☒ A certification statement is not submitted herewith.

SIGNATURE

A signature of the applicant or representative is required in accordance with CFR 1.33, 10.18. Please see CFR 1.4(d) for the form of the signature.

Signature	/Clark A. Jablon/	Date (YYYY-MM-DD)	2022-11-21
Name/Print	Clark A. Jablon	Registration Number	35,039

This collection of information is required by 37 CFR 1.97 and 1.98. 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 1 hour 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.**

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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 record s.

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.

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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.

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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.

Amendments to the Drawings:

In the originally filed set of figures, delete the second instance of FIGURE 30.

After the first instance of FIGURE 30, add new FIGURE 31.

Attachments: New Sheet of drawings containing FIGURE 31

250 Duration Media Ex-1007

REMARKS

Claims 2-15 are pending. Original claim 1 was canceled.

No new matter was added. New Figure 31 is fully supported by the figures in parent U.S. Application No. 12/384,403, now U.S. Patent No. 11,004,090 (hereafter, referred to as "the '403 application"). Figure 31 was inadvertently deleted from the set of originally filed figures of this continuation application. New Figure 31 is identical to the version of Figure 31 in the parent '403 application. Since this application incorporates by reference the '403 application, as stated in the CONTINUITY/PRIORITY INFORMATION of the present application, no new matter is being added by reintroducing new Figure 31.

Claims 2-11 are fully supported by the disclosure in the '403 application. More specifically, independent claims 2 and 9 are directed to one preferred embodiment of the present invention that is described, in part, on at least page 78, line 30 through page 79, line 13, which reads as follows (underlining added for emphasis):

> The correlator code described above periodically checks the location of the billboard module content rendering area location. The portion of the designated content triggering area that needs to fall within the browser window dimensions and scrolling position in order to initiate content rendering can be varied, and may be customized by the system administrator. For example, the system may send a message that the content is available when 90% of the designated ad content display page triggering area is within the viewer's browser window dimensions and scrolling position, or is within a specified distance from the viewer's browser window dimensions and scrolling position. The area/browser dimension and scrolling position correlator code at the ad content display page can send these messages to a billboard module or server side application continually in pre-defined increments, such as, for example, every second, or fraction of a second, communicating to the dimensions and scrolling position of the viewer's browser. The billboard module then sends the information it is collecting from the content rendering area/browser dimension and scrolling position correlator code to the ad dispatcher database, which is preferably housed in the server for tracking at pre-defined intervals (information can be sent immediately, or it can be collected and sent periodically).

251 Duration Media Ex-1007

The feature "wherein the advertisement content first appears in the predefined area of the ad content web page only after the one or more dispatcher servers serve the advertisement content to the remote computing device and the browser renders the advertisement content in the predefined area of the ad content web page" is an inherent aspect of the above-disclosed process because the ad dispatcher retrieves the advertisement content to be placed in the predefined area and rendered by the browser only after the predefined portion (e.g., 90% in one embodiment) of the predefined area is in the visible area of the browser window. That is, the advertisement content did not previously appear in the predefined area of the ad content web page, even though it might be previously known as to what advertisement content will appear in the predefined area in the case of a pre-sold ad. In the case of the advertisement content being selected in an auction process, the advertisement content would not even be known ahead of time, and thus it inherently could not have previously appeared in the predefined area of the ad content web page.

Patentability of claimed invention over prior art of record

The presently claimed invention is directed to one preferred embodiment of the present invention that retrieves and renders advertisement content that appears within the predefined area of the ad content display page that is configured to display advertisement content (billboard module content rendering area location) when a predefined portion of the predefined area is in the visible area of the browser window. In one disclosed embodiment, the predefined portion is 90%, but as disclosed in page 78, line 30 through page 79, line 13 of the present application, that portion may be "customized by the system administrator," and thus need not be 90%.

Patentability of claimed invention over Konagaya

In a Preliminary Amendment filed on February 28, 2021 in the '403 application, selected features of Konagaya were discussed and patentably distinguished over the claims of the '403 application. Regarding the presently claimed invention, Konagaya does not disclose at least the following claimed features of exemplary claim 2 and corresponding features of claim 9:

2. A method for rendering advertisement content in an ad content display page, wherein the ad content display page includes (i) a predefined area configured to display advertisement content, the predefined area being a portion of the ad content display page, and (ii) page content displayed in other portions of the ad content display page, the page content being separate from the advertisement content…
:
:
(a) determining whether a predefined portion of the predefined area of the ad content display page is in the visible area of the browser window; and

(b) in response to a determination that the predefined portion of the predefined area of the ad content display page is in the visible area of the browser window, causing a communication to be sent from the remote computing device to one or more dispatcher servers, wherein the one or more dispatcher servers are configured to:
(i) receive the communication, and
(ii) cause advertisement content to be served to the remote computing device,
wherein the browser is configured to render the advertisement content in the predefined area, and
wherein the advertisement content appears in the predefined area of the ad content web page only after the one or more dispatcher servers serve the advertisement content to the remote computing device and the browser renders the advertisement content in the predefined area of the ad content web page

The English translation of Konagaya reads, in part, as follows (underlining added for emphasis):

In order to implement the method above, the server has to control delivery of Web objects, and the area in a Web browser which is being browsed by the user has to be transmitted/reported to the server. Since cooperation of the server and the client becomes necessary, the implementation is achieved by means of CGI and JavaScript. In a conventional delivery method, a Web browser loads all of the Web objects described in a Web page. In order for the Web browser to load only the Web objects that are determined to be capable of being displayed within the Web browser, the present system creates a tentative Web page and delivers it by the server. The CGI

program reduces the transmission quantity of tentative Web objects by replacing the Web objects which exist in a real Web page but are not displayed within the Web browser with transparent images of small file sizes. The JavaScript program always surveils the area of the Web browser being browsed by the user. When the area being browsed by the user in the Web browser changes, the JavaScript program cooperates with the CGI program on the server and obtains only the Web objects within the browsing (browsed) area from the server and displays those objects.

2.2 Implementation

The delivery control of Web objects is implemented according to the procedure indicated below.

(1) When a user requests a Web page, the JavaScript program embedded in the header of the Web page is activated, and the CGI program is executed on a server.

The CGI program extracts portions of the Web page surrounded by an "img" tag and an "embed" tag. The path of each Web object described as the "src" value in each tag is described/written in a tentative Web page as text data using JavaScript. In order to uniquely determine each tag in the tentative Web page and the data of each Web object described using JavaScript, an ID is set for the data of each Web object. The data of one Web object is described as follows:

data[ID] = "ID: the path of the Web object"

Then, "img", "embed" tags are described/written in the tentative Web page as follows:

< img, embed src="the path of a transparent image" width="horizontal length" height="vertical length" id="ID"/ >

A transparent image of a small file size exists in the system, and the path of the transparent image is described as the value of "src" in the "img", "embed" tags. In order to maintain the layout relationship of the Web objects, a transparent image having the same length as that of each real object has to be pasted onto the Web page. The horizontal and vertical lengths of a Web object is obtained by means of the CGI

program, and the obtained lengths are described as the width and height values in the tag. The previously set ID is specified as the value of "id" in the tag.

Finally, a JavaScript program for surveilling users is appended into the tentative Web page.

The Web page created according to the procedure above is delivered to the client.

(2) When the tentative Web page is delivered, the JavaScript program of the client obtains the position of each of the Web objects in the tentative Web page. As indicated below, the positional information is added to the data of each Web object which is described using JavaScript:

data[ID] = "ID: the path of the Web object: X-axis position: Y-axis position"

(3) The JavaScript program obtains the area of the Web browser being browsed by the user. The browsing area is compared to the positional information of each Web object, and only the ID's of the Web objects within the browsing area are obtained from the tag. The "src" value of each tag within the browsing area is replaced with the path of the Web object data indicated by the obtained ID. When the "src" value of each tag is altered, the Web browser loads the Web object from the server and displays it in the Web browser.

(4) The JavaScript program surveils the browsing area of the Web browser which is being browsed by the user at regular time intervals. When any change of the browsing area is detected, operation (3) above is performed (repeated).

As described above, the process in Konagaya first identifies web objects that are image tags or embed tags. (Image tags are used for static image content, whereas embed tags are used for multimedia content). Upon locating such web objects, they are replaced with transparent images having the same length as that of each real object. For example, an image of a vehicle would be replaced with a transparent image. This newly formed "tentative web page" is then delivered to the web browser. If or when the web object having the transparent image is within the browsing area, the transparent image is replaced with the originally deleted content of the image or embed tag.

Web pages having transparent images in place of the actual content of the image and embed tags can be transmitted to a web browser in less time due to the reduced byte size. Accordingly, the process described in Konagaya achieves a reduced transmission time for delivering web pages to a browser compared to a conventional web page delivery process.

No such process is performed by the presently claimed invention.

In the presently claimed invention, the ad content display page includes (i) a predefined area configured to display advertisement content, the predefined area being a portion of the ad content display page, and (ii) page content displayed in other portions of the ad content display page, the page content being separate from the advertisement content. The location of the predefined area configured to display advertisement content is tracked with respect to the visible area of the browser window. When a predefined portion of the predefined area of the ad content display page is in the visible area of a browser window of a browser operated by a remote computing device, a dispatcher server causes advertisement content to be served to the remote computing device, and the browser renders the advertisement content in the predefined area.

While the presently claimed invention and Konagaya both track when a region of a web page is within a visible area of a browser window, and then deliver content to that region when this condition is detected, the content being delivered in Konagaya previously appeared in the web page and was replaced by a transparent image, which, in turn, becomes replaced with the previously appearing content (e.g., static image content or multimedia content), whereas the content that is delivered in the presently claimed invention (here, advertisement content) did not previously appear in the web page (here, the ad content web page).

Accordingly, Konagaya lacks the concept of populating a region of a web page that is detected as being within a visible area of a browser window with content that first appears in the predefined area of the ad content web page only after the one or more dispatcher servers serve the advertisement content to the remote computing device and the browser renders the advertisement content in the predefined area of the ad content web page.

Nor would it have been obvious to operate Konagaya in this manner because the premise of Konagaya is that there is content in an image tag or embed tag that should be replaced with a less bandwidth-intensive transparent image, and then this removed content is then reinserted in

the location of the transparent image when it appears in the browsing area. Thus, it would be nonsensical for Konagaya to perform its initial replacement process on the claimed predefined area configured to display advertisement content which does not even initially contain advertisement content therein. That is, the purpose of Konagaya would not be served by performing any sort of initial replacement with respect to the claimed predefined area configured to display advertisement content.

Furthermore, since it is sometimes not even known what advertisement content will even appear in the claimed predefined area of the ad content display page (in the case of an auction process being used to select the advertisement content), the process in Konagaya would be completely non-functional if one tried to apply it to the presently claimed invention because the process in Konagaya presumes that the content of the image tag or embed tag is known so that replacement process can function as disclosed.

Terminal Disclaimer

Although no obviousness-type double patenting rejection has been made, Applicants have concurrently filed herein a terminal disclaimer with respect to parent U.S. Patent Nos. 11,468,453 and 11,004,090 and priority-related U.S. Patent Nos. 10,380,597 and 10,380,602, and 11,443,329, and related family members 8,356,247 and 9,824,074. Approval of the Terminal Disclaimer is respectfully requested.

The terminal disclaimer is not an admission that the present claims are obvious over the claims of any of these patents.[1]

---

[1] MPEP 804.02:

The filing of a terminal disclaimer to obviate a rejection based on nonstatutory double patenting is not an admission of the propriety of the rejection. *Quad Environmental Technologies Corp. v. Union Sanitary District*, 946 F.2d 870, 20 USPQ2d 1392 (Fed. Cir. 1991). The court indicated that the "filing of a terminal disclaimer simply serves the statutory function of removing the rejection of double patenting, and raises neither a presumption nor estoppel on the merits of the rejection."

Prompt examination of the present application is respectfully requested.

Dated: November 21, 2022

Respectfully submitted,

Brad KRASSNER et al.

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PTO/SB/08a (02-18)
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Not for submission under 37 CFR 1.99)

Application Number	17961952
Filing Date	2022-10-07
First Named Inventor	Brad KRASSNER
Art Unit	N/A
Examiner Name	Not Yet Assigned
Attorney Docket Number	689752-1U6

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	1	B. Krassner, USSN 11/803,779, Non-Final Office Action Summary issued 09/24/2015 (Attorney's Docket 082097.0109)	
	2	B. Krassner, USSN 11/803,779, Request for Continued Examination filed 09/22/2014 (Attorney's Docket 082097.0109)	
	3	B. Krassner, USSN 11/643,245, Notice of Appeal filed 07/05/2016 (Attorney's Docket 082097.0104)	
	4	B. Krassner, USSN 11/643,245, Final Office Action Summary issued 04/05/2016 (Attorney's Docket 082097.0104)	
	5	B. Krassner, USSN 11/643,245, Response to Non-Final Office Action Summary filed 02/24/2016 (Attorney's Docket 082097.0104)	
	6	B. Krassner, USSN 11/643,245, Non-Final Office Action Summary issued 09/24/2015 (Attorney's Docket 082097.0104)	
	7	B. Krassner, USSN 11/643,245, Request for Continued Examination filed 09/22/2014 (Attorney's Docket 082097.0104)	
	8	Office Action of the European Patent Office - Germany re: Summons to attend oral proceedings pursuant to Rule 115 (1) EPC; Application No. 06847919.5 - 1958 / 1964046, Ref. DEP/57401EP1; received April 19, 2017 (082097.0116)	
	9	T. Konagaya, et al., "Transmission Reduction by Partial Display of Web Page", 67'11 National Convention, Lecture Papers, Database and Media Network, March 2, 2005, p.155-156, Information Processing Society of Japan	
	10	Office Action - JP 2018-163886, (this Japanese application is a child of Krassner application 12/589,321 which is a CIP of Krassner application 12/316781 filed 12/16/2008)	☒
	11	China Patent Office Action relating to China Application No. 201410235959.3 (with Translation) dated July 11, 2017 (this application shares inventorship and at least some subject matter with the present application)	☐

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	12	EP Communication re Application 09 833 768.6 - 1870, dated 2017-09-29 (this application shares inventorship and at least some subject matter with the present application)	☐
	13	Japanese OA Communication re: Notification of Reasons for Refusal, dispatch date August 4, 2015 (drafting date: July 28, 2015) and English Translation, Patent Application No. 2014-172992 [docket no. 082097.0140]	☒
	14	Wiley Encyclopedia of Computer Science and Engineering (Year: 2009)	☐
	15	EPO Germany - Communication re: Extended European Search Report for Application/Patent No. 09833768.6 - 1870 / 2377035 PCT/US 2009005733; Ref. JFW/63726EP1 (dated 23.10.15) 10/23/2015	☐
	16	Request for Continued Examination filed 09/22/2014 for Application No. 11/803,779 filed on May 16, 2007 for Inventors: Krassner et al.	☐
	17	Office Action Summary issued 05/22/2014 for Application No. 11/643,245 filed on 12/21/2006 for Inventor: Brad Krassner	☐
	18	Request for Continued Examination filed 09/22/2014 for Application No. 11/643,245 filed on 12/26/2006 for Inventor: Brad Krassner	☐
	19	Office Action Summary (Non-Final) for Application No. 12/384,403 on 04/04/2009 for Inventor: Brad Krassner; date mailed 10/17/2011	☐
	20	Office Action Summary (Final) for Application No. 12/384,403 filed on 04/04/2009 for Inventor: Brad Krassner; date mailed 09/03/2013	☐
	21	Request for Continued Examination w/amendments for Application No. 12/384,403; RCE filed 12/03/2013	☐
	22	Response to Office Action for Application No. 12/384,403; Response filed 04/16/2012	☐

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	23	State Intellectual Property Office of the People's Republic of China, Notification of Second Office Action issued 07/11/2017 re: Patent Application No. 2014-10235959.3, with English translation (ref. 082097.0139)	☐
	24	Japanese Patent Office Communication dated 06/21/2016 re: Patent Application No. 2014-172992 (with translation)	☒
	25	"Endless Pageless: Keep scrolling for more content," November 9, 2006, available at: http://ajaxian.com/archives/endless-pageless-keep-scrolling-for-more-content	☐
	26	Notice of Non-Compliant Amendment issued 06/05/2014 in US Application No. 12/316,781	☐
	27	USPTO Non-final Office Action dated 10/30/2014 in US Application No. 12/316,781	☐
	28	Response to Non-Final OA issued 10/30/2014, filed 03/02/2015 in US Application No. 12/316,781	☐
	29	USPTO Final Office Action dated 06/19/2015 in US Application No. 12/316,781	☐
	30	Australian Government - IP Australia, OA dated 5 June 2015, re: Patent Examination Report No. 1, Application No. 2009327529, Ref. No. 994930 (from foreign 082097.0125)	☐
	31	Notification of Reasons for Refusal issued 10/29/2013 of JP Application No. 2011-542102	☐
	32	Fuyuki Miura, Web Contents Evolution based on the Behavior of Visitors, Vol. 100, No. 713, IEICE Technical Report, The Institute of Electronics, Information and Communication Engineers, Vol. 11, pp. 23-28 (03/14/2001)	☐
	33	State Intellecual Property Office of the People's Republic of China, Notification of the First Office Action issued 01/18/2013 (PCT Application in the National Phase)," in Chinese	☐

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	34	State Intellecual Property Office of the People's Republic of China, Notification of the First Office Action issued 01/18/2013 (PCT Application in the National Phase)," English Translation	☐
	35	Notice to File Corrected Application Papers issued 01/09/2009 for Application No. 12/316,781 filed on 12/16/2008 for inventor Brad Krassner	☐
	36	Response to Notice to File Corrected Application Papers filed 03/24/2009 for Application No. 12/316,781 filed on 12/16/2008 for inventor Brad Krassner	☐
	37	Office Action Summary issued 07/19/2011 for Application No. 12/316,781 filed on 12/16/2008 for inventor Brad Krassner	☐
	38	Response to Office Action Summary filed 01/18/2012 for Application No. 12/316,781 filed on 12/16/2008 for inventor Brad Krassner	☐
	39	Office Action Summary issued 04/13/2012 for Application No. 12/316,781 filed on 12/16/2008 for inventor Brad Krassner	☐
	40	Request for Continued Examination filed 10/15/2012 for Application No. 12/316,781 filed on 12/16/2008 for inventor Brad Krassner, responding to Office Action dated 04/13/2012	☐
	41	State Intellectual Property Office of the People's Republic of China, Notification of First Office Action issued 10/17/2016 re: Patent Application No. 2014-10235959.3, with English translation (ref. 082097.0139)	☒
	42	Response to Notice of Non-Compliant Amendment filed 08/05/2014 in US Application No. 12/316,781	☐

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[1] See Kind Codes of USPTO Patent Documents at www.USPTO.GOV or MPEP 901.04. [2] Enter office that issued the document, by the two-letter code (WIPO Standard ST.3). [3] For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. [4] Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. [5] Applicant is to place a check mark here if English language translation is attached.

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Please see 37 CFR 1.97 and 1.98 to make the appropriate selection(s):

That each item of information contained in the information disclosure statement was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e)(1).

OR

☐ That no item of information contained in the information disclosure statement was cited in a communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the person signing the certification after making reasonable inquiry, no item of information contained in the information disclosure statement was known to any individual designated in 37 CFR 1.56(c) more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e)(2).

See attached certification statement.

The fee set forth in 37 CFR 1.17 (p) has been submitted herewith.

☒ A certification statement is not submitted herewith.

SIGNATURE

A signature of the applicant or representative is required in accordance with CFR 1.33, 10.18. Please see CFR 1.4(d) for the form of the signature.

Signature	/Clark A. Jablon/	Date (YYYY-MM-DD)	2022-11-21
Name/Print	Clark A. Jablon	Registration Number	35,039

This collection of information is required by 37 CFR 1.97 and 1.98. 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 1 hour 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.**

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 record s.

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.

Electronic Patent Application Fee Transmittal

Application Number:	17961952
Filing Date:	07-Oct-2022
Title of Invention:	SYSTEM AND METHOD FOR CREATION, DISTRIBUTION AND TRACKING OF ADVERTISING VIA ELECTRONIC NETWORKS
First Named Inventor/Applicant Name:	Brad KRASSNER
Filer:	Clark Alan Jablon/Melinda Ray
Attorney Docket Number:	689752-1U6

Filed as Small Entity

Filing Fees for Utility under 35 USC 111(a)

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Basic Filing:				
UTILITY FILING FEE (ELECTRONIC FILING)	4011	1	80	80
UTILITY SEARCH FEE	2111	1	350	350
UTILITY EXAMINATION FEE	2311	1	400	400
Pages:				
UTILITY APPL SIZE FEE PER 50 SHEETS >100	2081	1	210	210
Claims:				
Miscellaneous-Filing:				
LATE FILING FEE FOR OATH OR DECLARATION	2051	1	80	80

Duration Media Ex-1007

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
Extension-of-Time:				
Miscellaneous:				
		Total in USD ($)		**1120**

Electronic Acknowledgement Receipt

EFS ID:	47066958
Application Number:	17961952
International Application Number:	
Confirmation Number:	2082
Title of Invention:	SYSTEM AND METHOD FOR CREATION, DISTRIBUTION AND TRACKING OF ADVERTISING VIA ELECTRONIC NETWORKS
First Named Inventor/Applicant Name:	Brad KRASSNER
Customer Number:	570
Filer:	Clark Alan Jablon/Melinda Ray
Filer Authorized By:	Clark Alan Jablon
Attorney Docket Number:	689752-1U6
Receipt Date:	21-NOV-2022
Filing Date:	07-OCT-2022
Time Stamp:	16:53:15
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	CARD
Payment was successfully received in RAM	$1120
RAM confirmation Number	E2022AKG54063383
Deposit Account	
Authorized User	

The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows:

Duration Media Ex-1007

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Applicant Response to Pre-Exam Formalities Notice	Response_to_Missing_Parts.PDF	106940 5c9c498d1e94c26f40cbf05476554b90f543d1dc	no	2
Warnings:					
Information:					
2		Preliminary_Amendment.PDF	236951 fd15f5def76fcf103e5888d99836d08346248bb1	yes	14

Multipart Description/PDF files in .zip description

Document Description	Start	End
Preliminary Amendment	1	1
Drawings-only black and white line drawings	2	2
Claims	3	6
Applicant Arguments/Remarks Made in an Amendment	7	14

Warnings:					
Information:					
3	Drawings-only black and white line drawings	Replacement_Sheet_Fig_31.PDF	887090 16180e3678bc56df8f9120c5f2ec7252d6c68dc1	no	1
Warnings:					
Information:					
4	Transmittal Letter	IDS_Transmittal.PDF	103012 a44565e47d68735324376f38d17c3f8be12b3ac2	no	2
Warnings:					
Information:					

5	Information Disclosure Statement (IDS) Form (SB08)	Information_Disclosure_Statement_Fillable_PDF_1_of_2.pdf	1041081 c80debee96070e6ff356efb0632efc1aeb111c78	no	26
Warnings:					
Information:					
6	Information Disclosure Statement (IDS) Form (SB08)	Information_Disclosure_Statement_Fillable_PDF_2_of_2.pdf	1036519 c0bfa73cf5dda66354fd08f7f5ca3100c4794f65	no	8
Warnings:					
Information:					

A U.S. Patent Number Citation or a U.S. Publication Number Citation is required in the Information Disclosure Statement (IDS) form for autoloading of data into USPTO systems. You may remove the form to add the required data in order to correct the Informational Message if you are citing U.S. References. If you chose not to include U.S. References, the image of the form will be processed and be made available within the Image File Wrapper (IFW) system. However, no data will be extracted from this form. Any additional data such as Foreign Patent Documents or Non Patent Literature will be manually reviewed and keyed into USPTO systems.

7	Fee Worksheet (SB06)	fee-info.pdf	48701 4d52254697f9e5ec0b26b3a20dbf008e23157e0d	no	2
Warnings:					
Information:					
		Total Files Size (in bytes):	3460294		

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.

New Applications Under 35 U.S.C. 111

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.

National Stage of an International Application under 35 U.S.C. 371

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.

New International Application Filed with the USPTO as a Receiving Office

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.

Docket No.: 689752-1U6
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Brad KRASSNER et al.

Application No.: 17/961,952 | Confirmation No.: 2082

Filed: October 7, 2022 | Art Unit: N/A

For: SYSTEM AND METHOD FOR CREATION, DISTRIBUTION AND TRACKING OF ADVERTISING VIA ELECTRONIC NETWORKS | Examiner: Not Yet Assigned

RESPONSE TO NOTICE TO FILE MISSING PARTS OF NONPROVISIONAL APPLICATION- FILING DATE GRANTED

In response to the Notice to File Missing Parts of Application – Filing Date Granted mailed October 24, 2022 (Notice), Applicant respectfully submits.

[X] The following fees noted below are being paid.

[X] **$ 80 basic filing fee.**

[X] **$ 210 for 33 pages in excess of 100 application size fee.**

[X] **$ 80 surcharge fee.**

[X] **$ 350 search fee.**

[X] **$ 400 examination fee.**

[X] The Commissioner is hereby authorized to charge and/or credit Deposit Account No. 50-1017 (Billing No. 689752.0051) as noted below.

[X] The above-calculated fee(s) calculated totaling **$1120.00**.

[X] Any overpayments or deficiencies in the above-calculated fee(s).

[X] In the event that a Petition for Extension of Time is required during the prosecution of this application, but not submitted, please charge any extension fee under 37 C.F.R. § 1.136(a) to our Deposit Account noted above.

Regarding the **Drawings Items** attached to the Notice, the missing Figure 31 was added in the concurrently filed "Preliminary Amendment."

In view of the above, examination of the application is respectfully requested.

Dated: November 21, 2022

Respectfully submitted,

Electronic signature: /Clark A. Jablon/
Clark A. Jablon
Registration No.: 35,039
PANITCH SCHWARZE BELISARIO & NADEL LLP
Two Commerce Square
2001 Market Street, Suite 2800
Philadelphia, Pennsylvania 19103
(215) 965-1293
(215) 965-1331 (Fax)
cjablon@panitchlaw.com (E-Mail)

PTO/SB/130 (07-09)
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
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

PETITION TO MAKE SPECIAL BASED ON AGE FOR ADVANCEMENT OF EXAMINATION UNDER 37 CFR 1.102(c)(1)

Application Information

Application Number	17961952	Confirmation Number	2082	Filing Date	07-Oct-2022
Attorney Docket Number (optional)	689752-1U6	Art Unit		Examiner	
First Named Inventor	Brad KRASSNER				
Title of Invention	SYSTEM AND METHOD FOR CREATION, DISTRIBUTION AND TRACKING OF ADVERTISING VIA ELECTRONIC NETWORKS				

Attention: Office of Petitions

An application may be made special for advancement of examination upon filing of a petition showing that the applicant is 65 years of age, or more. No fee is required with such a petition. See 37 CFR 1.102(c)(1) and MPEP 708.02 (II).

APPLICANT HEREBY PETITIONS TO MAKE SPECIAL FOR ADVANCEMENT OF EXAMINATION IN THIS APPLICATION UNDER 37 CFR 1.102(c)(1) and MPEP 708.02 (II) ON THE BASIS OF THE APPLICANT'S AGE.

A grantable petition requires one of the following items:
(1) Statement by one named inventor in the application that he/she is 65 years of age, or more; or
(2) Certification by a registered attorney/agent having evidence such as a birth certificate, passport, driver's license, etc. showing one named inventor in the application is 65 years of age, or more.

Name of Inventor who is 65 years of age, or older

Given Name	Middle Name	Family Name	Suffix
Brad		Krassner	

A signature of the applicant or representative is required in accordance with 37 CFR 1.33 and 10.18.
Please see 37 CFR 1.4(d) for the format of the signature.

Select (1) or (2) :

○ (1) I am an inventor in this application and I am 65 years of age, or more.

◉ (2) I am an attorney or agent registered to practice before the Patent and Trademark Office, and I certify that I am in possession of evidence, and will retain such in the application file record, showing that the inventor listed above is 65 years of age, or more.

Signature	/Clark A. Jablon/		
Name	Clark A. Jablon	Registration Number	35039

PTO/SB/130 (07-09)
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
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

Privacy Act Statement

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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 Fr eedom 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.

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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 indivi duals.

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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.

UNITED STATES PATENT AND TRADEMARK OFFICE

Commissioner for Patents
United States Patent and Trademark Office
P.O. Box 1450
Alexandria, VA 22313-1450
www.uspto.gov

In re Application of
Brad KRASSNER

Application No. 17961952

Filed: October 7,2022

Attorney Docket No. 689752-1U6

:DECISION ON PETITION TO MAKE SPECIAL
:UNDER 37 CFR 1.102(c)(1)

This is a decision on the electronic petition under 37 CFR 1.102 (c)(1), filed 21-NOV-2022 to make the above-identified application special based on applicant's age as set forth in MPEP § 708.02, Section II.

The petition is **GRANTED**.

A grantable petition to make an application special under 37 CFR 1.102(c)(1), MPEP § 708.02, Section II : Applicant's Age must include a statement by applicant or a registered practitioner having evidence that applicant is at least 65 years of age. No fee is required.

Accordingly, the above-identified application has been accorded "special" status and will be taken up for action by the examiner upon the completion of all pre-examination processing.

Telephone inquiries concerning this electronic decision should be directed to the Electronic Business Center at 866-217-9197.

All other inquiries concerning either the examination or status of the application should be directed to the Technology Center.

Electronic Acknowledgement Receipt

EFS ID:	47063617
Application Number:	17961952
International Application Number:	
Confirmation Number:	2082
Title of Invention:	SYSTEM AND METHOD FOR CREATION, DISTRIBUTION AND TRACKING OF ADVERTISING VIA ELECTRONIC NETWORKS
First Named Inventor/Applicant Name:	Brad KRASSNER
Customer Number:	570
Filer:	Clark Alan Jablon/Melinda Ray
Filer Authorized By:	Clark Alan Jablon
Attorney Docket Number:	689752-1U6
Receipt Date:	21-NOV-2022
Filing Date:	07-OCT-2022
Time Stamp:	16:55:33
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	ePetition Request Form	petition-request.pdf	45000 c4c13d77ee335d8b96f02d0dae893cb0a6f1e220	no	2

Warnings:

277

Duration Media Ex-1007

Information:	
Total Files Size (in bytes):	45000

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.

New Applications Under 35 U.S.C. 111

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.

National Stage of an International Application under 35 U.S.C. 371

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.

New International Application Filed with the USPTO as a Receiving Office

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.

Doc Code: DIST.E.FILE Document Description: Electronic Terminal Disclaimer - Filed	PTO/SB/26 U.S. Patent and Trademark Office Department of Commerce

Electronic Petition Request	**TERMINAL DISCLAIMER TO OBVIATE A DOUBLE PATENTING REJECTION OVER A "PRIOR" PATENT**
Application Number	17961952
Filing Date	07-Oct-2022
First Named Inventor	Brad KRASSNER
Attorney Docket Number	689752-1U6
Title of Invention	SYSTEM AND METHOD FOR CREATION, DISTRIBUTION AND TRACKING OF ADVERTISING VIA ELECTRONIC NETWORKS

☒ Filing of terminal disclaimer does not obviate requirement for response under 37 CFR 1.111 to outstanding Office Action

☒ This electronic Terminal Disclaimer is not being used for a Joint Research Agreement.

Owner	Percent Interest
Rich Media Club, LLC	100%

The owner(s) with percent interest listed above in the instant application hereby disclaims, except as provided below, the terminal part of the statutory term of any patent granted on the instant application which would extend beyond the expiration date of the full statutory term of prior patent number(s)

8356247

9824074

10380597

10380602

11004090

11443329

11468453

as the term of said prior patent is presently shortened by any terminal disclaimer. The owner hereby agrees that any patent so granted on the instant application shall be enforceable only for and during such period that it and the prior patent are commonly owned. This agreement runs with any patent granted on the instant application and is binding upon the grantee, its successors or assigns.

In making the above disclaimer, the owner does not disclaim the terminal part of the term of any patent granted on the instant application that would extend to the expiration date of the full statutory term of the prior patent, "as the term of said prior patent is presently shortened by any terminal disclaimer," in the event that said prior patent later:
- expires for failure to pay a maintenance fee;
- is held unenforceable;
- is found invalid by a court of competent jurisdiction;
- is statutorily disclaimed in whole or terminally disclaimed under 37 CFR 1.321;
- has all claims canceled by a reexamination certificate;
- is reissued; or
- is in any manner terminated prior to the expiration of its full statutory term as presently shortened by any terminal disclaimer.

(●) Terminal disclaimer fee under 37 CFR 1.20(d) is included with Electronic Terminal Disclaimer request.

( ) I certify, in accordance with 37 CFR 1.4(d)(4), that the terminal disclaimer fee under 37 CFR 1.20(d) required for this terminal disclaimer has already been paid in the above-identified application.

Applicant claims the following fee status:

(●) Small Entity

( ) Micro Entity

( ) Regular Undiscounted

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

THIS PORTION MUST BE COMPLETED BY THE SIGNATORY OR SIGNATORIES

I certify, in accordance with 37 CFR 1.4(d)(4) that I am:

(●) An attorney or agent registered to practice before the Patent and Trademark Office who is of record in this application

Registration Number 35039

( ) A sole inventor

( ) A joint inventor; I certify that I am authorized to sign this submission on behalf of all of the inventors as evidenced by the power of attorney in the application

( ) A joint inventor; all of whom are signing this request

Signature	/Clark A. Jablon/
Name	Clark A. Jablon

*Statement under 37 CFR 3.73(b) is required if terminal disclaimer is signed by the assignee (owner).
Form PTO/SB/96 may be used for making this certification. See MPEP § 324.

Electronic Patent Application Fee Transmittal

Application Number:	17961952
Filing Date:	07-Oct-2022
Title of Invention:	SYSTEM AND METHOD FOR CREATION, DISTRIBUTION AND TRACKING OF ADVERTISING VIA ELECTRONIC NETWORKS
First Named Inventor/Applicant Name:	Brad KRASSNER
Filer:	Clark Alan Jablon/Melinda Ray
Attorney Docket Number:	689752-1U6

Filed as Small Entity

Filing Fees for Utility under 35 USC 111(a)

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Basic Filing:				
STATUTORY OR TERMINAL DISCLAIMER	2814	1	170	170
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				

Duration Media Ex-1007

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Extension-of-Time:				
Miscellaneous:				
			Total in USD ($)	**170**

Doc Code: DISQ.E.FILE
Document Description: Electronic Terminal Disclaimer – Approved

Application No.: 17961952

Filing Date: 07-Oct-2022

Applicant/Patent under Reexamination: KRASSNER

Electronic Terminal Disclaimer filed on November 21, 2022

☒ APPROVED

This patent is subject to a terminal disclaimer

☐ DISAPPROVED

Approved/Disapproved by: Electronic Terminal Disclaimer automatically approved by EFS-Web

U.S. Patent and Trademark Office

Electronic Acknowledgement Receipt

EFS ID:	47063674
Application Number:	17961952
International Application Number:	
Confirmation Number:	2082
Title of Invention:	SYSTEM AND METHOD FOR CREATION, DISTRIBUTION AND TRACKING OF ADVERTISING VIA ELECTRONIC NETWORKS
First Named Inventor/Applicant Name:	Brad KRASSNER
Customer Number:	570
Filer:	Clark Alan Jablon/Melinda Ray
Filer Authorized By:	Clark Alan Jablon
Attorney Docket Number:	689752-1U6
Receipt Date:	21-NOV-2022
Filing Date:	07-OCT-2022
Time Stamp:	16:58:38
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	CARD
Payment was successfully received in RAM	$170
RAM confirmation Number	E2022AKG58333497
Deposit Account	
Authorized User	

The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows:

Duration Media Ex-1007

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Terminal Disclaimer-Filed (Electronic)	eTerminal-Disclaimer.pdf	43898 d10b90bca0ceb80bbd979346118c5f99e0eff12b	no	3
Warnings:					
Information:					
2	Fee Worksheet (SB06)	fee-info.pdf	37992 78c4039d13a5072725a6e711ee679e3fab3ac17f	no	2
Warnings:					
Information:					
		Total Files Size (in bytes):	81890		

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New Applications Under 35 U.S.C. 111

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.

National Stage of an International Application under 35 U.S.C. 371

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.

New International Application Filed with the USPTO as a Receiving Office

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.

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APPLICATION NUMBER	FILING or 371(c) DATE	GRP ART UNIT	FIL FEE REC'D	ATTY.DOCKET.NO	TOT CLAIMS	IND CLAIMS
17/961,952	10/07/2022		1120	689752-1U6	1	1

CONFIRMATION NO. 2082

UPDATED FILING RECEIPT

570
PANITCH SCHWARZE BELISARIO & NADEL LLP
TWO COMMERCE SQUARE
2001 MARKET STREET, SUITE 2800
PHILADELPHIA, PA 19103

Date Mailed: 11/23/2022

Receipt is acknowledged of this non-provisional utility 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 FIRST INVENTOR, 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 corrected Filing Receipt, including a properly marked-up ADS showing the changes with strike-through for deletions and underlining for additions. If you received a "Notice to File Missing Parts" or other Notice requiring a response for this application, please submit any request for correction 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 provided that the request is grantable.

Inventor(s)

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Applicant(s)

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Power of Attorney: The patent practitioners associated with Customer Number 00570

Domestic Priority data as claimed by applicant

This application is a CON of 17/316,499 05/10/2021 PAT 11,468,453
which is a CON of 12/384,403 04/04/2009 PAT 11,004,090
which is a CIP of 12/316,781 12/16/2008 ABN
and is a CIP of 11/803,779 05/16/2007 PAT 10,380,602
which is a CIP of 11/643,245 12/21/2006 PAT 10,380,597
which claims benefit of 60/753,536 12/24/2005

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: 10/20/2022

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 17/961,952**

Projected Publication Date: 03/02/2023

Non-Publication Request: No

Early Publication Request: No

**** SMALL ENTITY ****

Title

SYSTEM AND METHOD FOR CREATION, DISTRIBUTION AND TRACKING OF ADVERTISING VIA ELECTRONIC NETWORKS

Preliminary Class

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, 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

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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).

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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

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PATENT APPLICATION FEE DETERMINATION RECORD

Substitute for Form PTO-875

Application or Docket Number: 17/961,952

APPLICATION AS FILED - PART I

FOR	(Column 1) NUMBER FILED	(Column 2) NUMBER EXTRA	SMALL ENTITY RATE($)	SMALL ENTITY FEE($)	OR	OTHER THAN SMALL ENTITY RATE($)	OTHER THAN SMALL ENTITY FEE($)
BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A	80		N/A	
SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A	N/A	350		N/A	
EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A	400		N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	1 minus 20 =	* 0	x =	0	OR		
INDEPENDENT CLAIMS (37 CFR 1.16(h))	1 minus 3 =	*	x =	0			
APPLICATION SIZE FEE (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).			210			
MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))				0			
* If the difference in column 1 is less than zero, enter "0" in column 2.			TOTAL	1040		TOTAL	

APPLICATION AS AMENDED - PART II

		(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	SMALL ENTITY RATE($)	SMALL ENTITY ADDITIONAL FEE($)	OR	OTHER THAN SMALL ENTITY RATE($)	OTHER THAN SMALL ENTITY ADDITIONAL FEE($)
AMENDMENT A	Total (37 CFR 1.16(i))	*	Minus	**	=	x =		OR	x =	
	Independent (37 CFR 1.16(h))	*	Minus	***	=	x =		OR	x =	
	Application Size Fee (37 CFR 1.16(s))									
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							OR		
						TOTAL ADD'L FEE		OR	TOTAL ADD'L FEE	

		(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	SMALL ENTITY RATE($)	SMALL ENTITY ADDITIONAL FEE($)	OR	OTHER THAN SMALL ENTITY RATE($)	OTHER THAN SMALL ENTITY ADDITIONAL FEE($)
AMENDMENT B	Total (37 CFR 1.16(i))	*	Minus	**	=	x =		OR	x =	
	Independent (37 CFR 1.16(h))	*	Minus	***	=	x =		OR	x =	
	Application Size Fee (37 CFR 1.16(s))									
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							OR		
						TOTAL ADD'L FEE		OR	TOTAL ADD'L FEE	

* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.

** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".

*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".

The "Highest Number Previously Paid For" (Total or Independent) is the highest found in the appropriate box in column 1.

Duration Media Ex-1007

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
17/961,952	10/07/2022	Brad KRASSNER	689752-1U6	2082

570 7590 12/23/2022

PANITCH SCHWARZE BELISARIO & NADEL LLP
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2001 MARKET STREET, SUITE 2800
PHILADELPHIA, PA 19103

EXAMINER
BAGGOT, BREFFNI

ART UNIT	PAPER NUMBER
3681	

NOTIFICATION DATE	DELIVERY MODE
12/23/2022	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):

usptomail@panitchlaw.com

Office Action Summary	Application No. 17/961,952	Applicant(s) KRASSNER et al.	
	Examiner BREFFNI X BAGGOT	Art Unit 3681	AIA (FITF) Status No

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTHS FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☑ Responsive to communication(s) filed on 11/21/22.

☐ A declaration(s)/affidavit(s) under **37 CFR 1.130(b)** was/were filed on _____.

2a)☐ This action is **FINAL.** 2b) ☑ This action is non-final.

3)☐ An election was made by the applicant in response to a restriction requirement set forth during the interview on _____; the restriction requirement and election have been incorporated into this action.

4)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims*

5) ☑ Claim(s) 2-15 is/are pending in the application.

5a) Of the above claim(s) _____ is/are withdrawn from consideration.

6) ☐ Claim(s) _____ is/are allowed.

7) ☑ Claim(s) 2-15 is/are rejected.

8) ☐ Claim(s) _____ is/are objected to.

9) ☐ Claim(s) _____ are subject to restriction and/or election requirement

* If any claims have been determined allowable, you may be eligible to benefit from the **Patent Prosecution Highway** program at a participating intellectual property office for the corresponding application. For more information, please see http://www.uspto.gov/patents/init_events/pph/index.jsp or send an inquiry to **PPHfeedback@uspto.gov.**

Application Papers

10)☐ The specification is objected to by the Examiner.

11)☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.

Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

Certified copies:

a)☐ All b)☐ Some** c)☐ None of the:

1.☐ Certified copies of the priority documents have been received.

2.☐ Certified copies of the priority documents have been received in Application No. _____.

3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

** See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) ☑ Notice of References Cited (PTO-892)

2) ☑ Information Disclosure Statement(s) (PTO/SB/08a and/or PTO/SB/08b) Paper No(s)/Mail Date 11/21/22.

3) ☐ Interview Summary (PTO-413) Paper No(s)/Mail Date _____.

4) ☐ Other: _____.

The application is examined under the **pre-AIA** first to invent provisions.

DETAILED ACTION

STATUS OF CLAIMS

Claims **2-15** examined

17961952, filed 10/07/2022 is a CON of 17316499, filed 05/10/2021, U.S. Patent #11468453

17316499 is a CON of 12384403, filed 04/04/2009, U.S. Patent #11004090

12384403 is a CIP 11803779, filed 05/16/2007, U.S. Patent #10380602

11803779 is a CIP of 11643245, filed 12/21/2006, U.S. Patent #10380597

11643245 Claims Priority to 60753536, filed 12/24/2005

DOUBLE PATENTING

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 conflicting claims 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); *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 nonstatutory double patenting provided the reference application or patent either is shown to be commonly owned with the examined application, or claims an invention made as a result of activities undertaken within the scope of a joint research agreement. See MPEP § 717.02 for applications subject to examination under the first inventor to file provisions of the AIA as explained in MPEP § 2159. See MPEP §§ 706.02(l)(1) - 706.02(l)(3) for applications not subject to examination under the first inventor to file provisions of the AIA. A terminal disclaimer must be signed in compliance with 37 CFR 1.321(b).

The USPTO Internet website contains terminal disclaimer forms which may be used. Please visit www.uspto.gov/patent/patents-forms. The filing date of the application in which the form is filed determines what form (e.g., PTO/SB/25, PTO/SB/26, PTO/AIA/25, or PTO/AIA/26) 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 www.uspto.gov/patents/process/file/efs/guidance/eTD-info-I.jsp.

Claims 2-15 are rejected on the ground of provisional nonstatutory double patenting as being unpatentable over the claims of US Serial No. 17316499, 12384403, 11643245. Although the claims are not identical, they are not patentably distinct from each other.

CLAIM REJECTIONS - 35 USC § 101

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.

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. The claim(s) is/are directed to one or more abstract idea(s). The claim(s) does/do not include additional elements that are sufficient to amount to significantly more than the abstract idea(s).

Step 1

The claims fall within one of the four 101 statutory categories.

Step 2a

Given the 7 January 2019 Patent Eligibility Guidance (PEG), the independent claims set forth **Certain Methods of Organizing Human Activity** such as

- fundamental economic principles or practices (including hedging, insurance, mitigating risk)
- commercial or legal interactions (including agreements in the form of contracts; legal obligations; advertising, marketing or sales activities or behaviors; business relations)
- managing personal behavior or relationships or interactions between people (including social activities, teaching, and following rules or instructions)

Computer implemented ***hedging***	Bilski
Computer implemented ***clearinghouse***	Alice
Computer implemented ***advertising***	HERE

The independent claims implement the abstract idea by generic elements – ***computing device, browser, server***. The claim(s) does/do not include additional elements that are sufficient to amount to significantly more than the judicial exception because the claims are directed to an abstract idea with additional generic computer elements do not add a meaningful limitation to the abstract idea because they would be generic in any computer implementation. The claims in ordered combination are just the abstract idea implemented on a computer, the ordered combination limitations "spell out" how to computer implement it, *Enfish*.

Prong 1 answered "YES", the next question in Prong 2 is whether there is an integrated practical application. This judicial exception is not integrated into a practical application. In particular, the claim recites additional element to perform the claim steps. The elements are recited at a high-level of generality such that it amounts no more than mere instructions to apply the exception using a generic computer component. Accordingly, these additional elements do not integrate the abstract idea into a practical application for lack of any meaningful limits on practicing the abstract idea. The additional elements present only a particular technological environment.

The additional elements are not sufficient to amount to significantly more than the judicial exception because the claims do not provide improvements to another technology or technical field, improvements to the functioning of the computer itself, and do not provide meaningful limitations beyond general linking the use of an abstract idea to a particular technological environment. The limitations (those beyond the abstract idea) do not improve the technical field that the abstract idea limitations invoke. Moreover, these generic limitations do not constitute significantly more because they are simply an attempt to limit the abstract idea to a particular technological environment, not meaningful limitations beyond generally linking the use of an abstract idea to a particular technological environment. See *Alice Corp* p 16 of slip op. noting that none of the hardware recited "offers a meaningful limitation beyond generally linking 'the use of the [method] to a particular technological environment', that is implementation via computers" (citing *Bilski* 561 US at 610).

Dependent claims neither integrate the idea into a practical application nor provide significantly more than the idea itself. The dependent claims 3-6, 8-11 are data gathering for displaying advertising and another abstract idea (e.g. auction), don't integrate the idea into a practical application or provide significantly more than the idea itself

Step 2b

Viewed as a whole, the claim elements do not provide meaningful limitations to transform the abstract idea into a patent eligible application of the abstract idea such that the claims amount to significantly more than the abstract idea itself. The claim limitations do not improve upon the

technical field that the abstract idea is applied nor do they improve upon any other technical field. The claimed limitations do not improve upon the functioning of the computer itself. Therefore, the claims are rejected under 35 U.S.C. 101 as being directed to non-statutory subject matter.

The additional element(s) or combination of elements in the claim(s) other than the abstract idea amount(s) to ***browser, server, computing device***, generic elements, MPEP 2016.05(d).

The additional elements alone or in combination are not sufficient to amount to significantly more than the judicial exception because the claims do not provide improvements to another technology or technical field, improvements to the functioning of the computer itself, and do not provide meaningful limitations beyond generic linking use of an abstract idea to a particular technological environment. Additionally, the claims are directed to an abstract idea with additional **generic** computer elements that do not add meaningful limitations to the abstract idea because they require no more than a generic computer to perform generic computer functions that are generic activities previously known to the industry. Moreover, these **generic** limitations do not lead to an integrated practical application because they are simply an attempt to limit the abstract idea to a particular technological environment, not meaningful limitations beyond generally linking the use of an abstract idea to a particular technological environment. See *Alice Corp* p 16 of slip op. noting that none of the hardware recited "offers a meaningful limitation beyond generally linking 'the use of the [method] to a particular technological environment', that is implementation via computers"(citing *Bilski* 561 US at 610). Viewed as a whole, these additional claim elements do not provide meaningful limitations to transform the abstract idea into a patent eligible application of the abstract idea such that the claims amount to an integrated practical application. The claim limitations do not improve upon the technical field that the abstract idea is applied nor do they improve upon any other technical field. The claimed limitations do not improve upon the functioning of the computer itself.

Moreover, these generic limitations do not constitute significantly more because they are simply an attempt to limit the abstract idea to a particular technological environment, not meaningful limitations beyond generally linking the use of an abstract idea to a particular technological environment. See *Alice Corp* p 16 of slip op. noting that none of the hardware recited "offers a meaningful limitation beyond generally linking 'the use of the [method] to a particular technological environment', that is implementation via computers"(citing *Bilski* 561 US at 610).

Moreover, mere recitation of a machine or medium in the preamble does not make a claim statutory under 35 U.S.C. 101, as seen in the Board of Patent Appeals Informative Opinion *Ex Parte Langemyr* (Appeal 2008-1495). Moreover, mere mention of a piece of a computer or processing device does not confer patentability. *Alice Corporation_Pty. Ltd. v CLS Bank International ("Alice*

Corp") 573 US __ (2014). Incorporating the two-step test espoused in its recent decision in *Mayo v. Prometheus* 566 U.S. ___ (2012), the Court describes a first inquiry as to whether the claims at issue are directed to a patent-ineligible concept. If so, the Court requires a second inquiry as to whether the elements, individually or in combination, "transform" the nature of the claims into a patent-eligible invention. The Court described this second step as a search for an inventive concept, "i.e., an element or combination sufficient to ensure that the patent in practice amounts to significantly more than a patent upon the [ineligible concept] itself."

The claims do not include additional elements that are sufficient to amount to significantly more than the judicial exception because the additional elements merely detail generic elements that implement the abstract idea. The generically recited computer elements do not add a meaningful limitation to the abstract idea. The additional element merely instruct that the execution of the abreact idea occurs on other generic technology, but does not offer any disclosure of any additional technology beyond the abstract idea itself. Moreover, the claim steps as an ordered combination do not present significantly more. The claims are not directed to an improvement in computer functionality like in *Enfish v Microsoft*, but rather to an abstract idea. The claims "do nothing more than spell out what it means to 'apply it on a computer'", *Intellectual Ventures I* 792 F.3d p1371 (citing *Alice*). Nowhere in the claims or specification is there any indication that the processor, medium do something to improved hardware functionality.

The further elements of the claims are merely directed to further abstract ideas and in ordered combination pose a list of abstract ideas, and invoke merely as a tool what is generic. There is no improvement in these items, but rather they are invoked as a tool to solve a business problem (targeted marketing), not a technical problem.

The claims do not include additional elements that are sufficient to amount to significantly more than the judicial exception because the additional elements merely detail generic computer processors and software that implement the abstract idea. The generically recited computer elements do not add a meaningful limitation to the abstract idea because they would be generic in any computer implementation. The additional element merely instruct that the execution of the abstract idea occurs on other generic technology, but does not offer any disclosure of any additional technology beyond the abstract idea itself. Moreover, the claim steps as an ordered combination do not present significantly more. The claims are not directed to an improvement in computer functionality like in Enfish v Microsoft, but rather to an abstract idea. The claims "do nothing more than spell out what it means to 'apply it on a computer'", Intellectual Ventures I 792 F.3d p1371 (citing Alice). Nowhere in the claims or specification is there any indication that the additional elements do

something nongeneric such that Applicant has improved computer functionality. Applicant presents an idea for which computers are invoked as a tool.

Here, the claims neither improve the technological infrastructure nor provide particular solutions to challenges. Rather, in ordered combination the claim limitations spell out the steps of calculating a number using generic technology.

In addition to these indisputably generic features, Applicant did not invent any of those features, and the claims do not recite them in a manner that produces a result that overrides the generic use of these known features. *DDR Holdings, LLC v. Hotels.com, L.P.*, 773 F.3d 1245, 1258 (Fed. Cir. 2014). When viewed as an ordered combination, the proposed claims recite no more than the sort of "perfectly" generic computer components employed in a customary manner that we have held insufficient to transform the abstract idea into a patent-eligible invention. *Intellectual Ventures I LLC v. Symantec Corp.*, 838 F.3d 1307, 1321 (Fed. Cir. 2016).

We must thus conclude that the claims fail step two as well.

CLAIM REJECTIONS 35 USC 103

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.

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 negatived by the manner in which the invention was made.

Claim 2-5, 8-12, 15 : rejected under 35 U.S.C. 103(a) over **Patel** US Pat 7,962,363

CLAIM 2 9

O for **rendering advertisement content in an ad content display page, wherein the ad content display page includes**

Patel Fig 2-5 and corresponding text

O (i) a predefined area configured to display advertisement content, the predefined area being a portion of the ad content display page, and

Patel at least col.12 lines 50-60, col.13 lines 49-55

Examiner notes the statement content is an ad is non-functional descriptive material.[1] Moreover, that the ad is rendered in the first pre-defined area only occurs "in response to" determining that the pre-defined area is within the visible area of the application window and is, therefore, a conditional limitation.[2]

O (ii) page content displayed in other portions of the ad content display page, the page content being separate from the advertisement content, the ad content display page being scrollable to allow a portion of the ad content display page to appear in a visible area of a browser window of a browser that is configured to be operated by a remote computing device,

Patel at least col. 7 lines 38-45, col. 12 lines 63-67

Patel col.12 lines 50-60, col.13 lines 49-55

Patel col. 15 ln 59-16 ln 13 scroll

the method comprising:

[1] The PTAB has provided guidance in decisions regarding claims that differ from the prior art based only on NFDM which is *data*. *See Ex parte Nehls*, 88 USPQ2d 1883, 1889 (BPAI 2008) (precedential) ("[T]he nature of the information being manipulated does not lend patentability to an otherwise unpatentable computer-implemented product or process."); *Ex parte Mathias*, 84 USPQ2d 1276, 1279 (BPAI 2005) (informative) ("[N]onfunctional descriptive material cannot lend patentability to an invention that would have otherwise been anticipated by the prior art."), *aff'd*, 191 Fed. Appx. 959 (Fed. Cir. 2006) (Rule 36); *Ex parte Curry*, 84 USPQ2d 1272, 1274 (BPAI 2005) (informative) ("Nonfunctional descriptive material cannot render nonobvious an invention that would have otherwise been obvious."), *aff'd*, No. 06-1003 (Fed. Cir. June 12, 2006) (Rule 36).

[2] *See Ex parte Schulhauser*, 2013-00784712 (PTAB 2016) (precedential) where the board held that when method steps are to be carried out only upon the occurrence of a condition precedent, the broadest reasonable interpretation holds that those steps are not required to be performed. (Op. 7). *See, e.g., Ex parte Arndt* (PTAB 2018) (App. S.N. 14/095,735 at 4; *Ex parte Heil* (PTAB 2018) (App. S.N. 12/512,669), at 6; *Ex parte Frost* (PTAB 2018) (App. S.N. 12/785,052) at 7; *Ex parte Dawson* (PTAB 2018) (App. S.N. 12/103,472) at 6; and *Ex parte Candelore* (PTAB 2017) (App. S.N. 14/281,158) at 5 (supporting the interpretation that "in response to" limitations are conditional).

O (a) determining whether a predefined portion of the predefined area of the ad content display page is in the visible area of the browser window; and

Patel col.12 lines 50-60, col.13 lines 49-55

Patel 18:36 periodic auction

O (b) in response to a determination that the predefined portion of the predefined area of the ad content display page is in the visible area of the browser window,

Patel col.12 lines 50-60, col.13 lines 49-55

Patel 18:36 periodic auction

O causing a communication to be sent from the remote computing device to one or more dispatcher servers, wherein the one or more dispatcher servers are configured to:

Patel Fig 2-5 and corresponding text

O (i) receive the communication, and

Patel col. 21 lines 1-6, col. 14 lines 44-59, col. 15 lines 5-55

Patel col. 10 lines 15-22; col. 13 lines 5-7, col. 14 line 50-63.

O (ii) cause advertisement content to be served to the remote computing device,

Patel col. 35 lines 15-29.

Patel col. 15 lines 1-30, col. 18 lines 10-55

O wherein the browser is configured to render the advertisement content in the predefined area of the ad content web page, and

Patel col. 15 lines 1-30, col. 18 lines 10-55

O wherein the advertisement content first appears in the predefined area of the ad content web page only after the one or more dispatcher servers serve the advertisement content to the remote computing device and the browser renders the advertisement content in the predefined area of the ad content web page.

Patel col. 35 lines 15-29.

Patel col. 15 lines 1-30, col. 18 lines 10-55

CLAIM 3 10

claim **2 9** wherein ***after the one or more dispatcher servers receive the communication, the one or more dispatcher servers*** further:

O (iii) cause advertisement content to be selected for display on the ad content display page, wherein the selected advertisement content is then served to the remote computing device.

Patel Fig 2-5 and corresponding text

CLAIM 4 11

claim **3 10** wherein the

O advertisement content is selected at least partially as a result of an auction.

Patel col.12 lines 50-60, col.13 lines 49-55

Patel 18:36 periodic auction

CLAIM 5 12

claim **4 11** wherein the

O auction is conducted in real time between the time the communication is sent from the remote computing device and the time that the advertisement content is selected.

Patel col.12 lines 50-60, col.13 lines 49-55

Patel 18:36 periodic auction

Patel teaches ad selected from auction displayed within triggering area of webpage (partially within visible area of particular browser window), col. 15 lines 1-30.

Patel teaches auction is after and based on parameters: click-through rate, ad space size, display region and ad type, col. 18 lines 34-55 needed selection and bid.

CLAIM 8 15

claim **2 9** wherein the

O determination that the predefined portion of the predefined area of the ad content display page is in the visible area of the browser window occurs periodically.

Patel col.12 lines 50-60, col.13 lines 49-55

Patel 18:36 periodic auction

Claim 6 13: rejected under 35 U.S.C. 103(a) over **Patel** US Pat 7,962,363 in view of **Hill** US 20060111970

CLAIM 6 13

claim **2 9** wherein the

O predefined portion is 90%.

Hill US 20060111970 Abstract ¶ 5 21 shows percentage

It would have been obvious at the time of filing to combine Patel, Hill. Both are in the same field of invention, advertising. The prior art included each element claimed, although not necessarily in a single prior art reference, with the difference between the claimed invention and the prior art being the lack of actual combination of the elements in a single prior art reference. All the claimed elements were known in the prior art and one skilled in the art could have combined the elements as claimed by known methods, and the combination would have yielded predictable results.

Claim 7 14: rejected under 35 U.S.C. 103(a) over **Patel** US Pat 7,962,363 in view of **Takakura** US 20030195801

CLAIM 7 14

claim **2 9** further comprising:

O (c) maintaining the same advertisement content that was previously rendered in the predefined area for at least a predefined period of time during the time period that the predefined portion of the predefined area of the ad content display page is in the visible area of the browser window.

Takakura US 20030195801 ¶ 170

It would have been obvious at the time of filing to combine Patel, Takakura. Both are in the same field of invention, advertising. The prior art included each element claimed, although not necessarily in a single prior art reference, with the difference between the claimed invention and the prior art being the lack of actual combination of the elements in a single prior art reference. All the claimed elements were known in the prior art and one skilled in the art could have combined the elements as claimed by known methods, and the combination would have yielded predictable results.

CONCLUSION

Any inquiry concerning this communication or earlier communications from the examiner should be directed to BREFFNI X BAGGOT whose telephone number is (571)272-7154. The examiner can normally be reached M-F 8a-10a, 12p-6p.

Examiner interviews are available via telephone, in-person, and video conferencing using a USPTO supplied web-based collaboration tool. To schedule an interview, applicant is encouraged to use the USPTO Automated Interview Request (AIR) at http://www.uspto.gov/interviewpractice.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Hajime Rojas can be reached on 571-270-5491. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of published or unpublished applications may be obtained from Patent Center. Unpublished application information in Patent Center is available to registered users. To file and manage patent submissions in Patent Center, visit: https://patentcenter.uspto.gov. Visit https://www.uspto.gov/patents/apply/patent-center for more information about Patent Center and https://www.uspto.gov/patents/docx for information about filing in DOCX format. For additional questions, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

BREFFNI BAGGOT
Primary Examiner
Art Unit 3681

/BREFFNI BAGGOT/
Primary Examiner, Art Unit 3681

Notice of References Cited	Application/Control No. 17/961,952	Applicant(s)/Patent Under Reexamination KRASSNER et al.	
	Examiner BREFFNI X BAGGOT	Art Unit 3681	Page 1 of 1

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	I					
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	L					
	M					

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Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	17/961,952	KRASSNER et al.
	Examiner	Art Unit
	BREFFNI X BAGGOT	3681

CPC - Searched*		
Symbol	Date	Examiner
(G06Q30/02 or G06Q30/0256 or G06Q30/0275).cpc.	12/05/2022	bb

CPC Combination Sets - Searched*		
Symbol	Date	Examiner

US Classification - Searched*			
Class	Subclass	Date	Examiner

* See search history printout included with this form or the SEARCH NOTES box below to determine the scope of the search.

Search Notes		
Search Notes	Date	Examiner
inventor/assignee, IP.com, PE2E	12/05/2022	bb

Interference Search			
US Class/CPC Symbol	US Subclass/CPC Group	Date	Examiner

Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
	17/961,952	KRASSNER et al.
	Examiner	Art Unit
	BREFFNI X BAGGOT	3681

✓	Rejected	-	Cancelled	N	Non-Elected	A	Appeal
=	Allowed	÷	Restricted	I	Interference	O	Objected

CLAIMS

☐ Claims renumbered in the same order as presented by applicant ☐ CPA ☐ T.D. ☐ R.1.47

CLAIM		DATE								
Final	Original	12/04/2022								
	2	✓								
	3	✓								
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	5	✓								
	6	✓								
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	10	✓								
	11	✓								
	12	✓								
	13	✓								
	14	✓								
	15	✓								

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT
(Not for submission under 37 CFR 1.99)

Application Number	17961952
Filing Date	2022-10-07
First Named Inventor	Brad KRASSNER
Art Unit	N/A
Examiner Name	Not Yet Assigned
Attorney Docket Number	689752-1U6

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	Examiner Name	Not Yet Assigned
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Examiner Initial*	Cite No	Publication Number	Kind Code[1]	Publication Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
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First Named Inventor	Brad KRASSNER
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Examiner Name	Not Yet Assigned
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	8	Notification of the Sixth Office Action issued by the State Intellectual Property Office of the People's Republic of China for Application No. or Patent No. 200680049027.3 (English)	
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Attorney Docket Number	689752-1U6

CERTIFICATION STATEMENT

Please see 37 CFR 1.97 and 1.98 to make the appropriate selection(s):

That each item of information contained in the information disclosure statement was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e)(1).

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See attached certification statement.

The fee set forth in 37 CFR 1.17 (p) has been submitted herewith.

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A signature of the applicant or representative is required in accordance with CFR 1.33, 10.18. Please see CFR 1.4(d) for the form of the signature.

Signature	/Clark A. Jablon/	Date (YYYY-MM-DD)	2022-11-21
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This collection of information is required by 37 CFR 1.97 and 1.98. 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 1 hour 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.**

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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.

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

Search History

Report Run Date: 2022-12-05 UTC
Searches: 3
Markers: 1

Search #	Timestamp	Results	Page
1	2022-12-05 12:06 UTC	1,940,464	3
2	2022-12-05 12:06 UTC	2,449,427	4
3	2022-12-05 19:53 UTC	2,449,488	5

2022-12-05 10:37 UTC | Marker

17961952

Content: Patent Publications (169)

US Patents | US Designs | US Applications | EPO Patents | EPO Applications | China Patents | China Applications | Japan Patents | Japan Applications | Korea Patents | Korea Applications | WIPO Applications | Argentina Patents | Argentina Applications | Brazil Patents | Brazil Applications | Canada Patents | Canada Applications | Chile Patents | Chile Applications | Colombia Applications | Costa Rica Applications | Cuba Patents | Cuba Applications | Dominican Republic Applications | Ecuador Patents | Ecuador Applications | El Salvador Applications | Guatemala Applications | Honduras Applications | Mexico Patents | Mexico Applications | Nicaragua Patents | Panama Applications | Peru Applications | Trinidad & Tobago Patents | Uruguay Applications | Austria Patents | Austria Applications | Belarus Patents | Belgium Patents | Belgium Applications | Bosnia & Herzegovina Patents | Bosnia & Herzegovina Applications | Bulgaria Patents | Bulgaria Applications | Croatia Patents | Croatia Applications | Czech Republic Patents | Czech Republic Applications | Czechoslovakia Patents | Czechoslovakia Applications | Denmark Patents | Denmark Applications | Estonia Patents | Estonia Applications | EUIPO Patents | Finland Patents | Finland Applications | France Patents | France Applications | Germany Patents | Germany Applications | Great Britain Patents | Great Britain Applications | Greece Patents | Greece Applications | Hungary Patents | Hungary Applications | Iceland Patents | Iceland Applications | Ireland Patents | Ireland Applications | Italy Patents | Italy Applications | Latvia Patents | Latvia Applications | Lithuania Patents | Lithuania Applications | Luxembourg Patents | Luxembourg Applications | Malta Patents | Monaco Patents | Montenegro Patents | Montenegro Applications | Netherlands Patents | Netherlands Applications | Norway Patents | Norway Applications | Poland Patents | Poland Applications | Portugal Patents | Portugal Applications | Republic of Moldova Patents | Republic of Moldova Applications | Romania Patents | Romania Applications | San Marino Patents | San Marino Applications | Serbia Patents | Serbia Applications | Slovakia Patents | Slovakia Applications | Slovenia Patents | Spain Patents | Spain Applications | Sweden Patents | Sweden Applications | Switzerland Patents | Switzerland Applications | Ukraine Patents | Yugoslavia/Serbia and Montenegro Patents | Yugoslavia/Serbia and Montenegro Applications | Armenia Patents | Australia Patents | Australia Applications | Cyprus Patents | Gulf Cooperation Council Patents | Hong Kong Patents | India Patents | India Applications | Indonesia Patents | Indonesia Applications | Israel Patents | Israel Applications | Jordan Patents | Jordan Applications | Kyrgyzstan Patents | Macao Applications | Malaysia Patents | Mongolia Patents | New Zealand Patents | Philippines Patents | Philippines Applications | Saudi Arabia Patents | Saudi Arabia Applications | Singapore Patents | Singapore Applications | Taiwan Patents | Taiwan Applications | Tajikistan Patents | Tajikistan Applications | Thailand Patents | Thailand Applications | Uzbekistan Patents | Vietnam Patents | Algeria Patents | ARIPO Patents | ARIPO Applications | Egypt Patents | Kenya Patents | Malawi Patents | Morocco Patents | Morocco Applications | OAPI Patents | South Africa Patents | Tunisia Applications | Zambia Patents | Zimbabwe Patents | EAPO Patents | EAPO Applications | Georgia Patents | Georgia Applications | Kazakhstan Patents | Kazakhstan Applications | Russia Patents | Russia Applications | Turkey Patents | Turkey Applications

1 2022-12-05 12:06 UTC | 1,940,464 results from

De-Dup: None | **Relevance Cut-off:** None | **Sort:** Relevance

Main Concept: Document

US11004090 System and method for creation, distribution and tracking of advertising via electronic networks (view)

Concept Modifiers: None

Filters: None

Content: Patents + NPL (192)

US Patents | US Designs | US Applications | EPO Patents | EPO Applications | China Patents | China Applications | Japan Patents | Japan Applications | Korea Patents | Korea Applications | WIPO Applications | Argentina Patents | Argentina Applications | Brazil Patents | Brazil Applications | Canada Patents | Canada Applications | Chile Patents | Chile Applications | Colombia Applications | Costa Rica Applications | Cuba Patents | Cuba Applications | Dominican Republic Applications | Ecuador Patents | Ecuador Applications | El Salvador Applications | Guatemala Applications | Honduras Applications | Mexico Patents | Mexico Applications | Nicaragua Patents | Panama Applications | Peru Applications | Trinidad & Tobago Patents | Uruguay Applications | Austria Patents | Austria Applications | Belarus Patents | Belgium Patents | Belgium Applications | Bosnia & Herzegovina Patents | Bosnia & Herzegovina Applications | Bulgaria Patents | Bulgaria Applications | Croatia Patents | Croatia Applications | Czech Republic Patents | Czech Republic Applications | Czechoslovakia Patents | Czechoslovakia Applications | Denmark Patents | Denmark Applications | Estonia Patents | Estonia Applications | EUIPO Patents | Finland Patents | Finland Applications | France Patents | France Applications | Germany Patents | Germany Applications | Great Britain Patents | Great Britain Applications | Greece Patents | Greece Applications | Hungary Patents | Hungary Applications | Iceland Patents | Iceland Applications | Ireland Patents | Ireland Applications | Italy Patents | Italy Applications | Latvia Patents | Latvia Applications | Lithuania Patents | Lithuania Applications | Luxembourg Patents | Luxembourg Applications | Malta Patents | Monaco Patents | Montenegro Patents | Montenegro Applications | Netherlands Patents | Netherlands Applications | Norway Patents | Norway Applications | Poland Patents | Poland Applications | Portugal Patents | Portugal Applications | Republic of Moldova Patents | Republic of Moldova Applications | Romania Patents | Romania Applications | San Marino Patents | San Marino Applications | Serbia Patents | Serbia Applications | Slovakia Patents | Slovakia Applications | Slovenia Patents | Spain Patents | Spain Applications | Sweden Patents | Sweden Applications | Switzerland Patents | Switzerland Applications | Ukraine Patents | Yugoslavia/Serbia and Montenegro Patents | Yugoslavia/Serbia and Montenegro Applications | Armenia Patents | Australia Patents | Australia Applications | Cyprus Patents | Gulf Cooperation Council Patents | Hong Kong Patents | India Patents | India Applications | Indonesia Patents | Indonesia Applications | Israel Patents | Israel Applications | Jordan Patents | Jordan Applications | Kyrgyzstan Patents | Macao Applications | Malaysia Patents | Mongolia Patents | New Zealand Patents | Philippines Patents | Philippines Applications | Saudi Arabia Patents | Saudi Arabia Applications | Singapore Patents | Singapore Applications | Taiwan Patents | Taiwan Applications | Tajikistan Patents | Tajikistan Applications | Thailand Patents | Thailand Applications | Uzbekistan Patents | Vietnam Patents | Algeria Patents | ARIPO Patents | ARIPO Applications | Egypt Patents | Kenya Patents | Malawi Patents | Morocco Patents | Morocco Applications | OAPI Patents | South Africa Patents | Tunisia Applications | Zambia Patents | Zimbabwe Patents | EAPO Patents | EAPO Applications | Georgia Patents | Georgia Applications | Kazakhstan Patents | Kazakhstan Applications | Russia Patents | Russia Applications | Turkey Patents | Turkey Applications | IEEE Xplore Publications: IEEE Periodicals | IEEE Xplore Publications: IEEE Conferences | IEEE Xplore Publications: IEEE Standards | IEEE Xplore Publications: IEEE Early Access | IEEE Xplore Publications: SMPTE Periodicals | IEEE Xplore Publications: SMPTE Conferences | IEEE Xplore Publications: SMPTE Standards | IEEE Xplore Publications: MIT Press eBooks | IEEE Xplore Publications: Wiley-IEEE eBooks | IEEE Xplore Publications: IBM Periodicals | IEEE Xplore Publications: URSI Periodicals | IEEE Xplore Publications: VDE Conferences | IEEE Xplore Publications: Periodicals from China | IP.com Prior Art Database: The IP.com Journal | IP.com Prior Art Database: Internet Society RFC | IP.com Prior Art Database: IBM TDB Archive | IP.com Prior Art Database: Legacy Journals | IP.com Prior Art Database: Software Patent Institute | OnePetro.org: Periodicals at OnePetro.org | OnePetro.org: Conferences at OnePetro.org | Other Literature: IBM Redbooks | Other Literature: PubMed Central | Other Literature: arXiv.org

2 **2022-12-05 12:06 UTC | 2,449,427 results from**

De-Dup: None | **Relevance Cut-off:** None | **Sort:** Relevance

Main Concept: Document

US11004090 System and method for creation, distribution and tracking of advertising via electronic networks (view)

Concept Modifiers: None

Filters: None

3 **2022-12-05 19:53 UTC | 2,449,488 results from**

De-Dup: None | **Relevance Cut-off:** None | **Sort:** Relevance

Main Concept: Same as Search 2

Concept Modifiers: None

Filters: None

Doc code: IDS
Doc description: Information Disclosure Statement (IDS) Filed

PTO/SB/08a (02-18)
Approved for use through 11/30/2020. OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Not for submission under 37 CFR 1.99)

Application Number	17961952
Filing Date	2022-10-07
First Named Inventor	Brad KRASSNER
Art Unit	N/A
Examiner Name	Not Yet Assigned
Attorney Docket Number	689752-1U6

U.S.PATENTS Remove

Examiner Initial*	Cite No	Patent Number	Kind Code[1]	Issue Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
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Examiner Initials*	Cite No	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc), date, pages(s), volume-issue number(s), publisher, city and/or country where published.	T[5]

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	Filing Date	2022-10-07
	First Named Inventor	Brad KRASSNER
	Art Unit	N/A
	Examiner Name	Not Yet Assigned
	Attorney Docket Number	689752-1U6

	1	B. Krassner, USSN 11/803,779, Non-Final Office Action Summary issued 09/24/2015 (Attorney's Docket 082097.0109)	
	2	B. Krassner, USSN 11/803,779, Request for Continued Examination filed 09/22/2014 (Attorney's Docket 082097.0109)	
	3	B. Krassner, USSN 11/643,245, Notice of Appeal filed 07/05/2016 (Attorney's Docket 082097.0104)	
	4	B. Krassner, USSN 11/643,245, Final Office Action Summary issued 04/05/2016 (Attorney's Docket 082097.0104)	
	5	B. Krassner, USSN 11/643,245, Response to Non-Final Office Action Summary filed 02/24/2016 (Attorney's Docket 082097.0104)	
	6	B. Krassner, USSN 11/643,245, Non-Final Office Action Summary issued 09/24/2015 (Attorney's Docket 082097.0104)	
	7	B. Krassner, USSN 11/643,245, Request for Continued Examination filed 09/22/2014 (Attorney's Docket 082097.0104)	
	8	Office Action of the European Patent Office - Germany re: Summons to attend oral proceedings pursuant to Rule 115 (1) EPC; Application No. 06847919.5 - 1958 / 1964046, Ref. DEP/57401EP1; received April 19, 2017 (082097.0116)	
	9	T. Konagaya, et al., "Transmission Reduction by Partial Display of Web Page", 67'11 National Convention, Lecture Papers, Database and Media Network, March 2, 2005, p.155-156, Information Processing Society of Japan	
	10	Office Action - JP 2018-163886, (this Japanese application is a child of Krassner application 12/589,321 which is a CIP of Krassner application 12/316781 filed 12/16/2008)	X
	11	China Patent Office Action relating to China Application No. 201410235959.3 (with Translation) dated July 11, 2017 (this application shares inventorship and at least some subject matter with the present application)	☐

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

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	17961952
	Filing Date	2022-10-07
	First Named Inventor	Brad KRASSNER
	Art Unit	N/A
	Examiner Name	Not Yet Assigned
	Attorney Docket Number	689752-1U6

	12	EP Communication re Application 09 833 768.6 - 1870, dated 2017-09-29 (this application shares inventorship and at least some subject matter with the present application)	☐
	13	Japanese OA Communication re: Notification of Reasons for Refusal, dispatch date August 4, 2015 (drafting date: July 28, 2015) and English Translation, Patent Application No. 2014-172992 [docket no. 082097.0140]	☒
	14	Wiley Encyclopedia of Computer Science and Engineering (Year: 2009)	☐
	15	EPO Germany - Communication re: Extended European Search Report for Application/Patent No. 09833768.6 - 1870 / 2377035 PCT/US 2009005733; Ref. JFW/63726EP1 (dated 23.10.15) 10/23/2015	☐
	16	Request for Continued Examination filed 09/22/2014 for Application No. 11/803,779 filed on May 16, 2007 for Inventors: Krassner et al.	☐
	17	Office Action Summary issued 05/22/2014 for Application No. 11/643,245 filed on 12/21/2006 for Inventor: Brad Krassner	☐
	18	Request for Continued Examination filed 09/22/2014 for Application No. 11/643,245 filed on 12/26/2006 for Inventor: Brad Krassner	☐
	19	Office Action Summary (Non-Final) for Application No. 12/384,403 on 04/04/2009 for Inventor: Brad Krassner; date mailed 10/17/2011	☐
	20	Office Action Summary (Final) for Application No. 12/384,403 filed on 04/04/2009 for Inventor: Brad Krassner; date mailed 09/03/2013	☐
	21	Request for Continued Examination w/amendments for Application No. 12/384,403; RCE filed 12/03/2013	☐
	22	Response to Office Action for Application No. 12/384,403; Response filed 04/16/2012	☐

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

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	17961952
	Filing Date	2022-10-07
	First Named Inventor	Brad KRASSNER
	Art Unit	N/A
	Examiner Name	Not Yet Assigned
	Attorney Docket Number	689752-1U6

	23	State Intellectual Property Office of the People's Republic of China, Notification of Second Office Action issued 07/11/2017 re: Patent Application No. 2014-10235959.3, with English translation (ref. 082097.0139)	☐
	24	Japanese Patent Office Communication dated 06/21/2016 re: Patent Application No. 2014-172992 (with translation)	☒
	25	"Endless Pageless: Keep scrolling for more content," November 9, 2006, available at: http://ajaxian.com/archives/endless-pageless-keep-scrolling-for-more-content	☐
	26	Notice of Non-Compliant Amendment issued 06/05/2014 in US Application No. 12/316,781	☐
	27	USPTO Non-final Office Action dated 10/30/2014 in US Application No. 12/316,781	☐
	28	Response to Non-Final OA issued 10/30/2014, filed 03/02/2015 in US Application No. 12/316,781	☐
	29	USPTO Final Office Action dated 06/19/2015 in US Application No. 12/316,781	☐
	30	Australian Government - IP Australia, OA dated 5 June 2015, re: Patent Examination Report No. 1, Application No. 2009327529, Ref. No. 994930 (from foreign 082097.0125)	☐
	31	Notification of Reasons for Refusal issued 10/29/2013 of JP Application No. 2011-542102	☐
	32	Fuyuki Miura, Web Contents Evolution based on the Behavior of Visitors, Vol. 100, No. 713, IEICE Technical Report, The Institute of Electronics, Information and Communication Engineers, Vol. 11, pp. 23-28 (03/14/2001)	☐
	33	State Intellecual Property Office of the People's Republic of China, Notification of the First Office Action issued 01/18/2013 (PCT Application in the National Phase)," in Chinese	☐

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

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	First Named Inventor	Brad KRASSNER
	Art Unit	N/A
	Examiner Name	Not Yet Assigned
	Attorney Docket Number	689752-1U6

	34	State Intellecual Property Office of the People's Republic of China, Notification of the First Office Action issued 01/18/2013 (PCT Application in the National Phase)," English Translation	☐
	35	Notice to File Corrected Application Papers issued 01/09/2009 for Application No. 12/316,781 filed on 12/16/2008 for inventor Brad Krassner	☐
	36	Response to Notice to File Corrected Application Papers filed 03/24/2009 for Application No. 12/316,781 filed on 12/16/2008 for inventor Brad Krassner	☐
	37	Office Action Summary issued 07/19/2011 for Application No. 12/316,781 filed on 12/16/2008 for inventor Brad Krassner	☐
	38	Response to Office Action Summary filed 01/18/2012 for Application No. 12/316,781 filed on 12/16/2008 for inventor Brad Krassner	☐
	39	Office Action Summary issued 04/13/2012 for Application No. 12/316,781 filed on 12/16/2008 for inventor Brad Krassner	☐
	40	Request for Continued Examination filed 10/15/2012 for Application No. 12/316,781 filed on 12/16/2008 for inventor Brad Krassner, responding to Office Action dated 04/13/2012	☐
	41	State Intellectual Property Office of the People's Republic of China, Notification of First Office Action issued 10/17/2016 re: Patent Application No. 2014-10235959.3, with English translation (ref. 082097.0139)	☒
	42	Response to Notice of Non-Compliant Amendment filed 08/05/2014 in US Application No. 12/316,781	☐

If you wish to add additional non-patent literature document citation information please click the Add button Add

EXAMINER SIGNATURE

Examiner Signature	/BREFFNI BAGGOT/	Date Considered	12/04/2022

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through a 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. /B.B/

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	17961952
	Filing Date	2022-10-07
	First Named Inventor	Brad KRASSNER
	Art Unit	N/A
	Examiner Name	Not Yet Assigned
	Attorney Docket Number	689752-1U6

[1] See Kind Codes of USPTO Patent Documents at www.USPTO.GOV or MPEP 901.04. [2] Enter office that issued the document, by the two-letter code (WIPO Standard ST.3). [3] For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. [4] Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. [5] Applicant is to place a check mark here if English language translation is attached.

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

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Not for submission under 37 CFR 1.99)

Application Number	17961952
Filing Date	2022-10-07
First Named Inventor	Brad KRASSNER
Art Unit	N/A
Examiner Name	Not Yet Assigned
Attorney Docket Number	689752-1U6

CERTIFICATION STATEMENT

Please see 37 CFR 1.97 and 1.98 to make the appropriate selection(s):

That each item of information contained in the information disclosure statement was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e)(1).

OR

☐ That no item of information contained in the information disclosure statement was cited in a communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the person signing the certification after making reasonable inquiry, no item of information contained in the information disclosure statement was known to any individual designated in 37 CFR 1.56(c) more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e)(2).

See attached certification statement.

The fee set forth in 37 CFR 1.17 (p) has been submitted herewith.

☒ A certification statement is not submitted herewith.

SIGNATURE

A signature of the applicant or representative is required in accordance with CFR 1.33, 10.18. Please see CFR 1.4(d) for the form of the signature.

Signature	/Clark A. Jablon/	Date (YYYY-MM-DD)	2022-11-21
Name/Print	Clark A. Jablon	Registration Number	35,039

This collection of information is required by 37 CFR 1.97 and 1.98. 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 1 hour 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.**

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

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 record s.

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.

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

PE2E SEARCH - Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	British Equivalents	Time Stamp
L1	2	"20090265243"	(US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2018/07/26 03:59 PM
L2	1	"20090265243" and activa$5 with module	(US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2018/07/27 12:29 PM
L3	1	"20090265243" and activa$5 with module same area	(US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2018/07/27 12:30 PM
L4	4	"7962363".pn. "20040260767"	(US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2018/07/27 02:23 PM
L5	1084	(trigger$3 activat$3) with advert$7 with out$4 and (@pd or @ptad or @prad or @ad or @rlad)< "20151224"	(US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2018/07/27 03:15 PM
L6	496	(trigger$3 activat$3) with advert$7 with out$4 and (@pd or @ptad or @prad or @ad or @rlad)< "20151224" and g06q30/02$2.cpc.	(US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2018/07/27 03:16 PM
L7	16	(trigger$3 activat$3) with advert$7 with out$4 with (window browser) and (@pd or @ptad or @prad or @ad or @rlad)< "20151224" and g06q30/02$2.cpc.	(US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2018/07/27 03:17 PM
L8	16	(trigger$3 activat$3) with advert$7 with out$4 with (window browser) and (@pd or @ptad or @prad or @ad or @rlad)< "20151224" and g06q30/02$2.cpc.	(US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2018/07/27 03:20 PM
L9	4	(trigger$3 activat$3) with advert$7 with out$4 with (window browser) and (@pd or @ptad or @prad or @ad or @rlad)< "20051224" and g06q30/02$2.cpc.	(US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2018/07/27 03:21 PM

L10	3	area same (trigger$3 activat$3) with advert$7 with out$4 same (window browser) and (@pd or @ptad or @prad or @ad or @rlad)< "20051224" and g06q30/02$2.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2018/07/27 03:43 PM
L11	147	area same (trigger$3 activat$3) same advert$7 same out$4 same (window browser) and (@pd or @ptad or @prad or @ad or @rlad)< "20051224" and g06q30/02$2.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2018/07/27 03:59 PM
L12	1	area same (trigger$3 activat$3) same advert$7 same out$4 same (visible view$4) same (window browser) and (@pd or @ptad or @prad or @ad or @rlad)< "20051224" and g06q30/02$2.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2018/07/27 04:03 PM
L13	0	area same (trigger$3 activat$3) same advert$7 same out$4 with (visible view$4) same (window browser) and (@pd or @ptad or @prad or @ad or @rlad)< "20051224" and g06q30/02$2.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2018/07/27 04:03 PM
L14	25	(trigger$3 activat$3) same advert$7 same out$4 with (visible view$4) same (window browser) and (@pd or @ptad or @prad or @ad or @rlad)< "20051224" and g06q30/02$2.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2018/07/27 04:04 PM
L15	7	("6032162" | "6307544" | "6393407" | "6442529" | "6628314" | "6664987" | "6865719").PN.	(US-PGPUB; USPAT; USOCR)	OR	ON	ON	2018/07/27 04:04 PM
L16	7	(US-6865719-$ or US-6664987-$ or US-6628314-$ or US-6442529-$ or US-6393407-$ or US-6307544-$ or US-6032162-$).did.	(USPAT)	OR	ON	ON	2018/07/27 04:09 PM
L17	6	L16 and out$4	(US-PGPUB; USPAT;	OR	ON	ON	2018/07/27

			FPRS; EPO; JPO; DERWENT; IBM_TDB)				04:10 PM
L18	6	L16 and out$4	(US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2018/07/27 05:07 PM
L19	69	("4358672" | "4710955" | "4905280" | "4907273" | "5029034" | "5319455" | "5422993" | "5546521" | "5561444" | "5572643" | "5596750" | "5673401" | "5687331" | "5724521" | "5737619" | "5752239" | "5774172" | "5784056" | "5801698" | "5805815" | "5809242" | "5819038" | "5852440" | "5886697" | "5898432" | "5966691" | "5995102" | "6018345" | "6065057" | "6069633" | "6118449" | "6137487" | "6246411" | "6362840").PN. OR ("6865719").URPN.	(US-PGPUB; USPAT; USOCR)	OR	ON	ON	2018/07/27 05:17 PM
L20	57	(US-9860109-$ or US-7242387-$ or US-9418054-$ or US-8001476-$ or US-9250707-$ or US-7908570-$ or US-8923499-$ or US-8793604-$ or US-8700469-$ or US-8683086-$ or US-8259232-$ or US-D665404-$ or US-8230366-$ or US-7284195-$ or US-7698351-$ or US-7870511-$ or US-7469388-$ or US-7711777-$ or US-7710401-$ or US-7568167-$ or US-7565628-$ or US-7549132-$ or US-7386470-$ or US-7325029-$ or US-7196806-$ or US-6362840-$).did. or (US-6246411-$ or US-6137487-$ or US-5995102-$ or US-6069633-$ or US-6018345-$ or US-5966691-$ or US-5898432-$ or US-	(USPAT)	OR	ON	ON	2018/07/27 05:17 PM

		5886697-$ or US-5852440-$ or US-5819038-$ or US-5809242-$ or US-5805815-$ or US-5801698-$ or US-5784056-$ or US-5774172-$ or US-5752239-$ or US-5737619-$ or US-5724521-$ or US-5687331-$ or US-5673401-$ or US-5596750-$ or US-5572643-$ or US-5561444-$ or US-5546521-$ or US-5422993-$ or US-5319455-$ or US-5029034-$).did. or (US-4907273-$ or US-4905280-$ or US-4710955-$ or US-4358672-$).did.					
L21	5	L19 and outside and (@pd or @ptad or @prad or @ad or @rlad)< "20051224" and g06q30/02$2.cpc.	(US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2018/07/27 05:18 PM
L22	0	(trigger$3 activat$3) same advert$7 same outside with (visible view$4) same (window browser) and (@pd or @ptad or @prad or @ad or @rlad)< "20051224" and g06q30/02$2.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2018/07/27 05:19 PM
L23	7	(trigger$3 activat$3) same outside with (visible view$4) same (window browser) and (@pd or @ptad or @prad or @ad or @rlad)< "20051224" and g06q30/02$2.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2018/07/27 05:20 PM
L24	0	(trigger$3 activat$3) same outside with (visible view$4) same (window browser) same new and (@pd or @ptad or @prad or @ad or @rlad)< "20051224" and g06q30/02$2.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2018/07/27 08:49 PM
L26	9	advert$7 same outside	(US-PGPUB; USPAT)	OR	ON	ON	2018/07/27

		same (visible view$4) same (window browser) same (new different another) and (@pd or @ptad or @prad or @ad or @rlad)< "20051224" and g06q30/02$2.cpc.					08:51 PM
L27	35	advert$7 same outside same (visible view$4) same (window browser) same (new different another) and (@pd or @ptad or @prad or @ad or @rlad)< "20051224"	(US-PGPUB; USPAT)	OR	ON	ON	2018/07/27 09:10 PM
L28	297	(adverti??$5 advert$1 content commercials listing$1 ((marketing commercial campaign) ADJ (information message$1 material$1)) coupon$1 incentive$1 promot?$2 promotion$2) same outside same (visible view$4) same (window browser) same (new different another) and (@pd or @ptad or @prad or @ad or @rlad)< "20051224"	(US-PGPUB; USPAT)	OR	ON	ON	2018/07/27 09:11 PM
L29	23	(adverti??$5 advert$1 content commercials listing$1 ((marketing commercial campaign) ADJ (information message$1 material$1)) coupon$1 incentive$1 promot?$2 promotion$2) same outside same (visible view$4) same (window browser) same (new different another) and (@pd or @ptad or @prad or @ad or @rlad)< "20051224" and g06q30/02$2.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2018/07/27 09:12 PM
L30	14	(adverti??$5 advert$1 content commercials listing$1 ((marketing commercial campaign) ADJ (information message$1 material$1)) coupon$1	(US-PGPUB; USPAT)	OR	ON	ON	2018/07/27 09:13 PM

		incentive$1 promot?$2 promotion$2) same outside same (visible view$4) same (window browser) same (new different another) and (@pd or @ptad or @prad or @ad or @rlad)< "20051224" and g06q30/02$2.cpc. not L26					
L31	596	(adverti??$5 advert$1 content commercials listing$1 ((marketing commercial campaign) ADJ (information message$1 material$1)) coupon$1 incentive$1 promot?$2 promotion$2) same outside same (new different another) with (adverti??$5 advert$1 content commercials listing$1 ((marketing commercial campaign) ADJ (information message$1 material$1)) coupon$1 incentive$1 promot?$2 promotion$2) and (@pd or @ptad or @prad or @ad or @rlad)< "20051224" and g06q30/02$2.cpc. not L26	(US-PGPUB; USPAT)	OR	ON	ON	2018/07/27 09:16 PM
L32	484	(adverti??$5 advert$1 content commercials listing$1 ((marketing commercial campaign) ADJ (information message$1 material$1)) coupon$1 incentive$1 promot?$2 promotion$2) same outside same (new different another) near5 (adverti??$5 advert$1 content commercials listing$1 ((marketing commercial campaign) ADJ (information message$1 material$1)) coupon$1 incentive$1 promot?$2 promotion$2) and (@pd or @ptad or	(US-PGPUB; USPAT)	OR	ON	ON	2018/07/27 09:16 PM

		@prad or @ad or @rlad)< "20051224" and g06q30/02$2.cpc. not L26					
L33	63	(adverti??$5 advert$1 content commercials listing$1 ((marketing commercial campaign) ADJ (information message$1 material$1)) coupon$1 incentive$1 promot?$2 promotion$2) with outside with (new different another) near5 (adverti??$5 advert$1 content commercials listing$1 ((marketing commercial campaign) ADJ (information message$1 material$1)) coupon$1 incentive$1 promot?$2 promotion$2) and (@pd or @ptad or @prad or @ad or @rlad)< "20051224" and g06q30/02$2.cpc. not L26	(US-PGPUB; USPAT)	OR	ON	ON	2018/07/27 09:17 PM
L34	32	(US-20050114214-$ or US-20160073140-$ or US-20100153211-$ or US-20070061211-$ or US-20140181100-$ or US-20060218041-$ or US-20010052001-$ or US-20030004809-$ or US-20030208397-$ or US-20060200383-$ or US-20060195441-$ or US-20040133480-$ or US-20060020596-$ or US-20060200382-$ or US-20060200384-$ or US-20100115060-$ or US-20030135383-$ or US-20060200308-$ or US-20080147489-$ or US-20090048938-$ or US-20020128923-$ or US-20040162753-$ or US-20060170670-$ or US-20090138353-$).did. or (US-7752074-$ or US-6366914-$ or US-8005717-$ or US-7865394-$ or US-	(US-PGPUB; USPAT)	OR	ON	ON	2018/07/27 09:18 PM

		6023683-$ or US-4554446-$ or US-7469382-$ or US-9204251-$).did.					
L35	32	L34 and outside with (new different another) near5 (adverti??$5 advert$1 content commercials listing$1 ((marketing commercial campaign) ADJ (information message$1 material$1)) coupon$1 incentive$1 promot?$2 promotion$2)	(US-PGPUB; USPAT)	OR	ON	ON	2018/07/27 09:18 PM
L36	61	(adverti??$5 advert$1 content commercials listing$1 ((marketing commercial campaign) ADJ (information message$1 material$1)) coupon$1 incentive$1 promot?$2 promotion$2) same outside with (view$4 observ$4 aud$4 visib$5) same (new different another) with (adverti??$5 advert$1 content commercials listing$1 ((marketing commercial campaign) ADJ (information message$1 material$1)) coupon$1 incentive$1 promot?$2 promotion$2) and (@pd or @ptad or @prad or @ad or @rlad)< "20051224" and g06q30/02$2.cpc. not L26	(US-PGPUB; USPAT)	OR	ON	ON	2018/07/27 09:19 PM
L37	61	outside with (view$4 observ$4 aud$4 visib$5) same (new different another) with (adverti??$5 advert$1 content commercials listing$1 ((marketing commercial campaign) ADJ (information message$1 material$1)) coupon$1 incentive$1 promot?$2 promotion$2) and (@pd or @ptad or @prad or @ad or	(US-PGPUB; USPAT)	OR	ON	ON	2018/07/27 09:20 PM

		@rlad)< "20051224" and g06q30/02$2.cpc. not L26					
L38	31	(user customer consumer person man woman viewer audience) same outside with (view$4 observ$4 aud$4 visib$5) same (new different another) with (adverti??$5 advert$1 content commercials listing$1 ((marketing commercial campaign) ADJ (information message$1 material$1)) coupon$1 incentive$1 promot?$2 promotion$2) and (@pd or @ptad or @prad or @ad or @rlad)< "20051224" and g06q30/02$2.cpc. not L26	(US-PGPUB; USPAT)	OR	ON	ON	2018/07/27 09:21 PM
L39	31	(user customer consumer person man woman viewer audience cursor pointer) same outside with (view$4 observ$4 aud$4 visib$5) same (new different another) with (adverti??$5 advert$1 content commercials listing$1 ((marketing commercial campaign) ADJ (information message$1 material$1)) coupon$1 incentive$1 promot?$2 promotion$2) and (@pd or @ptad or @prad or @ad or @rlad)< "20051224" and g06q30/02$2.cpc. not L26	(US-PGPUB; USPAT)	OR	ON	ON	2018/07/27 09:21 PM
L41	1	"6865719".pn.	(US-PGPUB; USPAT)	OR	ON	ON	2018/07/28 09:05 AM
L42	9	advert$7 same outside same (visible view$4) same (window browser) same (new different another) and (@pd or @ptad or @prad or @ad or @rlad)< "20051224" and	(US-PGPUB; USPAT)	OR	ON	ON	2019/05/05 09:44 AM

		g06q30/02$2.cpc.					
L43	22	(user customer consumer person man woman viewer audience cursor pointer) same outside with (view$4 observ$4 aud$4 visib$5) with (new different another) with (adverti??$5 advert$1 content commercials listing$1 ((marketing commercial campaign) ADJ (information message$1 material$1)) coupon$1 incentive$1 promot?$2 promotion$2) and (@pd or @ptad or @prad or @ad or @rlad)< "20051224" and g06q30/02$2.cpc. not L42	(US-PGPUB; USPAT)	OR	ON	ON	2019/05/05 09:44 AM
L44	198	outside with browser with window and (@pd or @ptad or @prad or @ad or @rlad)< "20051224"	(US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2020/03/24 07:50 AM
L45	75	outside with browser with window and trigger$3 and (@pd or @ptad or @prad or @ad or @rlad)< "20051224"	(US-PGPUB; USPAT)	OR	ON	ON	2020/03/24 07:57 AM
L46	452	(karassner near brad mentchoukov near nikolai alan near edwards fred near bernstein igor near tchibirev).in. and (@pd or @ptad or @prad or @ad or @rlad)< "20051224"	(US-PGPUB; USPAT)	OR	ON	ON	2020/03/24 07:58 AM
L47	11	(karassner near brad mentchoukov near nikolai alan near edwards fred near bernstein igor near tchibirev).in. and browser and (@pd or @ptad or @prad or @ad or @rlad)< "20051224"	(US-PGPUB; USPAT)	OR	ON	ON	2020/03/24 07:58 AM
L48	0	(karassner near brad mentchoukov near	(US-PGPUB; USPAT)	OR	ON	ON	2020/03/24 07:59 AM

		nikolai alan near edwards fred near bernstein igor near tchibirev).in. and browser and trigger and (@pd or @ptad or @prad or @ad or @rlad)< "20051224"					
L49	11	(karassner near brad mentchoukov near nikolai alan near edwards fred near bernstein igor near tchibirev).in. and browser and (within distance out outside) and (@pd or @ptad or @prad or @ad or @rlad)< "20051224"	(US-PGPUB; USPAT)	OR	ON	ON	2020/03/24 07:59 AM
L50	9	(karassner near brad mentchoukov near nikolai alan near edwards fred near bernstein igor near tchibirev).in. and browser same (within distance out outside) and (@pd or @ptad or @prad or @ad or @rlad)< "20051224"	(US-PGPUB; USPAT)	OR	ON	ON	2020/03/24 08:00 AM
L51	0	(karassner near brad mentchoukov near nikolai alan near edwards fred near bernstein igor near tchibirev).in. and browser near window same (within distance out outside) and (@pd or @ptad or @prad or @ad or @rlad)< "20051224"	(US-PGPUB; USPAT)	OR	ON	ON	2020/03/24 08:00 AM
L52	1873	(event trigger$3) and browser near window with (within distance out outside) and (@pd or @ptad or @prad or @ad or @rlad)< "20051224"	(US-PGPUB; USPAT)	OR	ON	ON	2020/03/24 08:01 AM
L53	240	(event trigger$3) same browser near window with (within distance out outside) and (@pd or @ptad or @prad or @ad or @rlad)< "20051224"	(US-PGPUB; USPAT)	OR	ON	ON	2020/03/24 08:01 AM

L54	113	(distance space gap) and (event trigger$3) same browser near (window boundary) with (within distance out outside) and (@pd or @ptad or @prad or @ad or @rlad)< "20051224"	(US-PGPUB; USPAT)	OR	ON	ON	2020/03/24 08:02 AM
L55	123	(distance space gap) and (event trigger$3) same browser near (window boundary area region) with (within distance out outside) and (@pd or @ptad or @prad or @ad or @rlad)< "20051224"	(US-PGPUB; USPAT)	OR	ON	ON	2020/03/24 08:02 AM
L56	90	(distance space gap) and (event trigger$3) same browser near (window boundary area region) near5 (within distance out outside) and (@pd or @ptad or @prad or @ad or @rlad)< "20051224"	(US-PGPUB; USPAT)	OR	ON	ON	2020/03/24 08:03 AM
L57	36	(distance space gap) same browser and (event trigger$3) same browser near (window boundary area region) near5 (within distance out outside) and (@pd or @ptad or @prad or @ad or @rlad)< "20051224"	(US-PGPUB; USPAT)	OR	ON	ON	2020/03/24 09:01 AM
L58	36	(distance space gap) same browser and (event trigger$3) same browser near (window boundary area region) near5 (within distance out outside) and (@pd or @ptad or @prad or @ad or @rlad)< "20051224"	(US-PGPUB; USPAT)	OR	ON	ON	2020/03/24 09:02 AM
L59	6	(distance space gap) same browser and (event trigger$3) same browser near (window boundary area region) near5 (distance out outside) and (@pd or @ptad or @prad or @ad or @rlad)<	(US-PGPUB; USPAT)	OR	ON	ON	2020/03/24 09:07 AM

		"20051224"					
L60	60	advert$7 and browser near (window boundary area region) near5 (distance out outside) and (@pd or @ptad or @prad or @ad or @rlad)< "20051224"	(US-PGPUB; USPAT)	OR	ON	ON	2020/03/24 09:09 AM
L61	40	(US-20030050833-$ or US-20020169670-$ or US-20020077900-$ or US-20020129101-$ or US-20060053048-$ or US-20070136418-$ or US-20050021612-$ or US-20040044566-$ or US-20020085029-$ or US-20020085030-$ or US-20020087592-$ or US-20130139091-$ or US-20030041106-$ or US-20050198220-$ or US-20080022229-$ or US-20060206585-$ or US-20050147069-$ or US-20120266075-$ or US-20050257400-$ or US-20020154691-$ or US-20110295827-$ or US-20040003351-$ or US-20040139208-$ or US-20050108033-$ or US-20040128348-$ or US-20060031663-$).did. or (US-20060031785-$ or US-20030142145-$ or US-20040205514-$ or US-20050163462-$ or US-20050165840-$).did. or (US-7257604-$ or US-7194757-$ or US-6516340-$ or US-7246308-$ or US-7827487-$ or US-7082476-$ or US-6657647-$ or US-6134531-$ or US-6982708-$).did.	(US-PGPUB; USPAT)	OR	ON	ON	2020/03/24 10:26 AM
L62	40	(distance out outside) and L61	(US-PGPUB; USPAT)	OR	ON	ON	2020/03/24 10:33 AM
L63	60	advert$7 and browser near (window boundary area region) near5 (distance out outside) and (@pd or @ptad or	(US-PGPUB; USPAT)	OR	ON	ON	2020/03/24 10:36 AM

		@prad or @ad or @rlad)< "20051224"					
L64	10145	browser with (distance out outside) and (@pd or @ptad or @prad or @ad or @rlad)< "20051224"	(US-PGPUB; USPAT)	OR	ON	ON	2020/03/24 10:37 AM
L65	424	trigger$3 with browser and browser with (out outside) and (@pd or @ptad or @prad or @ad or @rlad)< "20051224"	(US-PGPUB; USPAT)	OR	ON	ON	2020/03/24 12:55 PM
L66	222	window same browser and trigger$3 with browser and browser with (out outside) and (@pd or @ptad or @prad or @ad or @rlad)< "20051224"	(US-PGPUB; USPAT)	OR	ON	ON	2020/03/24 12:57 PM
L67	214	window with browser and trigger$3 with browser and browser with (out outside) and (@pd or @ptad or @prad or @ad or @rlad)< "20051224"	(US-PGPUB; USPAT)	OR	ON	ON	2020/03/24 01:03 PM
L68	16	window with browser and trigger$3 with browser same browser with (out outside) and (@pd or @ptad or @prad or @ad or @rlad)< "20051224"	(US-PGPUB; USPAT)	OR	ON	ON	2020/03/24 01:05 PM
L69	9	(US-20050216356-$ or US-20020097268-$ or US-20030056173-$ or US-20030028591-$ or US-20050055243-$ or US-20070115845-$ or US-20060002524-$).did. or (US-5938737-$ or US-7013289-$).did.	(US-PGPUB; USPAT)	OR	ON	ON	2020/03/24 01:06 PM
L70	494583	trigger$3 and (out outside) and (@pd or @ptad or @prad or @ad or @rlad)< "20051224"	(US-PGPUB; USPAT)	OR	ON	ON	2020/03/24 01:06 PM
L71	9	L69 and trigger$3 and (out outside) and (@pd or @ptad or @prad or @ad or @rlad)< "20051224"	(US-PGPUB; USPAT)	OR	ON	ON	2020/03/24 01:06 PM
L72	828	(trigger$3 event) near5	(US-PGPUB; USPAT)	OR	ON	ON	2020/03/24

		window near5 (out outside) and (@pd or @ptad or @prad or @ad or @rlad)< "20051224"					01:27 PM
L73	10	(trigger$3 event) near5 window near5 (out outside) same scroll$3 and (@pd or @ptad or @prad or @ad or @rlad)< "20051224"	(US-PGPUB; USPAT)	OR	ON	ON	2020/03/24 01:28 PM
L74	61	(trigger$3 event) same window near5 (out outside) same scroll$3 and (@pd or @ptad or @prad or @ad or @rlad)< "20051224"	(US-PGPUB; USPAT)	OR	ON	ON	2020/03/24 02:43 PM
L75	27	javascript with correlat$3 and (@pd or @ptad or @prad or @ad or @rlad)< "20051224"	(US-PGPUB; USPAT)	OR	ON	ON	2020/03/24 02:49 PM
L76	0	javascript with correlator and (@pd or @ptad or @prad or @ad or @rlad)< "20051224"	(US-PGPUB; USPAT)	OR	ON	ON	2020/03/24 02:53 PM
L77	7	javascript with correlator	(US-PGPUB; USPAT)	OR	ON	ON	2020/03/24 02:53 PM
L78	1	"6983331".pn.	(US-PGPUB; USPAT)	OR	ON	ON	2020/03/24 03:01 PM
L79	2	"20050177401"	(US-PGPUB; USPAT)	OR	ON	ON	2020/03/24 03:03 PM
L80	1	"7256779".pn.	(US-PGPUB; USPAT)	OR	ON	ON	2020/03/24 03:04 PM
L81	7157	(mark$3 place place$1holder placeholder position) same scroll$3 same (window browser) and (@pd or @ptad or @prad or @ad or @rlad)< "20090404"	(US-PGPUB; USPAT)	OR	ON	ON	2020/03/24 03:33 PM
L82	4660	(mark$3 place place$1holder placeholder position) same scroll$3 with (window browser) and (@pd or @ptad or @prad or @ad or @rlad)< "20090404"	(US-PGPUB; USPAT)	OR	ON	ON	2020/03/24 03:34 PM
L83	732	(compar$4 detect$3 match$3 determin$4)	(US-PGPUB; USPAT)	OR	ON	ON	2020/03/24 03:36 PM

		same (mark$3 place place$1holder placeholder position) with scroll$3 with (window browser) and (@pd or @ptad or @prad or @ad or @rlad)< "20090404"					
L84	45	(compar$4 detect$3 match$3 determin$4) same (mark$3 place$1holder placeholder) with scroll$3 with (window browser) and (@pd or @ptad or @prad or @ad or @rlad)< "20090404"	(US-PGPUB; USPAT)	OR	ON	ON	2020/03/24 03:37 PM
L85	17	(compar$4 detect$3 match$3 determin$4) same (mark$3 place$1holder placeholder) with scroll$3 with (window browser) with (position dimension size) and (@pd or @ptad or @prad or @ad or @rlad)< "20090404"	(US-PGPUB; USPAT)	OR	ON	ON	2020/03/24 05:22 PM
L86	879	(compar$4 detect$3 match$3 determin$4) same (scroll$3 cursor) near position with (window browser) with (position dimension size) and (@pd or @ptad or @prad or @ad or @rlad)< "20090404"	(US-PGPUB; USPAT)	OR	ON	ON	2020/03/24 05:24 PM
L87	12	(compar$4 detect$3 match$3 determin$4) with (scroll$3 cursor) near position with (window near browser) with (position dimension size) and (@pd or @ptad or @prad or @ad or @rlad)< "20090404"	(US-PGPUB; USPAT)	OR	ON	ON	2020/03/24 05:25 PM
L88	71	tooltip and auction and (@pd or @ptad or @prad or @ad or @rlad)< "20090404"	(US-PGPUB; USPAT)	OR	ON	ON	2020/03/25 07:18 AM
L89	21	tooltip same9 auction and (@pd or @ptad or	(US-PGPUB; USPAT)	OR	ON	ON	2020/03/25 07:22 AM

		@prad or @ad or @rlad)< "20090404"					
L90	21	tooltip same5 auction and (@pd or @ptad or @prad or @ad or @rlad)< "20090404"	(US-PGPUB; USPAT)	OR	ON	ON	2020/03/25 07:22 AM
L91	15	tooltip same5 auction and (@pd or @ptad or @prad or @ad or @rlad)< "20090404"	(US-PGPUB)	OR	ON	ON	2020/03/25 07:22 AM
L92	346	trigger$3 and (tooltip) and (@pd or @ptad or @prad or @ad or @rlad)< "20051224"	(US-PGPUB; USPAT)	OR	ON	ON	2020/03/25 03:00 PM
L93	0	trigger$3 and (tooltip) same outside and (@pd or @ptad or @prad or @ad or @rlad)< "20051224"	(US-PGPUB; USPAT)	OR	ON	ON	2020/03/25 03:09 PM
L94	170	trigger$3 and (tooltip) and outside and (@pd or @ptad or @prad or @ad or @rlad)< "20051224"	(US-PGPUB; USPAT)	OR	ON	ON	2020/03/25 03:20 PM
L95	3	trigger$3 with (in inside with$2) with (window viewport) and (tooltip) and outside and (@pd or @ptad or @prad or @ad or @rlad)< "20051224"	(US-PGPUB; USPAT)	OR	ON	ON	2020/03/25 03:45 PM
L96	8	trigger$3 with (in inside with$2) with (window viewport) and (tooltip) and outside and (@pd or @ptad or @prad or @ad or @rlad)< "20091224"	(US-PGPUB; USPAT)	OR	ON	ON	2020/03/25 04:15 PM
L97	8	trigger$3 with (in inside with$2) with (window viewport view$4 near window) and (tooltip) and outside and (@pd or @ptad or @prad or @ad or @rlad)< "20091224"	(US-PGPUB; USPAT)	OR	ON	ON	2020/03/25 04:24 PM
L98	10	(US-20090265243-$ or US-20040260767-$ or US-20080183534-$ or US-20010047384-$ or US-20050177401-$).did. or (US-7962363-$ or US-6865719-$ or US-7386470-$ or US-	(US-PGPUB; USPAT)	OR	ON	ON	2020/03/26 11:19 AM

		6983331-$ or US-7256779-$).did.					
L99	4	scroll$3 with view and L98	(US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2020/03/26 11:19 AM
L100	1	(second third) with auction and L98	(US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2020/03/26 11:37 AM
L101	2	auction and L98	(US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2020/03/26 11:44 AM
L102	8	trigger$3 with (in inside with$2) with (window viewport view$4 near window) and (tooltip) and outside and (@pd or @ptad or @prad or @ad or @rlad)< "20091224"	(US-PGPUB; USPAT)	OR	ON	ON	2020/03/29 03:40 PM
L103	7	("20030163372"|"20040205651"|"20070282693"|"20080059571"|"20080086368"|"6791579"|"7313590").PN.	(US-PGPUB; USPAT)	OR	ON	ON	2021/02/18 04:36 PM
L104	2	("20050177401"|"20066224445"|"20100106715").PN.	(US-PGPUB; USPAT)	OR	ON	ON	2021/02/18 04:37 PM
L105	148	((("KRASSNER") near3 ("Brad")) OR (("MENTCHOUKOV") near3 ("Nikolai")) OR (("EDWARDS") near3 ("Alan")) OR (("BERNSTEIN") near3 ("Fred")) OR (("TCHIBIREV") near3 ("Igor"))).INV.	(US-PGPUB; USPAT)	OR	ON	ON	2021/03/06 08:31 AM
L106	617	((("KRASSNER") near3 ("Brad")) OR (("MENTCHOUKOV") near3 ("Nikolai")) OR (("EDWARDS") near3 ("Alan")) OR (("BERNSTEIN") near3 ("Fred")) OR (("TCHIBIREV") near3 ("Igor"))).INV.	(US-PGPUB; USPAT; USOCR; FIT (CN, FR, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/03/06 08:32 AM
L107	212447	(G06Q30/02 OR G06Q30/0275 OR G06Q30/0256).cpc.	(US-PGPUB; USPAT; USOCR; FIT (CN, FR, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/03/06 10:33 AM
L108	67740	(G06Q30/02 OR G06Q30/0256 OR	(US-PGPUB; USPAT)	OR	ON	ON	2022/03/27 12:08 PM

		G06Q30/0275).cpc.					
L109	5	((("RICH") near3 ("MEDIA") near3 ("CLUB") near3 ("LLC"))).AS,AANM.	(USPAT)	OR	ON	ON	2022/03/27 12:16 PM
L110	251	((("KRASSNER") near3 ("Brad")) OR (("MENTCHOUKOV") near3 ("Nikolai")) OR (("BERNSTEIN") near3 ("Fred")) OR (("EDWARDS") near3 ("Alan")) OR (("TCHIBIREV") near3 ("Igor"))).INV.	(US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT)	OR	ON	ON	2022/03/27 12:18 PM
L111	179	("10380597" OR "10380602" OR "11004090" OR "20010029585" OR "20010037232" OR "20010047384" OR "20020002491" OR "20020010631" OR "20020016736" OR "20020063714" OR "20020077891" OR "20020087403" OR "20020099600" OR "20020112005" OR "20020116494" OR "20020120564" OR "20020124246" OR "20020141584" OR "20020147634" OR "20020194194" OR "20030004804" OR "20030005000" OR "20030023488" OR "20030023489" OR "20030050833" OR "20030070182" OR "20030163372" OR "20030171985" OR "20030200145" OR "20040030615" OR "20040039754" OR "20040059683" OR "20040103024" OR "20040103426" OR "20040117259" OR "20040143667" OR "20040168184" OR "20040186778" OR "20040205651" OR "20040260767" OR "20050021642" OR "20050033641" OR	(US-PGPUB; USPAT)	OR	ON	ON	2022/03/30 06:45 AM

		"20050038900" OR "20050039130" OR "20050055277" OR "20050091160" OR "20050091216" OR "20050108095" OR "20050149396" OR "20050177401" OR "20050182677" OR "20050192871" OR "20050204309" OR "20050289475" OR "20060136839" OR "20060174199" OR "20060224445" OR "20060224697" OR "20060277481" OR "20070033531" OR "20070118640" OR "20070130602" OR "20070150353" OR "20070185763" OR "20070265923" OR "20070282693" OR "20070288864" OR "20080046562" OR "20080059571" OR "20080086368" OR "20080092078" OR "20080306794" OR "20090204485" OR "20090234745" OR "20090265243" OR "20100066643" OR "20100070350" OR "20100094881" OR "20100106715" OR "20100145762" OR "20100275221" OR "20110307329" OR "20130198608" OR "5572643" OR "5675510" OR "5708780" OR "5710883" OR "5717860" OR "5732218" OR "5737619" OR "5740549" OR "5796952" OR "5838790" OR "5848396" OR "5937390" OR "5960409" OR "5999912" OR "6009411" OR "6011537" OR "6041309" OR					

		"6081829" OR "6108637" OR "6112246" OR "6115680" OR "6119165" OR "6138115" OR "6141010" OR "6167382" OR "6185586" OR "6205432" OR "6243865" OR "6268856" OR "6269361" OR "6275854" OR "6279036" OR "6310601" OR "6314451" OR "6317761" OR "6317782" OR "6327619" OR "6347398" OR "6393407" OR "6418470" OR "6449634" OR "6466967" OR "6516338" OR "6553417" OR "6587837" OR "6643696" OR "6654539" OR "6657647" OR "6691281" OR "6693649" OR "6710790" OR "6728753" OR "6763386" OR "6789108" OR "6791579" OR "6865719" OR "6907566" OR "6928419" OR "6983331" OR "6990630" OR "7047294" OR "7100111" OR "7120590" OR "7143075" OR "7146401" OR "7155508" OR "7155663" OR "7256779" OR "7310609" OR "7313590" OR "7373599" OR "7376722" OR "7376907" OR "7386473" OR "7475404" OR					

		"7548915" OR "7576756" OR "7613635" OR "7716326" OR "7756974" OR "7778869" OR "7809802" OR "7856445" OR "7934166" OR "7958234" OR "7962363" OR "7962636" OR "7979457" OR "7987194" OR "8027879" OR "8108881" OR "8121893" OR "8135616" OR "8356247" OR "8396745" OR "8447651").pn.					
L112	67754	(G06Q30/02 OR G06Q30/0256 OR G06Q30/0275).cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2022/03/30 07:13 AM
L113	1	"11004090".pn.	(US-PGPUB; USPAT)	OR	ON	ON	2022/03/30 08:49 AM
L114	1	"11004090".pn. AND distance	(US-PGPUB; USPAT)	OR	ON	ON	2022/03/30 08:50 AM
L115	92	window WITH advert$7 WITH out$4 AND (@pd OR @ptad OR @prad OR @ad OR @rlad)< "20051224" AND g06q30/02$2.cpc.	(US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/30 10:00 AM
L116	7	window WITH advert$7 WITH out$4 SAME (distance space) AND (@pd OR @ptad OR @prad OR @ad OR @rlad)< "20051224" AND g06q30/02$2.cpc.	(US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/30 10:01 AM
L117	0	window WITH advert$7 WITH (out outside) SAME (distance space) AND (@pd OR @ptad OR @prad OR @ad OR @rlad)< "20051224" AND g06q30/02$2.cpc.	(US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/30 10:04 AM
L118	3	"6983331".pn.	(US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/30 10:04 AM
L119	0	browswer SAME (view$4 visible) WITH out$4 SAME (distance) AND (@pd OR @ptad	(US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/30 10:21 AM

		OR @prad OR @ad OR @rlad)< "20051224" AND g06q30/02$2.cpc.					
L120	0	browswer SAME (view$4 visible) WITH out$4 SAME (distance) AND (@pd OR @ptad OR @prad OR @ad OR @rlad)< "20051224"	(US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/30 10:21 AM
L121	41	browser SAME (view$4 visible) WITH out$4 SAME (distance) AND (@pd OR @ptad OR @prad OR @ad OR @rlad)< "20051224"	(US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/30 10:21 AM
L122	11	browser SAME (view$4 visible) WITH (out outside) SAME (distance) AND (@pd OR @ptad OR @prad OR @ad OR @rlad)< "20051224"	(US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/30 10:22 AM
L123	34	browser WITH (view$4 visible) WITH (away from) WITH (distance) AND (@pd OR @ptad OR @prad OR @ad OR @rlad)< "20051224"	(US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/30 10:23 AM
L124	2	"7256779".pn.	(US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/30 10:26 AM
L125	0	"6983331".pn. AND outside	(US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/30 01:35 PM
L126	1	(7962363.pn. "20040260767" "6865719".pn. "20010047384" "7256779".pn.) AND auction	(US-PGPUB; USPAT)	OR	ON	ON	2022/03/30 02:27 PM
L127	2	"20170245009"	(US-PGPUB; USPAT)	OR	ON	ON	2022/03/31 02:52 PM
L128	1376	((("THE") near3 ("NIELSEN") near3 ("COMPANY") near3 ("(US)") near3 ("LLC"))).AS,AANM.	(USPAT)	OR	ON	ON	2022/04/01 06:38 AM
L129	77	((("THE") near3 ("NIELSEN") near3 ("COMPANY") near3 ("(US)") near3 ("LLC"))).AS,AANM. AND (sufficient minimum threshold)	(USPAT)	OR	ON	ON	2022/04/01 06:39 AM

		SAME (credit attribution)					
L130	153	((("THE") near3 ("NIELSEN") near3 ("COMPANY") near3 ("(US)") near3 ("LLC"))).AS,AANM. AND (sufficient minimum threshold) SAME (credit attribution)	(US-PGPUB; USPAT)	OR	ON	ON	2022/04/01 06:39 AM
L131	86	((("THE") near3 ("NIELSEN") near3 ("COMPANY") near3 ("(US)") near3 ("LLC"))).AS,AANM. AND (sufficient minimum threshold) WITH (credit attribution)	(US-PGPUB; USPAT)	OR	ON	ON	2022/04/01 06:39 AM
L132	68054	(G06Q30/02 OR G06Q30/0256 OR G06Q30/0275).cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2022/05/24 05:57 AM
L133	34	browser WITH (view$4 visible) WITH (away from) WITH (distance) AND (@pd OR @ptad OR @prad OR @ad OR @rlad)< "20051224"	(US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/05/24 06:00 AM
L134	5	((("RICH") near3 ("MEDIA") near3 ("CLUB") near3 ("LLC"))).AS,AANM.	(USPAT)	OR	ON	ON	2022/05/24 06:03 AM
L135	179	("10380597" OR "10380602" OR "11004090" OR "20010029585" OR "20010037232" OR "20010047384" OR "20020002491" OR "20020010631" OR "20020016736" OR "20020063714" OR "20020077891" OR "20020087403" OR "20020099600" OR "20020112005" OR "20020116494" OR "20020120564" OR "20020124246" OR "20020141584" OR "20020147634" OR "20020194194" OR "20030004804" OR "20030005000" OR "20030023488" OR	(US-PGPUB; USPAT)	OR	ON	ON	2022/12/04 08:08 AM

		"20030023489" OR "20030050833" OR "20030070182" OR "20030163372" OR "20030171985" OR "20030200145" OR "20040030615" OR "20040039754" OR "20040059683" OR "20040103024" OR "20040103426" OR "20040117259" OR "20040143667" OR "20040168184" OR "20040186778" OR "20040205651" OR "20040260767" OR "20050021642" OR "20050033641" OR "20050038900" OR "20050039130" OR "20050055277" OR "20050091160" OR "20050091216" OR "20050108095" OR "20050149396" OR "20050177401" OR "20050182677" OR "20050192871" OR "20050204309" OR "20050289475" OR "20060136839" OR "20060174199" OR "20060224445" OR "20060224697" OR "20060277481" OR "20070033531" OR "20070118640" OR "20070130602" OR "20070150353" OR "20070185763" OR "20070265923" OR "20070282693" OR "20070288864" OR "20080046562" OR "20080059571" OR "20080086368" OR "20080092078" OR "20080306794" OR "20090204485" OR "20090234745" OR "20090265243" OR "20100066643" OR "20100070350" OR "20100094881" OR "20100106715" OR "20100145762" OR "20100275221" OR					

		"20110307329" OR "20130198608" OR "5572643" OR "5675510" OR "5708780" OR "5710883" OR "5717860" OR "5732218" OR "5737619" OR "5740549" OR "5796952" OR "5838790" OR "5848396" OR "5937390" OR "5960409" OR "5999912" OR "6009411" OR "6011537" OR "6041309" OR "6081829" OR "6108637" OR "6112246" OR "6115680" OR "6119165" OR "6138115" OR "6141010" OR "6167382" OR "6185586" OR "6205432" OR "6243865" OR "6268856" OR "6269361" OR "6275854" OR "6279036" OR "6310601" OR "6314451" OR "6317761" OR "6317782" OR "6327619" OR "6347398" OR "6393407" OR "6418470" OR "6449634" OR "6466967" OR "6516338" OR "6553417" OR "6587837" OR "6643696" OR "6654539" OR "6657647" OR "6691281" OR "6693649" OR "6710790" OR "6728753" OR "6763386" OR "6789108" OR "6791579" OR "6865719" OR					

		"6907566" OR "6928419" OR "6983331" OR "6990630" OR "7047294" OR "7100111" OR "7120590" OR "7143075" OR "7146401" OR "7155508" OR "7155663" OR "7256779" OR "7310609" OR "7313590" OR "7373599" OR "7376722" OR "7376907" OR "7386473" OR "7475404" OR "7548915" OR "7576756" OR "7613635" OR "7716326" OR "7756974" OR "7778869" OR "7809802" OR "7856445" OR "7934166" OR "7958234" OR "7962363" OR "7962636" OR "7979457" OR "7987194" OR "8027879" OR "8108881" OR "8121893" OR "8135616" OR "8356247" OR "8396745" OR "8447651").pn.					
L136	3	("11004090" "10380602" "10380597").pn.	(US-PGPUB; USPAT)	OR	ON	ON	2022/12/05 06:02 AM
L137	7	((("RICH") near3 ("MEDIA") near3 ("CLUB") near3 ("LLC"))).AS,AANM.	(USPAT)	OR	ON	ON	2022/12/05 06:03 AM
L138	68996	(G06Q30/02 OR G06Q30/0256 OR G06Q30/0275).cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2022/12/05 06:03 AM
L139	268	((("KRASSNER") near3 ("Brad")) OR (("MENTCHOUKOV") near3 ("Nikolai")) OR (("BERNSTEIN") near3 ("Fred")) OR	(US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT)	OR	ON	ON	2022/12/05 06:03 AM

		(("EDWARDS") near3 ("Alan")) OR (("TCHIBIREV") near3 ("Igor"))).INV.					
L140	34	(Artificial Intelligence) More like doc: US-10380597-B2 Text: (US-10380602-B2 OR AU-2006331610-C1 OR AU-2006331610-B8 OR AU-2006331610-B2 OR AU-2016200477-A1 OR AU-2013200392-A1 OR AU-2021202010-A1 OR AU-2019204227-A1 OR JP-4909360-B2 OR WO-2007075897-A3 OR EP-1964046-A2 OR WO-2007075897-A2 OR MX-2008008108-A OR AU-2006331610-A1 OR US-20070150353-A1 OR CN-101346739-B OR US-20090265243-A1 OR US-20070265923-A1 OR JP-2009521749-A OR US-11443329-B2).did.	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, OA, RU, SU, WO, MC, MD, MY, NL, NO, NZ, PH, PL, PT, RO, RS, SE, SG, SI, SK, TH, TN, TR, TW, UA, VN); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/12/05 06:05 AM
L141	1	("11468453").pn.	(US-PGPUB; USPAT)	OR	ON	ON	2022/12/05 10:12 AM
L142	4	("7962363".pn. "20040260767" "6865719".pn. "20010047384" "7256779".pn.) AND scroll$4	(US-PGPUB; USPAT)	OR	ON	ON	2022/12/05 11:10 AM
L143	5	("7962363".pn. "20040260767" "6865719".pn. "20010047384" "7256779".pn.) AND (area fraction percent$4)	(US-PGPUB; USPAT)	OR	ON	ON	2022/12/05 11:45 AM
L144	0	("7962363".pn. "20040260767" "6865719".pn. "20010047384" "7256779".pn.) AND area WITH (fraction percent$4)	(US-PGPUB; USPAT)	OR	ON	ON	2022/12/05 11:46 AM
L145	0	("7962363".pn. "20040260767" "6865719".pn.	(US-PGPUB; USPAT)	OR	ON	ON	2022/12/05 11:48 AM

		"20010047384" "7256779".pn.) AND (area fraction percent$4) WITH 90					
L146	51	(G06Q30/02 OR G06Q30/0256 OR G06Q30/0275).cpc. AND (area fraction percent$4) WITH (90 ninety) WITH ((adverti??$5 advert$1 content commercials listing$1 ((marketing commercial campaign) ADJ (information message$1 material$1)) coupon$1 incentive$1 promot?$2 promotion$2 sponsor$4))	(US-PGPUB; USPAT)	OR	ON	ON	2022/12/05 11:50 AM
L147	44	(G06Q30/02 OR G06Q30/0256 OR G06Q30/0275).cpc. AND (area fraction percent$4) near11 (90 ninety) near11((adverti??$5 advert$1 content commercials listing$1 ((marketing commercial campaign) ADJ (information message$1 material$1)) coupon$1 incentive$1 promot?$2 promotion$2 sponsor$4))	(US-PGPUB; USPAT)	OR	ON	ON	2022/12/05 11:50 AM
L148	0	(G06Q30/02 OR G06Q30/0256 OR G06Q30/0275).cpc. AND (area fraction percent$4) near11 (90 ninety) near11((adverti??$5 advert$1 content commercials listing$1 ((marketing commercial campaign) ADJ (information message$1 material$1)) coupon$1 incentive$1 promot?$2 promotion$2 sponsor$4)) SAME page	(US-PGPUB; USPAT)	OR	ON	ON	2022/12/05 11:51 AM
L149	4940	(G06Q30/02 OR G06Q30/0256 OR G06Q30/0275).cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2022/12/05 11:51 AM

		AND (area fraction percent$4 90 ninety) near11((adverti??$5 advert$1 content commercials listing$1 ((marketing commercial campaign) ADJ (information message$1 material$1)) coupon$1 incentive$1 promot?$2 promotion$2 sponsor$4)) SAME page					
L150	1171	(G06Q30/02 OR G06Q30/0256 OR G06Q30/0275).cpc. AND (percent$4 90 ninety) near11((adverti??$5 advert$1 content commercials listing$1 ((marketing commercial campaign) ADJ (information message$1 material$1)) coupon$1 incentive$1 promot?$2 promotion$2 sponsor$4)) SAME page	(US-PGPUB; USPAT)	OR	ON	ON	2022/12/05 11:51 AM
L151	944	(G06Q30/02 OR G06Q30/0256 OR G06Q30/0275).cpc. AND (percent$4 90 ninety) near11((adverti??$5 advert$1 commercials listing$1 ((marketing commercial campaign) ADJ (information message$1 material$1)) coupon$1 incentive$1 promot?$2 promotion$2 sponsor$4)) SAME page	(US-PGPUB; USPAT)	OR	ON	ON	2022/12/05 11:52 AM
L152	918	(G06Q30/02 OR G06Q30/0256 OR G06Q30/0275).cpc. AND (percent$4 90 ninety) near11((adverti??$5 advert$1 ((marketing commercial campaign) ADJ (information message$1 material$1)) coupon$1 incentive$1 promot?$2	(US-PGPUB; USPAT)	OR	ON	ON	2022/12/05 11:52 AM

		promotion$2 sponsor$4)) SAME page					
L153	585	(G06Q30/02 OR G06Q30/0256 OR G06Q30/0275).cpc. AND (percent$4 90 ninety) near11((adverti??$5 advert$1 ((marketing commercial campaign) ADJ (information message$1 material$1)) coupon$1 incentive$1 promot?$2 promotion$2 sponsor$4)) WITH page	(US-PGPUB; USPAT)	OR	ON	ON	2022/12/05 11:52 AM
L154	559	(G06Q30/02 OR G06Q30/0256 OR G06Q30/0275).cpc. AND (percent$4 90 ninety) near11((adverti??$5 advert$1 ((marketing commercial campaign) ADJ (information message$1 material$1)) coupon$1 incentive$1 promot?$2 promotion$2 sponsor$4)) near11 page	(US-PGPUB; USPAT)	OR	ON	ON	2022/12/05 11:52 AM
L155	85	(G06Q30/02 OR G06Q30/0256 OR G06Q30/0275).cpc. AND (percent$4 90 ninety) near5((adverti??$5 advert$1 ((marketing commercial campaign) ADJ (information message$1 material$1)) coupon$1 incentive$1 promot?$2 promotion$2 sponsor$4)) near5 page	(US-PGPUB; USPAT)	OR	ON	ON	2022/12/05 11:52 AM
L156	13	(G06Q30/02 OR G06Q30/0256 OR G06Q30/0275).cpc. AND (percent$4 90 ninety) near5((adverti??$5 advert$1 ((marketing commercial campaign) ADJ (information message$1	(US-PGPUB; USPAT)	OR	ON	ON	2022/12/05 11:53 AM

		material$1)) coupon$1 incentive$1 promot?$2 promotion$2 sponsor$4)) near5 page SAME area					
L157	0	(G06Q30/02 OR G06Q30/0256 OR G06Q30/0275).cpc. AND percent$4 WITH (90 ninety) near5((adverti??$5 advert$1 ((marketing commercial campaign) ADJ (information message$1 material$1)) coupon$1 incentive$1 promot?$2 promotion$2 sponsor$4)) near5 page SAME area	(US-PGPUB; USPAT)	OR	ON	ON	2022/12/05 11:54 AM
L158	9	(G06Q30/02 OR G06Q30/0256 OR G06Q30/0275).cpc. AND (percent$4 90 ninety) near5((adverti??$5 advert$1 ((marketing commercial campaign) ADJ (information message$1 material$1)) coupon$1 incentive$1 promot?$2 promotion$2 sponsor$4)) near5 page WITH area	(US-PGPUB; USPAT)	OR	ON	ON	2022/12/05 11:54 AM
L159	0	(G06Q30/02 OR G06Q30/0256 OR G06Q30/0275).cpc. AND (percent$4 90 ninety) near5((adverti??$5 advert$1 ((marketing commercial campaign) ADJ (information message$1 material$1)) coupon$1 incentive$1 promot?$2 promotion$2 sponsor$4)) near5 page WITH area AND (@pd OR @ptad OR @prad OR @ad OR @rlad)< "20051224" AND g06q30/02$2.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2022/12/05 11:56 AM
L160	1855	(G06Q30/02 OR G06Q30/0256 OR	(US-PGPUB; USPAT)	OR	ON	ON	2022/12/05 11:57 AM

		G06Q30/0275).cpc. AND (percent$4 90 ninety) near5((adverti??$5 advert$1 ((marketing commercial campaign) ADJ (information message$1 material$1)) coupon$1 incentive$1 promot?$2 promotion$2 sponsor$4)) AND (@pd OR @ptad OR @prad OR @ad OR @rlad)< "20051224" AND g06q30/02$2.cpc.					
L161	0	(G06Q30/02 OR G06Q30/0256 OR G06Q30/0275).cpc. AND (percent$4 90 ninety) near5((adverti??$5 advert$1 ((marketing commercial campaign) ADJ (information message$1 material$1)) coupon$1 incentive$1 promot?$2 promotion$2 sponsor$4)) WITH page WITH area AND (@pd OR @ptad OR @prad OR @ad OR @rlad)< "20051224" AND g06q30/02$2.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2022/12/05 11:57 AM
L162	0	(G06Q30/02 OR G06Q30/0256 OR G06Q30/0275).cpc. AND (percent$4 90 ninety) WITH ((adverti??$5 advert$1 ((marketing commercial campaign) ADJ (information message$1 material$1)) coupon$1 incentive$1 promot?$2 promotion$2 sponsor$4)) WITH page WITH area AND (@pd OR @ptad OR @prad OR @ad OR @rlad)< "20051224" AND g06q30/02$2.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2022/12/05 11:57 AM
L163	27	(G06Q30/02 OR G06Q30/0256 OR G06Q30/0275).cpc. AND (percent$4 90	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, BE, BG, BR, BY, CA, CH, CN, CS, CU,	OR	ON	ON	2022/12/05 11:57 AM

		ninety) WITH ((adverti??$5 advert$1 ((marketing commercial campaign) ADJ (information message$1 material$1)) coupon$1 incentive$1 promot?$2 promotion$2 sponsor$4)) WITH page WITH area AND (@pd OR @ptad OR @prad OR @ad OR @rlad)< "20051224" AND g06q30/02$2.cpc.	CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, OA, RU, SU, WO, MC, MD, MY, NL, NO, NZ, PH, PL, PT, RO, RS, SE, SG, SI, SK, TH, TN, TR, TW, UA, VN); FPRS; EPO; JPO; DERWENT; IBM_TDB)				
L164	27	(G06Q30/02 OR G06Q30/0256 OR G06Q30/0275).cpc. AND (percent$4) WITH ((adverti??$5 advert$1 ((marketing commercial campaign) ADJ (information message$1 material$1)) coupon$1 incentive$1 promot?$2 promotion$2 sponsor$4)) WITH page WITH area AND (@pd OR @ptad OR @prad OR @ad OR @rlad)< "20051224" AND g06q30/02$2.cpc.	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, OA, RU, SU, WO, MC, MD, MY, NL, NO, NZ, PH, PL, PT, RO, RS, SE, SG, SI, SK, TH, TN, TR, TW, UA, VN); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/12/05 11:58 AM
L165	24	(G06Q30/02 OR G06Q30/0256 OR G06Q30/0275).cpc. AND (percent$4) near11 ((adverti??$5 advert$1 ((marketing commercial campaign) ADJ (information message$1 material$1)) coupon$1 incentive$1 promot?$2 promotion$2 sponsor$4)) near11 page near11 area AND (@pd OR @ptad OR @prad OR @ad OR @rlad)< "20051224" AND g06q30/02$2.cpc.	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, OA, RU, SU, WO, MC, MD, MY, NL, NO, NZ, PH, PL, PT, RO, RS, SE, SG, SI, SK, TH, TN, TR, TW, UA, VN); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/12/05 11:58 AM
L166	797	(G06Q30/02 OR G06Q30/0256 OR G06Q30/0275).cpc. AND (percent$4) near11 ((adverti??$5 advert$1 ((marketing commercial campaign) ADJ (information	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV,	OR	ON	ON	2022/12/05 11:59 AM

		message$1 material$1)) coupon$1 incentive$1 promot?$2 promotion$2 sponsor$4)) near11 (page area) AND (@pd OR @ptad OR @prad OR @ad OR @rlad)< "20051224" AND g06q30/02$2.cpc.	MA, OA, RU, SU, WO, MC, MD, MY, NL, NO, NZ, PH, PL, PT, RO, RS, SE, SG, SI, SK, TH, TN, TR, TW, UA, VN); FPRS; EPO; JPO; DERWENT; IBM_TDB)				
L167	167	(G06Q30/02 OR G06Q30/0256 OR G06Q30/0275).cpc. AND (percent$4) near5 ((adverti??$5 advert$1 ((marketing commercial campaign) ADJ (information message$1 material$1)) coupon$1 incentive$1 promot?$2 promotion$2 sponsor$4)) near5 (page area) AND (@pd OR @ptad OR @prad OR @ad OR @rlad)< "20051224" AND g06q30/02$2.cpc.	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, OA, RU, SU, WO, MC, MD, MY, NL, NO, NZ, PH, PL, PT, RO, RS, SE, SG, SI, SK, TH, TN, TR, TW, UA, VN); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/12/05 11:59 AM
L168	69	(G06Q30/02 OR G06Q30/0256 OR G06Q30/0275).cpc. AND (percent$4) near5 ((adverti??$5 advert$1 ((marketing commercial campaign) ADJ (information message$1 material$1)) coupon$1 incentive$1 promot?$2 promotion$2 sponsor$4)) near5 (page area) AND (@pd OR @ptad OR @prad OR @ad OR @rlad)< "20051224" AND g06q30/02$2.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2022/12/05 11:59 AM
L169	5	("7962363".pn. "20040260767" "6865719".pn. "20010047384" "7256779".pn.) AND (chang$4 new maintain$4)	(US-PGPUB; USPAT)	OR	ON	ON	2022/12/05 12:13 PM
L170	5	("7962363".pn. "20040260767" "6865719".pn. "20010047384" "7256779".pn.) AND	(US-PGPUB; USPAT)	OR	ON	ON	2022/12/05 12:14 PM

		(chang$4 new maintain$4) SAME time					
L171	5	("7962363".pn. "20040260767" "6865719".pn. "20010047384" "7256779".pn.) AND (chang$4 new maintain$4) WITH time	(US-PGPUB; USPAT)	OR	ON	ON	2022/12/05 02:11 PM
L172	5	("7962363".pn. "20040260767" "6865719".pn. "20010047384" "7256779".pn.) AND (chang$4 maintain$4) WITH time	(US-PGPUB; USPAT)	OR	ON	ON	2022/12/05 02:11 PM
L173	1	("7962363".pn. "20040260767" "6865719".pn. "20010047384" "7256779".pn.) AND (chang$4 maintain$4) WITH time WITH advert$7	(US-PGPUB; USPAT)	OR	ON	ON	2022/12/05 02:12 PM
L174	3155	(G06Q30/02 OR G06Q30/0256 OR G06Q30/0275).cpc. AND (chang$4 maintain$4) WITH time WITH advert$7 (percent$4) near5 ((adverti??$5 advert$1 ((marketing commercial campaign) ADJ (information message$1 material$1)) coupon$1 incentive$1 promot?$2 promotion$2 sponsor$4)) near5 (page area) AND (@pd OR @ptad OR @prad OR @ad OR @rlad)< "20051224"	(US-PGPUB; USPAT)	OR	ON	ON	2022/12/05 02:16 PM
L175	2316	(G06Q30/02 OR G06Q30/0256 OR G06Q30/0275).cpc. AND (chang$4 maintain$4) near11 time near11 advert$7 (percent$4) near5 ((adverti??$5 advert$1 ((marketing commercial campaign) ADJ (information message$1 material$1)) coupon$1 incentive$1 promot?$2	(US-PGPUB; USPAT)	OR	ON	ON	2022/12/05 02:16 PM

		promotion$2 sponsor$4)) near5 (page area) AND (@pd OR @ptad OR @prad OR @ad OR @rlad)< "20051224"					
L176	3480	(G06Q30/02 OR G06Q30/0256 OR G06Q30/0275).cpc. AND (sam$1 maintain$4) near11 time near11 advert$7 (percent$4) near5 ((adverti??$5 advert$1 ((marketing commercial campaign) ADJ (information message$1 material$1)) coupon$1 incentive$1 promot?$2 promotion$2 sponsor$4)) near5 (page area) AND (@pd OR @ptad OR @prad OR @ad OR @rlad)< "20051224"	(US-PGPUB; USPAT)	OR	ON	ON	2022/12/05 02:16 PM
L177	1369	(G06Q30/02 OR G06Q30/0256 OR G06Q30/0275).cpc. AND (sam$1 maintain$4) near3 time near3 advert$7 (percent$4) near5 ((adverti??$5 advert$1 ((marketing commercial campaign) ADJ (information message$1 material$1)) coupon$1 incentive$1 promot?$2 promotion$2 sponsor$4)) near5 (page area) AND (@pd OR @ptad OR @prad OR @ad OR @rlad)< "20051224"	(US-PGPUB; USPAT)	OR	ON	ON	2022/12/05 02:16 PM
L178	24	(G06Q30/02 OR G06Q30/0256 OR G06Q30/0275).cpc. AND (sam$1 maintain$4) near3 time near3 ((adverti??$5 advert$1 ((marketing commercial campaign) ADJ (information message$1 material$1)) coupon$1 incentive$1 promot?$2 promotion$2	(US-PGPUB; USPAT)	OR	ON	ON	2022/12/05 02:17 PM

		sponsor$4)) near5 (page area) AND (@pd OR @ptad OR @prad OR @ad OR @rlad)< "20051224"					
L179	74	(G06Q30/02 OR G06Q30/0256 OR G06Q30/0275).cpc. AND (sam$1) ADJ ((adverti??$5 advert$1 ((marketing commercial campaign) ADJ (information message$1 material$1)) coupon$1 incentive$1 promot?$2 promotion$2 sponsor$4)) near5 (page area) AND (@pd OR @ptad OR @prad OR @ad OR @rlad)< "20051224"	(US-PGPUB; USPAT)	OR	ON	ON	2022/12/05 02:17 PM
L180	9	(G06Q30/02 OR G06Q30/0256 OR G06Q30/0275).cpc. AND (sam$1) ADJ ((adverti??$5 advert$1 ((marketing commercial campaign) ADJ (information message$1 material$1)) coupon$1 incentive$1 promot?$2 promotion$2 sponsor$4)) near5 (page area) WITH time AND (@pd OR @ptad OR @prad OR @ad OR @rlad)< "20051224"	(US-PGPUB; USPAT)	OR	ON	ON	2022/12/05 02:17 PM
L181	214	(G06Q30/02 OR G06Q30/0256 OR G06Q30/0275).cpc. AND (sam$1) ADJ ((adverti??$5 advert$1 ((marketing commercial campaign) ADJ (information message$1 material$1)) coupon$1 incentive$1 promot?$2 promotion$2 sponsor$4)) WITH time AND (@pd OR @ptad OR @prad OR @ad OR @rlad)< "20051224"	(US-PGPUB; USPAT)	OR	ON	ON	2022/12/05 02:21 PM
L182	152	(G06Q30/02 OR G06Q30/0256 OR G06Q30/0275).cpc. AND (sam$1) ADJ	(US-PGPUB; USPAT)	OR	ON	ON	2022/12/05 02:21 PM

		((adverti??$5 advert$1 ((marketing commercial campaign) ADJ (information message$1 material$1)) coupon$1 incentive$1 promot?$2 promotion$2 sponsor$4)) near5 time AND (@pd OR @ptad OR @prad OR @ad OR @rlad)< "20051224"					
L183	4	(G06Q30/02 OR G06Q30/0256 OR G06Q30/0275).cpc. AND (sam$1) ADJ ((adverti??$5 advert$1 ((marketing commercial campaign) ADJ (information message$1 material$1)) coupon$1 incentive$1 promot?$2 promotion$2 sponsor$4)) near5 predetermined NEAR time AND (@pd OR @ptad OR @prad OR @ad OR @rlad)< "20051224"	(US-PGPUB; USPAT)	OR	ON	ON	2022/12/05 02:21 PM
L184	4	(G06Q30/02 OR G06Q30/0256 OR G06Q30/0275).cpc. AND (sam$1) ADJ ((adverti??$5 advert$1 ((marketing commercial campaign) ADJ (information message$1 material$1)) coupon$1 incentive$1 promot?$2 promotion$2 sponsor$4)) near5 predetermined NEAR (time period) AND (@pd OR @ptad OR @prad OR @ad OR @rlad)< "20051224"	(US-PGPUB; USPAT)	OR	ON	ON	2022/12/05 02:22 PM
L185	5	(sam$1) ADJ ((adverti??$5 advert$1 ((marketing commercial campaign) ADJ (information message$1 material$1)) coupon$1 incentive$1 promot?$2 promotion$2 sponsor$4)) near5 predetermined NEAR (time period) AND (@pd OR @ptad OR @prad	(US-PGPUB; USPAT)	OR	ON	ON	2022/12/05 02:22 PM

		OR @ad OR @rlad)< "20051224"					
L186	11	(sam$1) ADJ ((adverti??$5 advert$1 ((marketing commercial campaign) ADJ (information message$1 material$1)) coupon$1 incentive$1 promot?$2 promotion$2 sponsor$4)) near5 (prescribed fixed predetermined set$4) NEAR (time period) AND (@pd OR @ptad OR @prad OR @ad OR @rlad)< "20051224"	(US-PGPUB; USPAT)	OR	ON	ON	2022/12/05 02:24 PM

PE2E SEARCH - Search History (Interference)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	British Equivalents	Time Stamp
N1	0	(first ADJ module near9 first ADJ trigger$3 ADJ (region area) near9 (ad advert$7) ADJ content ADJ page WITH second ADJ module near9 second ADJ trigger$3 ADJ area WITH (ad advert$7) ADJ content ADJ page WITH correlate$3 ADJ code WITH configure$5 near5 web ADJ browser WITH render$3 near9 (advert$7 ad) ADJ content ADJ page) AND (correlate$3 ADJ code WITH configure$5 near9 web ADJ browser) AND (determin$5 near9 first ADJ trigger$3 ADJ (region area) near9 page near5 (within inside) near9 visible ADJ (area region) near9 browser ADJ window) AND (respon$3 near5 determin$5 near9 first ADJ trigger$3 ADJ (region area) nar5 within near5 (visible ADJ (region area)) near8 browser ADJ	(USPAT)	OR	ON	ON	2021/03/06 11:36 AM

		window near11 activate ADJ first ADJ module near8 first ADJ communication near9 sen$3 near5 server) AND (determin$5 near5 second ADJ trigger$3 ADJ (region area) near5 within near3 predefined ADJ distance neaer5 outside near5 visible ADJ (region area) near5 browser ADJ window) AND (respon$3 determin$5 near5 second ADJ trigger$3 ADJ (region area) near5 within near5 predefined ADJ distance near3 outside near5 visible ADJ (region area) browser ADJ window WITH activate NEAR second ADJ module near5 second ADJ communication near5 sen$3 server) AND (server near5 configur$5) AND (receiv$3 near5 communications near5 initiated near5 module near5 page near5 response near3 module near5 activated near5 correlator ADJ code) AND (respon$4 receiv$4 WITH communication WITH initiated WITH first ADJ module near8 select near5 (ad advertisement) WITH display$3 near5 page near5 based near5 bids near11 identif$6 near5 first ADJ selected ADJ bid) AND (serve near5 first (advert$7 ad) near5 designat$4 near5 first ADJ selected ADJ bid near5 browser) AND (respon$4 near4 receiving near5 communication near5 initiated near5 second ADJ module near5 select$3 (ad					

		advertisement) near5 display$3 near5 page near6 based near5 bids near9 identif$7 second ADJ selected ADJ bid) AND (serve near5 second (advert$7 ad) near9 designat$5 second ADJ selected ADJ bid near5 browser) AND (serv$3 near5 first (advert$7 ad) near5 render$3 near5 first ADJ predefined (region area) near5 associat$3 near9 first ADJ trigger$3 (region area) near5 second ADJ (advert$7 ad) near5 render$3 near5 second ADJ predefined (region area) near5 associat$3 near5 second ADJ trigger$3 ADJ (area region)) AND g06q30/$4.cpc.					
N10	0	(determin$6 near5 predefined ADJ area near5 (advert$7) near5 display NEAR page near5 display near5 (advert$7) NEAR view near5 within near11 visible ADJ area NEAR5 browser NEAR window near5 configured near11 operated near5 remote NEAR computing ADJ device near5 predefined ADJ area near11 portion near5 (advert$7) display NEAR page near22 (advert$7) near5 display NEAR page near5 includes near5 predefined ADJ area near5 configured near5 display near5 (advertisement) near11 predefined ADJ area near5 being near5 portion near5 (ad advert$7) near5 display NEAR page near11 page near11 displayed near5 other near5	(US-PGPUB; USPAT)	OR	ON	ON	2022/05/24 08:57 AM

		portions (ad advert$7) near5 display NEAR page WITH page NEAR content near5 separate (ad advert$7) near5 in ADJ response ADJ determination near11 predefined ADJ area near5 used near5 display near5 (ad advert$7) near11 in NEAR view near5 within near5 visible ADJ area near5 browser ADJ window near11 predefined ADJ period NEAR time near11 causing communication near11 sent near5 dispatcher near5 servers near5 configured Near5 Receiv$4 near5 communication Near5 cause near5 replacement (ad advert$7) near5 selected near5 display near5 (ad advert$7) NEAR display NEAR page near11 cause near5 replacement near5(ad advert) near11 served near11 remote NEAR computing NEAR device near11 browser near11 configured near5 render near5 replacement NEAR (ad advert$7) near5 predefined ADJ area).clm. AND g06q30/02$2.cpc.					
N11	0	(designat$4 near5 server near5 predefined ADJ area near5 ad ADJ content ADJ display ADJ page near5 ad ADJ content ADJ display ADJ page near5 predefined ADJ area near5 configured near5 display ADJ advertisement ADJ content near5 predefined ADJ area	(USPAT)	OR	ON	ON	2022/05/24 12:43 PM

		near5 portion near5 ad ADJ content ADJ display ADJ page near11 page ADJ content NEAR displayed near5 portions near5 ad ADJ content ADJ display ADJ page near5 page ADJ content near5 separate near5 advertisement ADJ content near5 serving near5 ad ADJ content ADJ display ADJ page near5 remote ADJ computing ADJ device NEAR operating NEAR browser near11 displaying NEAR browser ADJ window NEAR response near5 request near5 remote ADJ computing ADJ device near5 configured NEAR receive NEAR instructions near11 code near5 configured near5 determine near5 predefined ADJ area near5 within near5 predefined ADJ distance NEAR outside near5 visible ADJ area near5 browser ADJ window near5 send near5 first ADJ communication near5 dispatcher NEAR servers near5 based near5 determination near5 dispatcher ADJ servers near5 configured near5 cause near5 first ADJ advertisement near5 served near5 remote ADJ computing ADJ device near5 receipt near5 first ADJ communication near5 browser NEAR configured near5 render near5 first ADJ advertisement near5 predefined ADJ area near5 configured near5 determine near5					

		predefined ADJ area near5 view near5 within near5 visible ADJ area browser ADJ window near5 remote ADJ computing ADJ device near5 send near5 second ADJ communication near5 dispatcher ADJ servers near5 response near5 determination near5 predefined ADJ area near5 view near5 within near5 visible ADJ area near5 browser ADJ window near5 predefined ADJ period ADJ time near5 dispatcher NEAR servers near5 configured near5 receive near5 second ADJ communication near5 remote ADJ computing ADJ device near5 cause near5 replacement ADJ advertisement near5 selected near5 display near5 ad ADJ content ADJ display ADJ page near5 cause replacement ADJ advertisement near5 served near5 remote ADJ computing ADJ device near5 browser near5 configured near5 render near5 replacement ADJ advertisement near5 predefined ADJ area).clm.					

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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
17/961,952	10/07/2022	Brad KRASSNER	689752-1U6

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PUBLICATION NOTICE

570
PANITCH SCHWARZE BELISARIO & NADEL LLP
TWO COMMERCE SQUARE
2001 MARKET STREET, SUITE 2800
PHILADELPHIA, PA 19103

OC00000137587172

Title:SYSTEM AND METHOD FOR CREATION, DISTRIBUTION AND TRACKING OF ADVERTISING VIA ELECTRONIC NETWORKS

Publication No.US-2023-0081309-A1
Publication Date:03/16/2023

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.

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PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875	Application or Docket Number 17/961,952	Filing Date 10/07/2022	☐ To be Mailed

ENTITY: ☐ LARGE ☑ SMALL ☐ MICRO

APPLICATION AS FILED - PART I

FOR	(Column 1) NUMBER FILED	(Column 2) NUMBER EXTRA		RATE ($)	FEE ($)
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A		N/A	
☐ SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A		N/A	
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A		N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	minus 20 =	*		x $50 =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*		x $240 =	
☐ APPLICATION SIZE FEE (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).				
☐ 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	

APPLICATION AS AMENDED - PART II

		(Column 1)		(Column 2)	(Column 3)			
AMENDMENT	03/23/2023	CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA		RATE ($)	ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	* 14	Minus	** 20	= 0		x $40 =	0
	Independent (37 CFR 1.16(h))	* 2	Minus	*** 3	= 0		x $192 =	0
	☐ Application Size Fee (37 CFR 1.16(s))							
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							
							TOTAL ADD'L FEE	0

		(Column 1)		(Column 2)	(Column 3)			
AMENDMENT		CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA		RATE ($)	ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	*	Minus	**	=		x $0 =	
	Independent (37 CFR 1.16(h))	*	Minus	***	=		x $0 =	
	☐ Application Size Fee (37 CFR 1.16(s))							
	☐ 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.	LIE
** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".	/SULONDA D STEVENSON/
*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".	
The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.	

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Docket No.: 689752-1U6
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Brad KRASSNER et al

Application No.: 17/961,952 | Confirmation No.: 2082

Filed: October 7, 2022 | Art Unit: 3681

For: SYSTEM AND METHOD FOR CREATION, DISTRIBUTION AND TRACKING OF ADVERTISING VIA ELECTRONIC NETWORKS | Examiner: Breffni Baggot

RESPONSE UNDER 37 C.F.R. § 1.111

This paper is responsive to the Office Action dated December 23, 2022 and is being filed within the shortened statutory period set for a response to the Office Action. No fee is believed to be due for filing this response. However, if any fee is due, charge the fee to Deposit Account No. 50-1017.

Listing of the Claims begins on page 2 of this paper.

Remarks begin on page 6 of this paper.

Listing of the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Canceled)

2. (Previously Presented) A method for rendering advertisement content in an ad content display page, wherein the ad content display page includes (i) a predefined area configured to display advertisement content, the predefined area being a portion of the ad content display page, and (ii) page content displayed in other portions of the ad content display page, the page content being separate from the advertisement content, the ad content display page being scrollable to allow a portion of the ad content display page to appear in a visible area of a browser window of a browser that is configured to be operated by a remote computing device, the method comprising:
(a) determining whether a predefined portion of the predefined area of the ad content display page is in the visible area of the browser window; and
(b) in response to a determination that the predefined portion of the predefined area of the ad content display page is in the visible area of the browser window, causing a communication to be sent from the remote computing device to one or more dispatcher servers, wherein the one or more dispatcher servers are configured to:

(i) receive the communication, and

(ii) cause advertisement content to be served to the remote computing device,

wherein the browser is configured to render the advertisement content in the predefined area of the ad content web page, and

wherein the advertisement content first appears in the predefined area of the ad content web page only after the one or more dispatcher servers serve the advertisement content to the remote computing device and the browser renders the advertisement content in the predefined area of the ad content web page.

3. (Previously Presented) The method of claim 2 wherein after the one or more dispatcher servers receive the communication, the one or more dispatcher servers further:

(iii) cause advertisement content to be selected for display on the ad content display page, wherein the selected advertisement content is then served to the remote computing device.

4. (Previously Presented) The method of claim 3 wherein the advertisement content is selected at least partially as a result of an auction.

5. (Previously Presented) The method of claim 4 wherein the auction is conducted in real time between the time the communication is sent from the remote computing device and the time that the advertisement content is selected.

6. (Previously Presented) The method of claim 2 wherein the predefined portion is 90%.

7. (Previously Presented) The method of claim 2 further comprising:
(c) maintaining the same advertisement content that was previously rendered in the predefined area for at least a predefined period of time during the time period that the predefined portion of the predefined area of the ad content display page is in the visible area of the browser window.

8. (Previously Presented) The method of claim 2 wherein the determination that the predefined portion of the predefined area of the ad content display page is in the visible area of the browser window occurs periodically.

9. (Previously Presented) A system comprising:

(a) at least one ad content display page configured to be served to a remote computing device, wherein the ad content display page includes (i) a predefined area configured to display advertisement content, the predefined area being a portion of the ad content display page, and (ii) page content displayed in other portions of the ad content display page, the page content being separate from the advertisement content, the ad content display page being scrollable to allow a portion of the ad content display page to appear in a visible area of a browser window of a browser that is configured to be operated by the remote computing device;

(b) instructions in the form of code configured to:

(i) determine whether a predefined portion of the predefined area of the ad content display page is in the visible area of the browser window; and

(ii) in response to a determination that the predefined portion of the predefined area of the ad content display page is in the visible area of the browser window, cause a communication to be sent from the remote computing device; and

(c) one or more dispatch servers configured to:

(i) receive the communication,

(ii) cause advertisement content to be served to the remote computing device,

wherein the browser is configured to render the advertisement content in the predefined area of the ad content web page, and

wherein the advertisement content first appears in the predefined area of the ad content web page only after the one or more dispatcher servers serve the advertisement content to the remote computing device and the browser renders the advertisement content in the predefined area of the ad content web page.

10. (Previously Presented) The system of claim 9 wherein the one or more dispatch servers are further configured to:

(iii) after receiving the communication, cause advertisement content to be selected for display on the ad content display page, wherein the selected advertisement content is then served to the remote computing device.

11. (Previously Presented) The system of claim 10 wherein the advertisement content is selected at least partially as a result of an auction.

12. (Previously Presented) The system of claim 11 wherein the auction is conducted in real time between the time the communication is sent from the remote computing device and the time that the advertisement content is selected.

13. (Previously Presented) The system of claim 9 wherein the predefined portion is 90%.

14. (Previously Presented) The system of claim 9 wherein the instructions in the form of code are further configured to:

(iii) maintain the same advertisement content that was previously rendered in the predefined area for at least a predefined period of time during the time period that the predefined portion of the predefined area of the ad content display page is in the visible area of the browser window.

15. (Previously Presented) The system of claim 9 wherein the determination that the predefined portion of the predefined area of the ad content display page is in the visible area of the browser window occurs periodically.

REMARKS

Claims 2-15 are pending and are unamended. Original claim 1 was canceled in a previous response.

Patentability of claimed invention over prior art of record

The presently claimed invention is directed to one preferred embodiment of the present invention that retrieves and renders advertisement content that appears within the predefined area of the ad content display page that is configured to display advertisement content (billboard module content rendering area location) when a predefined portion of the predefined area is in the visible area of the browser window. In one disclosed embodiment, the predefined portion is 90%, but as disclosed in page 78, line 30 through page 79, line 13 of the present application, that portion may be "customized by the system administrator," and thus need not be 90%.

Double patenting rejection

This rejection is believed to be moot in view of the Terminal Disclaimer filed on November 21, 2022 which includes patents issuing from all three of the patent applications listed in the Office Action, as follows:
17/316,499 issued as 11,468,453
12/384,403 issued as 11,004,090
11/643,245 issued as 10,380,597

Accordingly, withdrawal of this rejection is respectfully requested.

35 U.S.C. § 101 rejection

In the Office Action, it is asserted that (1) the claims fall within the ***"Certain Methods of Organizing Human Activity"*** grouping of abstract ideas (judicial exceptions), and more specifically, ***"computer-implemented advertising"***; (2) the judicial exception is not integrated

into a practical application; and (3) the claims do not recite "significantly more" than this abstract idea.

Applicants respectfully traverse these assertions for at least the reasons given below.

1. Improvement to a technical field provided by presently claimed invention

Exemplary claim 2 of the present application recites an improvement to the technical field of determining when to render an advertisement in a predefined area on a page displaying in a browser window. As stated on page 10, lines 12-14 of the present application, "As used herein, the term "render" or "rendering" refers to the process of requesting and loading content so that it may be viewed, heard or otherwise perceived by a viewer communicating electronically using a browser."

More specifically, exemplary claim 2 recites, among other features, the following features related to this improvement to the technical field of determining when to render an advertisement:

> (b) in response to a determination that the predefined portion of the predefined area of the ad content display page is in the visible area of the browser window, causing a communication to be sent from the remote computing device to one or more dispatcher servers..

When this determination is met, the dispatcher server causes advertisement content to be served to the remote computing device for rendering in the predefined area.

Stated another way, the advertisement content is only rendered by the browser when the condition of (b) is met, namely, that a determination has been made that the predefined portion of the predefined area of the ad content display page is in the visible area of the browser window.

This process provides a unique technology solution for determining when to render advertisement content in a predefined area on a page displaying in a browser window, and further improves upon prior art techniques for determining when to render advertisement content on a page displaying in a browser window.

400 Duration Media Ex-1007

2. Exemplary claim 2 is patentable under § 101 in view of *DDR Holdings v. Hotels.com* (*DDR*)

In *DDR*, the Federal Circuit applied the framework articulated in *Alice* to uphold the validity of the patents on webpage display technology at issue in *DDR*. In spite of the business-related nature of the claims (retaining or increasing website traffic) and the fact that they could be implemented on a generic computer, the court highlighted that the claims did not simply take an abstract business method from the pre-internet world and implement it on a computer. Instead, the claims addressed a technological problem "particular to the internet" by implementing a solution specific to that technological environment and different from the manner suggested by routine or conventional use within the field.

Furthermore, the court found that "the claimed solution is necessarily rooted in computer technology in order to overcome a problem specifically arising in the realm of computer networks."

The analogy of the present claims to *DDR* is clear. First, as discussed above in section 1, the claimed invention recites a feature that is "necessarily rooted in computer technology" in order to overcome a problem specifically arising in the field of rendering advertisement content in a predefined area on a page displaying in a browser window. Specifically, exemplary claim 2 recites a technology solution that relies upon making a determination that the predefined portion of the predefined area of the ad content display page is in the visible area of the browser window. This process is rooted in computer technology because the nature of this determination must rely upon browser technology.

Second, this determination does not simply take an abstract business method/business practice from the pre-internet world and implement it on a computer. There is simply no pre-internet analogy to this determination. For example, there is no pre-internet advertising process that mimics what is recited in exemplary claim 2.

On page 7 of the Office Action, *DDR* is cited, along with an alleged quotation from the case. However, Applicants have carefully reviewed *DDR* and cannot locate the cited quotation. For the Examiner's convenience *DDR* is attached hereto as Exhibit A.

Furthermore, in parent U.S. Application No. 11/803,779, now U.S. Patent No. 10,380,602, claims directed to presenting electronic advertisements on webpages were rejected under § 101, but the rejection was reversed by the PTAB in a Decision on Appeal in *Ex Parte Brad Krassner* dated December 18, 2018 (Decision) based primarily on reasoning that these claims are patentable in view of *DDR*. A copy of this Decision is attached hereto in Exhibit B. The rationale for finding the claims of this patent application to be § 101-eligible is equally applicable to the present set of claims. Relevant excerpts of the Decision are as follows (underlining added for emphasis):

> page 11, lines 5-10
> Thus, the limitations reciting generation of "first code" and "a billboard module" comprising "second code" indicate that the recited systems and methods seek to solve problems rooted in computer technology and arising in the context of advertising on webpages, rather than advertising in media in general, and how the recited systems and methods solve these problems.
>
> page 12, lines 3-9
> Accordingly, as in DDR Holdings, the claims recite "a solution to this network-centric challenge," e.g., the efficient, timely, and cost effective application of advertisements to webpages, for which there was no pre-computer or pre-Internet analog. App. Br. 10-11. The Examiner provides no evidence or persuasive argument to the contrary. Thus, the claims here recite "significantly more" than the abstract idea of "providing an online advertising platform and conducting an auction."

Likewise, the present set of claims do not merely recite "Computer implemented advertising," as asserted in the Office Action.

3. Supreme Court framework for conducting § 101 analysis

The Supreme Court has set forth a framework for determining patent eligibility. First, the court determines whether the claims at issue are directed towards one of the three patent-ineligible concepts, namely, laws of nature, natural phenomena, and abstract idea. This is commonly referred to as "Part 1 of the *Mayo* test." If so, then the court then asks "what else is

there in the claims before us?" (*Mayo* at 1296-97). This is commonly referred to as "Part 2 of the *Mayo* test." In answering the second question, the court considers the elements of each claim both individually and as an ordered combination to determine whether the additional elements transform the nature of the claim into a patent-eligible application. The second step can be characterized as a search for an ***"inventive concept"*** — "an element or combination of elements that is 'sufficient to ensure that the patent in practice amounts to ***significantly more*** than a patent upon the [ineligible concept] itself.'" (*Mayo* at 1294, bolding and italics added for emphasis).

4. USPTO instruction documents for Examiners in conducting § 101 analysis

MPEP 2106 sets forth the USPTO's guidance on subject matter eligibility. MPEP 2106.07 sets forth the USPTO's guidance on formulating and supporting rejections for lack of subject matter eligibility. Furthermore, on April 19, 2018 the USPTO issued a Memorandum entitled "Changes in Examination Procedure Pertaining to Subject Matter Eligibility, Recent Subject Matter Eligibility Decision (*Berkheimer v. HP, Inc.*)," hereafter, referred to as "the *Berkheimer* Memo," to update MPEP 2106.07. Lastly, the USPTO issued additional examination guidance entitled "October 2019 Update: Subject Matter Eligibility" (hereafter, "the October 2019 Eligibility Guidance document") which supersedes selected portions of MPEP 2106, particularly with respect to the "abstract idea" analysis Part 1 of the *Mayo* test). The October 2019 Eligibility Guidance document is an update of a USPTO guidance document published in January 2019 and entitled "2019 Revised Patent Subject Matter Eligibility Guidance" (2019 PEG), and refers back to the 2019 PEG for many explanations.

In the USPTO guidance documents, Part 1 of the *Mayo* test is referred to as "Step 2A," and Part 2 of the *Mayo* test is referred to as "Step 2B." These terms are used interchangeably.

The "October 2019 Eligibility Guidance document" sets forth an analysis under Step 2A, referred to as "Revised Step 2A" having "Prong One" and "Prong Two," and which are explained in the document as follows (underlining added for emphasis):

(1) evaluate whether a claim recites a judicial exception,

> (2) evaluate whether a recited judicial exception is integrated into a practical application. Under Prong Two, a claim that recites a judicial exception is not directed to that judicial exception if the claim as a whole "integrates the recited judicial exception into a practical application of that exception." Prong Two thus distinguishes claims that are "directed to" the recited judicial exception from claims that are not "directed to" the recited judicial exception.

Accordingly, only when a claim recites a judicial exception and fails to integrate the exception into a practical application, is the claim "directed to" a judicial exception, thereby triggering the need for further analysis pursuant to the second step of the *Alice/Mayo* test (USPTO Step 2B).

Regarding Prong One, namely, whether the claim recites a judicial exception, the 2019 PEG and the "October 2019 Eligibility Guidance document" sets forth three permissible judicial exceptions, as follows:

> A. **Mathematical concepts** including i. mathematical relationships, ii. mathematical formulas or equations, and iii. mathematical calculations
>
> B. **Certain methods of organizing human activity** including
> i. fundamental economic principles or practices (including hedging, insurance, mitigating risk);
> ii. commercial or legal interactions (including subject matter related to agreements in the form of contracts, legal obligations, advertising, marketing or sales activities or behaviors, and business relations);
> iii. managing personal behavior or relationships or interactions between people (including social activities, teaching, and following rules or instructions); and
>
> C. **Mental processes** – concepts performed in the human mind (including observations, evaluations, judgments, and opinions)

If the claims do not fall into any of these three enumerated groupings, and no "rare circumstance" is present in which the claims are believed to not fall within the enumerated groupings of abstract ideas, but should nonetheless be treated as reciting an abstract idea, then the claims should be deemed statutory under § 101.

Regarding Prong Two, if the claims are believed to fall into one of these three enumerated groupings, the claims must be evaluated to determine if they recite additional elements that integrate the abstract idea into a practical application of that exception. If so, then the claims are deemed statutory under § 101 because they are not "directed to" an abstract idea. As stated in the 2019 PEG, "A claim is not 'directed to' a judicial exception, and thus is patent eligible, if the claim as a whole integrates the recited judicial exception into a practical application of that exception." (underlining added for emphasis)

If additional elements of the claims do not integrate the abstract idea into a practical application of the abstract idea, then analysis continues with Step 2B (Part 2 of the *Mayo* test) to determine if the claims recite an "inventive concept," in accordance with previous guidance.

As a governmental agency, the USPTO is bound by the Supreme Court precedent and the USPTO instruction documents were developed to be consistent with such precedent. For the reasons discussed below, Applicant asserts that the claims are patent-eligible in view of the Supreme Court precedent and the USPTO guidance documents.

5. Exemplary claim 2 is believed to be § 101-eligible under the "revised Step 2A" analysis because this claim does not recite any abstract ideas (judicial exceptions)

a. Exemplary claim 2 does not recite *"certain methods of organizing human activity"*

Referring to the October 2019 Eligibility Guidance document, subgroupings of this abstract idea are:

i. Fundamental Economic Practices or Principles

ii. Commercial or Legal Interactions

iii. Managing Personal Behavior or Relationships or Interactions Between People

Furthermore, the October 2019 Eligibility Guidance document states that these subgroupings are "not to be expanded beyond these enumerated sub-groupings except in rare circumstances as explained in Section III(C) of the 2019 PEG."

The October 2019 Eligibility Guidance document includes an explanation of each of these subgroupings and a listing of exemplary cases under each of these subgroupings.

Applicants have carefully reviewed the explanations of each of these subgroupings and the listing of exemplary cases, and cannot locate any subgrouping that is even remotely similar to the presently claimed invention. The claimed subject matter is not related to **(i)** the Fundamental Economic Practices or Principles subgrouping (the economy or commerce, such as hedging, insurance, and mitigating risk); nor is it related to **(ii)** the Commercial or Legal Interactions subgrouping) nor is related to **(iii)** the Managing Personal Behavior or Relationships or Interactions Between People subgrouping (social activities, teaching, or following rules or instructions).

On page 3 of the Office Action, it is asserted that the claims set forth **"Computer Implemented Advertising."**

Applicants respectfully traverse the relevance of this explanation to support the argument that the claims recite a commercial or legal interaction-type method of organizing human activity.

First, while exemplary claim 2 relates to electronic advertising, advertising is not being used as an exchange or currency, as recited in the claims of *Ultramercial, Inc. v. Hulu, LLC.* (*Ultramercial* is the "advertising" case law example provided in the October 2019 Eligibility Guidance document.)

Second, no contracts or legal obligations of any sort are recited in the independent claims.

Third, exemplary claim 2 is not performing any sort of marketing or sales activity, similar to the marketing or sales activity recited in the claims of *OIP Techs, Inc. v. Amazon.com, Inc.*, or *In re Ferguson.*

Fourth, all of the examples provided in the guidance document, including the advertising example (*Ultramercial Inc. v. Hulu, LLC*), refer to commercial interactions which involve an agreement between parties. Nowhere does the guidance document broadly state or even suggest that any invention that involves "advertising" necessarily falls within the judicial exception of ***"certain methods of organizing human activity."*** When there is a commercial interaction, such as an agreement between parties, there is inherently an organization of human activity, and all of the case law cited in the guidance document where claims were found to the ineligible under

§ 101 under this judicial exception involve such commercial interaction. Referring to exemplary claim 2 of the present invention, no such commercial interaction is recited. Stated simply, no agreement is made between parties when performing claim 2 of the present invention.

The October 2019 Eligibility Guidance document lists sample cases that have been found to meet this subgrouping, and also refers to MPEP 2106.04(a)(2)(II)(C) for examples relating to managing human behavior. Applicants have carefully reviewed all of these cases and none are even remotely similar to the presently claimed invention.

b. Exemplary claim 2 does not recite any "mental processes"

Referring to the October 2019 Eligibility Guidance document, "Under the 2019 PEG, the "mental processes" grouping is defined as concepts performed in the human mind, and examples of mental processes include observations, evaluations, judgments, and opinions." (underlining added for emphasis)

Nothing in exemplary claim 2 remotely meets this requirement, even under the broadest reasonable interpretation of the claim.

c. Exemplary claim 2 does not recite any *"mathematical concepts"*

Regarding Prong One of revised Step 2A, claims 1, 10 and 19 do not recite any "mathematical concepts." More specifically, exemplary claim 2 does not recite any mathematical relationships, mathematical formulas or equations, mathematical calculations.

The Office Action does not allege that exemplary claim 2 recites any "mathematical concepts" so no further discussion of this grouping of abstract ideas is provided.

d. No *"rare circumstance"* is believed to be present in which the claims do not fall within the enumerated groupings of abstract ideas, but should nonetheless be treated as reciting an abstract idea

There is no basis to treat the claims in any special manner to expand the analysis beyond the three permissible judicial exceptions listed in the 2019 PEG and the October 2019 Eligibility Guidance document. Nothing in the claims invoke eligibility concerns similar to those expressed

by the Supreme Court with regard to the judicial exceptions, such as recently discovered phenomena of nature, mental processes, and abstract intellectual concepts. See, footnotes 5 and 41 in the 2019 PEG which describe scenarios that may give rise to a "rare circumstance."

e. Since there are no abstract ideas recited in exemplary claim 2, this claim is not directed to a judicial exception, and thus is statutory under § 101

Referring to the Streamlined Analysis (Figure 2) in the October 2019 Eligibility Guidance document, the output of Prong One is "NO" and thus claims 1, 10 and 19 are § 101-eligible. No further analysis under the USPTO guidance documents is required.

6. Exemplary claim 2 is believed to be § 101-eligible under the Step 2A Prong Two analysis because even if this claim is deemed to recite an abstract idea (judicial exception), the abstract idea is *integrated into a practical application* of the judicial exception

As explained above, there are no abstract ideas recited in exemplary claim 2, and thus it is not necessary to evaluate the claim for § 101 eligibility under Step 2A Prong Two. However, even if it is argued that exemplary claim 2 recites an abstract idea, such as ***"certain methods of organizing human activity"*** (which Applicants refute), there are additional limitations in exemplary claim 2 which provide an improvement to a technical field.

Stated another way, exemplary claim 2 recites additional elements that integrate the alleged abstract idea into a *"practical application"* of the alleged abstract idea, in accordance with Prong Two of Revised Step 2A, and thus claim 1 is not *"directed to"* an abstract idea.

Specifically, the features in exemplary claim 2 related to the additional limitation of the **browser** (and its corresponding browser window) recite an improvement to a technical field, namely, the technical field of determining when to render an advertisement in a predefined area on a page displaying in a browser window. The improvement is summarized in section 1 above, and includes an improvement wherein the advertisement content is only rendered by the browser when a determination has been made that the predefined portion of the predefined area of the ad content display page is in the visible area of the browser window.

As stated in the October 2019 Eligibility Guidance document, "…if the additional limitations reflect an improvement in the functioning of a computer, or an improvement to another technology or technical field, the claim integrates the judicial exception into a practical application and thus imposes a meaningful limit on the judicial exception. No further analysis is required. The claim is eligible at Step 2A.

Here, the above-highlighted features in exemplary claim 2 provide a clear technology improvement to the field of determining when to render advertisement content in a predefined area on a page displaying in a browser window. Accordingly, even if it is deemed that exemplary claim 2 recites an abstract idea (which Applicants refute), the additional limitations of exemplary claim 2 highlighted above integrate the judicial exception into a practical application of the judicial exception, thereby rendering exemplary claim 2 to be § 101-eligible based on Step 2A, Prong Two.

7. Exemplary claim 2 is § 101-eligible under Part 2 (Step 2B) of the *Mayo* test because it recites an *"inventive concept"* and thus recite *"significantly more"* than the asserted judicial exceptions (abstract ideas)

Since Part 1 (revised Step 2A) of the *Mayo* test is not met, it is not necessary to proceed with Part 2 (Step 2B) of the *Mayo* test. Notwithstanding this fact, the following additional arguments are provided regarding Step 2B of the *Mayo* test, which the present claims also pass.

a. Guidance on "inventive concept"

Claims that recite an "inventive concept" implemented via technological components (non-human activity), and which do not preempt an abstract idea, are patent-eligible under Part 2 of the *Mayo* test, even if they are found to recite an abstract idea because such claims recite "significantly more" than an abstract idea. MPEP 2106.05, section I (The Search for an Inventive Concept) reads, in part, as follows (underlining added for emphasis):

> While abstract ideas, natural phenomena, and laws of nature are not eligible for patenting by themselves, claims that integrate these exceptions into an inventive concept are thereby transformed into patent-eligible

> inventions. *Alice Corp. Pty. Ltd. v. CLS Bank Int'l,* 134 S. Ct. 2347, 2354, 110 USPQ2d 1976, 1981 (2014) (citing *Mayo Collaborative Servs. v. Prometheus Labs., Inc.,* 566 U.S. 66, 71-72, 101 USPQ2d 1961, 1966 (2012)). Thus, the second part of the *Alice/Mayo* test is often referred to as a search for an inventive concept. *Id.*

b. Identification of "inventive concept"

As discussed above in Section 1 (Improvement to a technical field provided by presently claimed invention), exemplary claim 2 recites a specific technology improvement in the field of determining when to render an advertisement in a predefined area on a page displaying in a browser window.

Exemplary claim 2 includes at least the following inventive concept (underlining added for emphasis):

> (b) in response to a determination that the predefined portion of the predefined area of the ad content display page is in the visible area of the browser window, causing a communication to be sent from the remote computing device to one or more dispatcher servers…

As explained in section 1 above, this feature is part of the overall inventive process the replacement advertisement is only rendered by the browser when a determination has been made that the predefined portion of the predefined area of the ad content display page is in the visible area of the browser window.

c. The "inventive concept" is sufficient to ensure that exemplary claim 2 amounts to *significantly more* than a claim to an abstract idea itself

MPEP 2106.05(b), section I, part A (Relevant Considerations For Evaluating Whether Additional Elements Amount To An Inventive Concept) reads, in part, as follows (underlining added for emphasis):

> The Supreme Court has identified a number of considerations as relevant to the evaluation of whether the claimed additional elements amount to an inventive concept. The list of considerations here is not intended to be exclusive or limiting.
> :
> :
> Limitations that the courts have found to qualify as "significantly more" when recited in a claim with a judicial exception include:
> :
> :
> v. Adding a specific limitation other than what is well-understood, routine, conventional activity in the field, or adding unconventional steps that confine the claim to a particular useful application

Here, one of the asserted additional elements of exemplary claim 2 (browser and its related browser window) recites other limitations that are not well-understood, routine and conventional in the field, namely, at least the inventive concept discussed above that is not part of any alleged abstract idea.

Accordingly, even if the claimed invention is directed to an abstract idea (which Applicants refute), the claimed invention shows a patent-eligible application of any such abstract idea.

d. Improvements to a technical field, and adding a specific limitation other than what is well-understood, routine, conventional activity in the field, both show that exemplary claim 2 meets the *"significantly more"* requirement for § 101 eligibility under Step 2B of *Mayo*

MPEP 2106.05, Part I, section A reads, in part, as follows (underlining added for emphasis):

> ***A. Relevant Considerations For Evaluating Whether Additional Elements Amount To An Inventive Concept***
>
> The Supreme Court has identified a number of considerations as relevant to the evaluation of whether the claimed additional elements amount to an inventive concept. The list of considerations here is not intended to be

exclusive or limiting. Additional elements can often be analyzed based on more than one type of consideration and the type of consideration is of no import to the eligibility analysis. Additional discussion of these considerations, and how they were applied in particular judicial decisions, is provided in in **MPEP § 2106.05(a) through (h)**.

Limitations that the courts have found to qualify as "significantly more" when recited in a claim with a judicial exception include:

i. Improvements to the functioning of a computer, *e.g.,* a modification of conventional Internet hyperlink protocol to dynamically produce a dual-source hybrid webpage, as discussed in *DDR Holdings, LLC v. Hotels.com, L.P.,* 773 F.3d 1245, 1258-59, 113 USPQ2d 1097, 1106-07 (Fed. Cir. 2014) (see **MPEP § 2106.05(a)**);

ii. Improvements to any other technology or technical field, *e.g.,* a modification of conventional rubber-molding processes to utilize a thermocouple inside the mold to constantly monitor the temperature and thus reduce under- and over-curing problems common in the art, as discussed in *Diamond v. Diehr,* 450 U.S. 175, 191-92, 209 USPQ 1, 10 (1981) (see **MPEP § 2106.05(a)**);

:

:

v. Adding a specific limitation other than what is well-understood, routine, conventional activity in the field, or adding unconventional steps that confine the claim to a particular useful application, *e.g.,* a non-conventional and non-generic arrangement of various computer components for filtering Internet content, as discussed in *BASCOM Global Internet v. AT&T Mobility LLC,* 827 F.3d 1341, 1350-51, 119 USPQ2d 1236, 1243 (Fed. Cir. 2016) (see **MPEP § 2106.05(d)**);

:

:

Here, Applicants have shown that at least limitations **ii** and **v** in the listing above are met by exemplary claim 2, specifically, the features in exemplary claim 2 related to the additional element of the **browser** (and its corresponding browser window) which recite an improvement to a technical field, namely, the technical field of determining when to render an advertisement in a predefined area on a page displaying in a browser window. The improvement is summarized in section 1 above, and includes an improvement wherein the advertisement content is only

rendered by the browser when a determination has been made that the predefined portion of the predefined area of the ad content display page is in the visible area of the browser window .

8. Patentability of independent claim 9 under § 101

Claim 9 is believed to be statutory for at least the same reasons as applied to exemplary claim 2.

9. Patentability of dependent claims under § 101

The dependent claims are believed to be statutory for at least the reason that they are dependent upon statutory base claims.

Prior art rejection

1. Background to presently claimed invention

Independent claims 2 and 9 are directed to one preferred embodiment of the present invention that is described, in part, on at least page 78, line 30 through page 79, line 13, which reads as follows (underlining added for emphasis):

> The correlator code described above periodically checks the location of the billboard module content rendering area location. The portion of the designated content triggering area that needs to fall within the browser window dimensions and scrolling position in order to initiate content rendering can be varied, and may be customized by the system administrator. For example, the system may send a message that the content is available when 90% of the designated ad content display page triggering area is within the viewer's browser window dimensions and scrolling position, or is within a specified distance from the viewer's browser window dimensions and scrolling position. The area/browser dimension and scrolling position correlator code at the ad content display page can send these messages to a billboard module or server side application continually in pre-defined increments, such as, for example, every second, or fraction of a second, communicating to the dimensions and scrolling position of the viewer's browser. The billboard module then sends the information it is collecting from the content rendering area/browser dimension and scrolling position correlator code to the ad

> dispatcher database, which is preferably housed in the server for tracking at pre-defined intervals (information can be sent immediately, or it can be collected and sent periodically).

The feature "wherein the advertisement content first appears in the predefined area of the ad content web page only after the one or more dispatcher servers serve the advertisement content to the remote computing device and the browser renders the advertisement content in the predefined area of the ad content web page" is an inherent aspect of the above-disclosed process because the ad dispatcher retrieves the advertisement content to be placed in the predefined area and rendered by the browser only after the predefined portion (e.g., 90% in one embodiment) of the predefined area is in the visible area of the browser window. That is, the advertisement content did not previously appear in the predefined area of the ad content web page, even though it might be previously known as to what advertisement content will appear in the predefined area in the case of a pre-sold ad. In the case of the advertisement content being selected in an auction process, the advertisement content would not even be known ahead of time, and thus it inherently could not have previously appeared in the predefined area of the ad content web page.

No such feature is disclosed or suggested by Patel.

2. The claim limitations directed to rendering "content" in a predefined area of a "ad content web page" is entitled to patentable weight, even if the limitation of the content being an "advertisement" is deemed to be non-functional descriptive material (NFDM)

Exemplary claim 1 recites "advertisement content" throughout the claim. In footnote 1 on page 8 of the Office Action, it is implied that this clause is not entitled to patentable weight because it is NFDM. Applicants respectfully traverse this implication, at least as it relates to the "content" feature.

The recitation of "advertisement content" is an important limitation of exemplary claim 1 because the content that is placed in the "predefined area" is separate from the page content, as explicitly recited in the preamble of exemplary claim 1 ("the page content being separate from the advertisement content"). However, even if the limitation of the content being an "advertisement" is NFDM (which Applicants refute), the feature of "content" being placed in the

"predefined area of the ad content display page," wherein the "content" is separate from the page content, is still entitled to patentable weight because the "content" itself is not NFDM. Similar reasoning exists for giving full patentable weight to the claimed "content display page."

Thus, any prior art reference applied against exemplary claim 1 must still disclose at least the following underlined features:

> 2. A method for rendering advertisement content in an ad content display page, wherein the ad content display page includes (i) a predefined area configured to display advertisement content, the predefined area being a portion of the ad content display page, and (ii) page content displayed in other portions of the ad content display page, the page content being separate from the advertisement content, the ad content display page being scrollable to allow a portion of the ad content display page to appear in a visible area of a browser window of a browser that is configured to be operated by a remote computing device, the method comprising:
>
> (a) determining whether a predefined portion of the predefined area of the ad content display page is in the visible area of the browser window; and
>
> (b) in response to a determination that the predefined portion of the predefined area of the ad content display page is in the visible area of the browser window, causing a communication to be sent from the remote computing device to one or more dispatcher servers, wherein the one or more dispatcher servers are configured to:
>
> (i) receive the communication, and
>
> (ii) cause advertisement content to be served to the remote computing device,
>
> wherein the browser is configured to render the advertisement content in the predefined area of the ad content web page, and
>
> wherein the advertisement content first appears in the predefined area of the ad content web page only after the one or more dispatcher servers serve the advertisement content to the remote computing device and the browser renders the advertisement content in the predefined area of the ad content web page.

As discussed below, no such feature are disclosed or suggested by Patel.

3. The limitations in claims 2 and 9 wherein "the browser is configured to render the advertisement content in the predefined area of the ad content web page" in response to a determination that the predefined portion of the predefined area of the ad content display page is in the visible area of the browser window is entitled to patentable weight and cannot be ignored as a "conditional limitation"

In footnote 2 on page 8 of the Office Action, it is implied that this clause is not entitled to patentable weight because it is a "conditional limitation." Applicants respectfully traverse this implication which appears to be based on a misreading of the case law regarding "conditional limitations."

MPEP 2111.04 reads, in part, as follows (underlining added for emphasis):

II. CONTINGENT LIMITATIONS

The broadest reasonable interpretation of a method (or process) claim having contingent limitations requires only those steps that must be performed and does not include steps that are not required to be performed because the condition(s) precedent are not met. For example, assume a method claim requires step A if a first condition happens and step B if a second condition happens. If the claimed invention may be practiced without either the first or second condition happening, then neither step A or B is required by the broadest reasonable interpretation of the claim. If the claimed invention requires the first condition to occur, then the broadest reasonable interpretation of the claim requires step A. If the claimed invention requires both the first and second conditions to occur, then the broadest reasonable interpretation of the claim requires both steps A and B.

The broadest reasonable interpretation of a system (or apparatus or product) claim having structure that performs a function, which only needs to occur if a condition precedent is met, requires structure for performing the function should the condition occur. The system claim interpretation differs from a method claim interpretation because the claimed structure must be present in the system regardless of whether the condition is met and the function is actually performed.

See *Ex parte Schulhauser,* Appeal 2013-007847 (PTAB April 28, 2016) for an analysis of contingent claim limitations in the context of both method claims and system claims. In *Schulhauser,* both method claims and system claims recited the same contingent step. When analyzing the claimed method as a whole, the PTAB determined that giving the claim its broadest reasonable interpretation, "[i]f the condition for performing a contingent step is not satisfied, the performance recited by the step need not be carried

out in order for the claimed method to be performed" (quotation omitted). *Schulhauser* at 10. When analyzing the claimed system as a whole, the PTAB determined that "[t]he broadest reasonable interpretation of a system claim having structure that performs a function, which only needs to occur if a condition precedent is met, still requires structure for performing the function should the condition occur." *Schulhauser* at 14. Therefore "[t]he Examiner did not need to present evidence of the obviousness of the [ ] method steps of claim 1 that are not required to be performed under a broadest reasonable interpretation of the claim (e.g., instances in which the electrocardiac signal data is not within the threshold electrocardiac criteria such that the condition precedent for the determining step and the remaining steps of claim 1 has not been met);" however to render the claimed system obvious, the prior art must teach the structure that performs the function of the contingent step along with the other recited claim limitations. *Schulhauser* at 9, 14.

a. Claim 2 (method claim)

Referring to the MPEP guidance above, which codified the analysis in *Schulhauser*, the presently claimed invention can be compared to the MPEP paradigm wherein clause (b) of exemplary claim 1 is step A, and the first condition is the determination that a predefined portion of the predefined area of the ad content display page is in the visible area of the browser window a predefined portion (clause (a)). There is nothing equivalent to step B of the MPEP paradigm recited in exemplary claim 1.

Accordingly, the MPEP guidance is as follows (underlining added for emphasis):

> For example, assume a method claim requires step A if a first condition happens... If the claimed invention requires the first condition to occur, then the broadest reasonable interpretation of the claim requires step A.

Referring again to exemplary claim 1, this means that clause (b) is entitled to patentable weight under the broadest reasonable interpretation of this claim, even though it only occurs when the condition in clause (a) is found to occur. Thus, to reject exemplary claim 1, the prior art reference must make the determination in clause (a), and must also perform the functions in clause (b) when the determination in clause (a) is found to exist.

b. Claim 9 (system claim)

Notwithstanding the treatment of claim 2, since claim 9 is a system claim, all of the limitations of claim 9 are entitled to patentable weight based on the following MPEP guidance, which, as noted above, is a codification of *Schulhauser* ("however to render the claimed system obvious, the prior art must teach the structure that performs the function of the contingent step along with the other recited claim limitations. *Schulhauser* at 9, 14"):

> The broadest reasonable interpretation of a system (or apparatus or product) claim having structure that performs a function, which only needs to occur if a condition precedent is met, requires structure for performing the function should the condition occur. The system claim interpretation differs from a method claim interpretation because the claimed structure must be present in the system regardless of whether the condition is met and the function is actually performed.

Prior art rejection

Claims 2-8 were rejected under 35 U.S.C. § 103 as being unpatentable over Patel. Applicants respectfully traverse this rejection for at least the reasons set forth below.

1. Patel does not disclose clause (a) and the corresponding verbiage of clause (b) of claim 1

Clause (a) and the corresponding verbiage of clause (b) of claim 1 read as follows (underlining added for emphasis):

> (a) determining whether a predefined portion of the predefined area of the ad content display page is in the visible area of the browser window; and
>
> (b) in response to a determination that the predefined portion of the predefined area of the ad content display page is in the visible area of the browser window…

In the Office Action, it is asserted that Patel discloses this feature in various text portions as follows:

(a) determining whether a predefined portion of the predefined area of the ad content display page is in the visible area of the browser window; and
Patel col.12 lines 50-60, col.13 lines 49-55
Patel 18:36 periodic auction

(b) in response to a determination that the predefined portion of the predefined area of the ad content display page is in the visible area of the browser window,
Patel col.12 lines 50-60, col.13 lines 49-55
Patel 18:36 periodic auction

Applicants respectfully traverse the relevance of these text portions of Patel to the claimed feature in clauses (a) and (b) of claim 1. The Office Action does not explicitly identify the features in these text portion(s) of Patel which are asserted to disclose the claimed features. However, for completeness, Applicants address each of these text portions.

Column 12, lines 50-60 of Patel reads as follows (underlining added for emphasis):

> Advertisers can define arbitrary types of compensatable events as long as they can detect the occurrence of said event and provide notification to the ad servers 401. One embodiment of the above method is to embed a 1x1 transparent pixel in the "thank you" page of the advertiser that communicates the event (e.g. lead, download, sale) to the ad server 401. For example, after the end-user buys an item on the advertiser's site, they are shown a "thank you" page that informs them about their purchase. The viewing of that page causes the 1x1 transparent pixel to be fetched from the ad server 401, thus notifying the ad server 401 of the sale. Strategies are used in conjunction with proprietary technology to reduce the potential of fraud in the system.

This text portion discusses a "thank you" page of the advertiser that communicates the event (e.g., lead, download, sale) to the ad server 401, and states that the viewing of that page causes the embedded transparent pixel to be fetched from the ad server 401, thus notifying the ad server 401 of the sale. However, viewing the "thank you" page of the advertiser has nothing whatsoever to do with "determining whether a predefined portion of the predefined area of the ad content display page is in the visible area of the browser window."

Column 13, lines 49-55 of Patel reads as follows (underlining added for emphasis):

> 3. The consumer navigates through the advertiser site. Upon generating an action, the advertiser embeds a request for an invisible pixel on the page next sent to the consumer (e.g. the thank you page for registering). The request for the invisible pixel directs the browser to get the image data from the exchange operator's server. The request contains specific information about the action performed by the consumer.

This text portion further describes the invisible (transparent) pixel discussed above which is embedded into the "thank you" page. This text portion also discusses navigating through an advertiser site and generating an action at the advertiser site. Examples of actions are given in the previously highlighted text portion of Patel (e.g., lead, download, sale). However, navigating through an advertiser site and taking an action at the advertiser site is a different feature than "determining whether a predefined portion of the predefined area of the ad content display page is in the visible area of the browser window." An advertiser site is not equivalent to the claimed "ad content display page," particularly in view of the verbiage in exemplary claim 2 that distinguishes the claimed "ad content display page" from an "advertiser site" by reciting that "the ad content display page includes (i) a predefined area configured to display advertisement content, the predefined area being a portion of the ad content display page, and (ii) page content displayed in other portions of the ad content display page, the page content being separate from the advertisement content." At an advertiser site, the entire display page would be advertisement content, and thus the "advertiser site" cannot read on the claimed "ad content display page." Furthermore, this distinction holds true even if the word "ad" and "advertisement" are treated as NFDM (which is a treatment that Applicants refute) and only the remaining "content" verbiage is given patentable weight.

Column 18, line 36 of Patel discloses "periodic auctions." An auction has nothing whatsoever to do with "determining whether a predefined portion of the predefined area of the ad content display page is in the visible area of the browser window."

Applicants have carefully reviewed the remaining portions of Patel which are cited as disclosing other portions of claim 1 and these remaining portions of Patel are silent regarding the

feature of "determining whether a predefined portion of the predefined area of the ad content display page is in the visible area of the browser window."

2. Patel does not disclose clause (b) of claim 9

Clause (b) of claim 9 reads as follows (underlining added for emphasis):

> (b) instructions in the form of code configured to:
> (i) determine whether a predefined portion of the predefined area of the ad content display page is in the visible area of the browser window; and
> (ii) in response to a determination that the predefined portion of the predefined area of the ad content display page is in the visible area of the browser window

In the Office Action, it is asserted that Patel discloses this feature in the same text portions as highlighted above with respect to claim 2. Accordingly, the same arguments above regarding why Patel does not disclose this feature apply equally to claim 9.

3. Patentability of claims 2 and 9 over Patel

A single reference rejection under 35 U.S.C. § 103) requires that the single reference disclose or render obvious each and every feature of the rejected claims. Since Patel fails to disclose at least the above-highlighted features of claims 2 and 9, withdrawal of this rejection is respectfully requested.

4. Patentability of dependent claims over applied references

The dependent claims are believed to be patentable over the applied references for at least the reason that they are dependent upon allowable base claims and because they recite additional patentable features.

Conclusion

Insofar as the Examiner's rejection was fully addressed, the instant application is in condition for allowance. Withdrawal of the outstanding rejection, and Issuance of a Notice of Allowability of all pending claims is therefore earnestly solicited.

Dated: March 23, 2023

Respectfully submitted,

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EXHIBIT A

United States Court of Appeals for the Federal Circuit

DDR HOLDINGS, LLC,
Plaintiff-Appellee,

v.

HOTELS.COM, L.P., CENDANT TRAVEL DISTRIBUTION SERVICES GROUP, INC., EXPEDIA, INC., TRAVELOCITY.COM, L.P., SITE59.COM, LLC, INTERNATIONAL CRUISE & EXCURSION GALLERY, INC., OURVACATIONSTORE, INC., INTERNETWORK PUBLISHING CORPORATION, AND ORBITZ WORLDWIDE, LLC,
Defendants,

AND

NATIONAL LEISURE GROUP, INC. AND WORLD TRAVEL HOLDINGS, INC.,
Defendants-Appellants,

AND

DIGITAL RIVER, INC.,
Defendant.

2013-1505

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Appeal from the United States District Court for the Eastern District of Texas in No. 06-CV-0042, Judge J. Rodney Gilstrap.

Decided: December 5, 2014

LOUIS J. HOFFMAN, Hoffman Patent Firm, of Scottsdale, Arizona, argued for plaintiff-appellee. On the brief was IAN B. CROSBY, Susman Godfrey LLP, of Seattle, Washington.

NORMAN H. ZIVIN, Cooper & Dunham LLP, of New York, New York, argued for defendants-appellants, National Leisure Group, Inc., et al. With him on the brief was TONIA A. SAYOUR.

Before WALLACH, MAYER, and CHEN, *Circuit Judges*.

Opinion for the court filed by *Circuit Judge* CHEN. Dissenting opinion filed by *Circuit Judge* MAYER.

CHEN, *Circuit Judge*.

Defendants-Appellants National Leisure Group, Inc. and World Travel Holdings, Inc. (collectively, NLG) appeal from a final judgment of the United States District Court for the Eastern District of Texas entered in favor of Plaintiff-Appellee DDR Holdings, LLC (DDR). Following trial, a jury found that NLG infringes the asserted claims of U.S. Patent Nos. 6,993,572 (the '572 patent) and 7,818,399 (the '399 patent). The jury also found the asserted claims of the '572 and '399 patents are not invalid. The district court denied NLG's renewed motion for judgment as a matter of law (JMOL) on, *inter alia*, noninfringement and invalidity of the asserted patents. The district court subsequently entered a final judgment

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consistent with the jury's findings on infringement, validity, and damages, and awarded DDR pre- and post-judgment interest and costs. We affirm the district court's denial of NLG's motions for JMOL of noninfringement and invalidity of the '399 patent. Because we conclude that the '572 patent is anticipated as a matter of law, we reverse the district court's denial of JMOL on the validity of the '572 patent, and remand to the district court for further proceedings consistent with our decision.

I. BACKGROUND

DDR is the assignee of the '572 and '399 patents. The '572 and '399 patents are both continuations of U.S. Patent No. 6,629,135 (the '135 patent), which has a priority date of September 17, 1998. Each of these patents is directed to systems and methods of generating a composite web page that combines certain visual elements of a "host" website with content of a third-party merchant. For example, the generated composite web page may combine the logo, background color, and fonts of the host website with product information from the merchant. '135 patent, 12:46–50.

The common specification of the patents-in-suit explains that prior art systems allowed third-party merchants to "lure the [host website's] visitor traffic away" from the host website because visitors would be taken to the third-party merchant's website when they clicked on the merchant's advertisement on the host site. *Id.* at 2:26–30. The patents-in-suit disclose a system that provides a solution to this problem (for the host) by creating a new web page that permits a website visitor, in a sense, to be in two places at the same time. On activation of a hyperlink on a host website—such as an advertisement for a third-party merchant—instead of taking the visitor to the merchant's website, the system generates and directs the visitor to a composite web page that displays product information from the third-party mer-

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chant, but retains the host website's "look and feel." *Id.* at 3:9–21. Thus, the host website can display a third-party merchant's products, but retain its visitor traffic by displaying this product information from within a generated web page that "gives the viewer of the page the impression that she is viewing pages served by the host" website. *Id.* at 2:56–63, 3:20–22.

Representative claim 13 of the '572 patent recites:

> 13. An e-commerce outsourcing system comprising:
>
> a) a data store including a look and feel description associated with a host web page having a link correlated with a commerce object; and
>
> b) a computer processor coupled to the data store and in communication through the Internet with the host web page and programmed, upon receiving an indication that the link has been activated by a visitor computer in Internet communication with the host web page, to serve a composite web page to the visitor computer wit[h] a look and feel based on the look and feel description in the data store and with content based on the commerce object associated wit[h] the link.

System claim 13 requires that the recited system provide the host website with a "link" that "correlate[s]" the host website with a "commerce object." The "commerce object" is the product or product catalog of the merchant. '135 patent, 3:7–13. After recognizing that a website visitor has activated the link, the system retrieves data from a "data store" that describes the "look and feel" of the host web page, which can include visual elements such as logos, colors, fonts, and page frames. *Id.* at 12:46–50. The claimed system then constructs a composite web page comprising a "look and feel" based on the look and

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feel description in the data store along with content based on product information from the associated merchant's product catalog.

The '399 patent is directed to a similar system with a greater emphasis on a "scalable [computer] architecture" to serve "dynamically constructed [web] pages" associated with multiple host website and merchant pairs. '135 patent, 3:32–36. Representative claim 19 of the '399 patent recites:

> 19. A system useful in an outsource provider serving web pages offering commercial opportunities, the system comprising:
>
> (a) a computer store containing data, for each of a plurality of first web pages, defining a plurality of visually perceptible elements, which visually perceptible elements correspond to the plurality of first web pages;
>
> (i) wherein each of the first web pages belongs to one of a plurality of web page owners;
>
> (ii) wherein each of the first web pages displays at least one active link associated with a commerce object associated with a buying opportunity of a selected one of a plurality of merchants; and
>
> (iii) wherein the selected merchant, the outsource provider, and the owner of the first web page displaying the associated link are each third parties with respect to one other;
>
> (b) a computer server at the outsource provider, which computer server is coupled to the computer store and programmed to:
>
> (i) receive from the web browser of a computer user a signal indicating activation of one of

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> the links displayed by one of the first web pages;
>
> (ii) automatically identify as the source page the one of the first web pages on which the link has been activated;
>
> (iii) in response to identification of the source page, automatically retrieve the stored data corresponding to the source page; and
>
> (iv) using the data retrieved, automatically generate and transmit to the web browser a second web page that displays: (A) information associated with the commerce object associated with the link that has been activated, and (B) the plurality of visually perceptible elements visually corresponding to the source page.

Similar to claim 13 of the '572 patent, system claim 19 of the '399 patent requires that a "data store" hold "visually perceptible elements" (or "'look and feel' elements") that "visually . . . correspond" to a host web page. The host web page must include a link associated with a "buying opportunity" with a merchant. Once a visitor activates this link, the claimed system generates and transmits to the website visitor's web browser a composite web page that includes product information of the merchant and the "look and feel" of the host website (i.e., "the plurality of visually perceptible elements visually corresponding to the [host web] page").

Claim 19 further requires that the data store must store "look and feel" descriptions for multiple hosts and that each link must be associated with a particular merchant's product catalog. Claim 19 also requires that the merchant, system operator, and host website be "third parties with respect to one another." When a website visitor activates a link associated with a merchant's

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product catalog, the claimed system identifies the host web page and then transmits a composite web page using the proper "look and feel" elements of the host website in the data store and the product information from the associated merchant.

The '572 patent issued on January 31, 2006. On the same day, DDR filed suit against NLG, Digital River, Inc. (Digital River), and nine other defendants, asserting infringement of various claims of the '135 and '572 patents. NLG is a travel agency that sells cruises in partnership with travel-oriented websites and major cruise lines through the Internet. DDR's suit accused NLG of infringing the '135 and '572 patents by providing a system for cruise-oriented (host) websites that allows visitors to book cruises on major cruise lines (merchants). Joint Appendix (J.A.) 261. In particular, when a visitor on one of these cruise-oriented (host) websites clicks on an advertisement for a cruise, NLG's system generates and directs the visitor to a composite web page that incorporates "look and feel" elements from the host website and product information from the cruise line (merchant).

DDR's suit was stayed during the pendency of an *ex parte* reexamination of the '135 and '572 patents requested by DDR that was based on prior art identified by the defendants. Shortly after the U.S. Patent and Trademark Office confirmed the validity of the '135 and '572 patents and the stay was lifted, the '399 patent issued on October 19, 2010. DDR subsequently amended its complaint to assert infringement of this patent by several of the defendants, including NLG.

During *Markman* proceedings, the parties stipulated to a construction of several terms, including "look and feel," which appears in each of the asserted claims of the '572 patent, and "visually perceptible elements," which appears in each of the asserted claims of the '399 patent. J.A. 542. For "look and feel," the parties agreed to a

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construction of: "A set of elements related to visual appearance and user interface conveying an overall appearance identifying a website; such elements include logos, colors, page layout, navigation systems, frames, 'mouse-over' effects, or others elements consistent through some or all of the website." *Id.* For "visually perceptible elements," the parties agreed to a construction of: "look and feel elements that can be seen." *Id.* The defendants, however, expressly reserved their rights to argue that both the "look and feel" and "visually perceptible elements" terms are indefinite, but offered the stipulated constructions "in the alternative." *Id.*

Between June 2012 and January 2013, DDR settled with all defendants except for NLG and Digital River. The case eventually proceeded to a jury trial in October 2012. At trial, DDR accused NLG and Digital River of direct and willful infringement of claims 13, 17, and 20 of the '572 patent, and accused NLG—but not Digital River—of direct and willful infringement of claims 1, 3, and 19 of the '399 patent. DDR also accused NLG and Digital River of inducing infringement of claim 17 of the '572 patent.

The jury found that NLG and Digital River directly infringed the asserted claims of the '572 patent and that NLG directly infringed the asserted claims of the '399 patent, but that NLG and Digital River's infringement was not willful. The jury found that NLG and Digital River did not induce infringement of claim 17 of the '572 patent. The jury also found that the asserted claims were not invalid. The jury determined DDR was entitled to $750,000 in damages from both NLG and Digital River for infringing DDR's patents.

At the conclusion of trial, NLG and Digital River renewed motions for JMOL pursuant to Rule 50(b) of the Federal Rules of Civil Procedure (FRCP) on several grounds. NLG contended the asserted claims of the '572

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and '399 patents are invalid under 35 U.S.C. § 101 because the claims are directed to patent-ineligible subject matter and invalid under 35 U.S.C. § 112 ¶ 2[1] because the terms "look and feel" and "visually perceptible elements" are indefinite. NLG also contended that neither the jury's finding of infringement nor its award of damages was supported by substantial evidence. NLG also alleged the district court made several unfair and prejudicial evidentiary rulings.

Digital River contended that the asserted claims of the '572 patent are invalid as either anticipated under 35 U.S.C. § 102, obvious under 35 U.S.C. § 103, or indefinite under 35 U.S.C. § 112 ¶ 2. Digital River also contended that the jury's finding of infringement was not supported by substantial evidence. Digital River moved for a new trial pursuant to FRCP 59.

The district court denied NLG and Digital River's motions for JMOL and Digital River's FRCP 59 motion for a new trial. Over the defendants' objections, the district court awarded DDR an additional $284,404 in prejudgment interest pursuant to 35 U.S.C. § 284. The district court entered a final judgment in favor of DDR, and NLG and Digital River timely appealed. NLG and Digital River's appeals were consolidated and fully briefed. Prior to oral argument, DDR and Digital River settled, and we granted Digital River's motion to terminate its appeal. D.I. 65, 68. NLG's appeal continued. We have jurisdiction pursuant to 28 U.S.C. § 1295(a)(1).

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[1] Paragraph 2 of 35 U.S.C. § 112 was replaced with newly designated § 112(b) when § 4(c) of the America Invents Act (AIA), Pub. L. No. 112-29, took effect on September 16, 2012. Because the applications resulting in the patents at issue in this case were filed before that date, we will refer to the pre-AIA version of § 112.

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II. DISCUSSION

Since the denial of a motion for JMOL is not patent law-specific, regional circuit law applies. The Fifth Circuit reviews the denial of a JMOL motion *de novo*. *See, e.g., Harris Corp. v. Ericsson Inc.*, 417 F.3d 1241, 1248 (Fed. Cir. 2005). In the Fifth Circuit, JMOL is appropriate if "the facts and inferences point so strongly and overwhelmingly in favor of one party that the court concludes that reasonable jurors could not arrive at a contrary verdict." *Id.* The Court "must presume that the jury resolved all factual disputes in the [prevailing party's] favor." *Transocean Offshore Deepwater Drilling, Inc. v. Maersk Drilling USA, Inc.*, 699 F.3d 1340, 1347 (Fed. Cir. 2012) (applying Fifth Circuit law to the review of a district court's grant of JMOL).

A. Anticipation

We turn first to the district court's denial of Digital River's motion for JMOL of invalidity of the '572 patent based on 35 U.S.C. § 102(a). A patent claim is anticipated if a single prior art reference expressly or inherently discloses every limitation of the claim. *See, e.g., Orion IP, LLC v. Hyundai Motor Am.*, 605 F.3d 967, 975 (Fed. Cir. 2010). Anticipation challenges under § 102 must focus only on the limitations actually recited in the claims. *See Constant v. Adv. Micro-Devices, Inc.*, 848 F.2d 1560, 1570–71 (Fed. Cir. 1988) (finding "limitations [] not found anywhere in the claims" to be irrelevant to an anticipation challenge). Whether a reference discloses a limitation is a question of fact, and a jury's findings on questions of fact are reviewed for substantial evidence. *See, e.g., Dawn Equip. Co. v. Ky. Farms Inc.*, 140 F.3d 1009, 1014 (Fed. Cir. 1998). Invalidity by anticipation must be proven by clear and convincing evidence. *See Microsoft Corp. v. i4i L.P.*, 131 S. Ct. 2238, 2242 (2011).

On appeal, the parties only dispute whether Digital River's prior art Secure Sales System (SSS) satisfies the

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"look and feel" limitation; DDR does not dispute that the SSS satisfies every other limitation of the '572 patent's asserted claims. NLG, which adopted Digital River's anticipation challenge to the '572 patent,[2] argues that no evidence supports the jury's finding that the SSS does not disclose the "look and feel" limitation, since it showed the jury multiple examples of composite web pages generated by the SSS with a "look and feel" based on a set of "look and feel" elements from the corresponding host website.

DDR contends that, as the district court determined, "it is up to the trier of fact to determine whether the combination of elements making up the overall appear-

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[2] Even though Digital River terminated its appeal prior to oral argument, it did not do so until after the parties had fully completed their briefing. In its own briefs, although only in footnotes, NLG incorporated by reference Digital River's arguments on anticipation. Appellant's Br. 43 n.23; Appellant's Reply Br. 9 n.5. In a consolidated case such as here, Rule 28(i) of the Federal Rules of Appellate Procedure (FRAP) permits "any party [to] adopt by reference a part of another's brief." *See, e.g.*, *Pozen Inc. v. Par Pharm. Inc.*, 696 F.3d 1151, 1159 n.3 (Fed. Cir. 2012); *Aventis Pharma Deutschland GmbH v. Lupin, Ltd.*, 499 F.3d 1293, 1294 n.1 (Fed. Cir. 2007). *Compare Microsoft Corp. v. DataTern, Inc.*, 755 F.3d 899, 910 (Fed. Cir. 2014) (co-parties in non-consolidated appeals cannot use incorporation pursuant to FRAP 28(i) to exceed word count limits prescribed by FRAP 32(a)(7)). DDR implicitly *concedes* that NLG has adequately adopted Digital River's anticipation defense as to the '572 patent, acknowledging that "[NLG] did not adopt Digital River's anticipation defense or seek to extend it to prove anticipation *of the '399 patent*, which has claims containing extra elements not found in the asserted claims of the '572 patent." Appellee's Br. 44 n.10 (emphasis added).

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ance of a website has a similar 'look and feel' as compared to another website." *DDR Holdings, LLC v. Hotels.com, L.P.*, 954 F. Supp. 2d 509, 517 (E.D. Tex. 2013). DDR contends that the jury reviewed substantial evidence that Digital River's SSS did not replicate the host website's "look and feel" in terms of "overall appearance" and that the web pages generated by the SSS did not show "correspondence of overall appearance." In particular, DDR argues that the SSS did not satisfy this limitation since it did not replicate a sufficient number of "look and feel" elements from the host web page. Appellee's Br. 45–46.

We find that the record allows only one reasonable finding: clear and convincing evidence establishes that Digital River's prior art SSS anticipates the asserted claims of the '572 patent. The record lacks substantial evidence to support the jury's finding that the asserted claims of the '572 patent are not anticipated. Therefore, the district court erred by denying the defendants' motion for JMOL of invalidity of the '572 patent under 35 U.S.C. § 102(a).

Digital River's prior art SSS was operational and sold to its first customer by August 12, 1996. J.A. 6618–23. By August 1997, more than a year before the filing date of the provisional application for the '135 patent, Digital River's SSS had attracted its 500th customer. J.A. 6257. Digital River advertised its SSS as a system for generating web pages that allowed website visitors to "purchase and download the digital products of their choice," but still "retain[ed] the *look and feel* of [the host's] site." J.A. 6202 (emphasis added). The SSS was activated when visitors on a host's website clicked a "web site 'buy' button" hyperlink. J.A. 6320. Digital River's advertisements explained that "[w]hen [website visitor] customers want to purchase, they push the 'buy' button and are transferred immediately and transparently to the Digital River Central Commerce Server." J.A. 6202. This component of the SSS then generated and served composite web pages to

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website visitors that incorporated "look and feel" elements of the host website and product information associated with the host website's "web store" in a manner that "replicate[d] the *look and feel* of the [host's] Web site." J.A. 6320 (emphasis added). These "look and feel" elements and this product information content were stored by Digital River in a data warehouse and retrieved for incorporation into the generated composite web page based on a correlation with the "buy" button hyperlink on the host website. *See id.* In this way, Digital River's SSS would allow "transaction[s to] take[] place in the selling environment [the host website had] created, surrounded by the *look and feel* of [the host website's] identity. . . . There [would be] no sensation [for a website visitor] of being suddenly hustled off to another location." J.A. 6123 (emphasis added).

During trial, a Digital River witness testified at length on how the SSS generated composite web pages with "look and feel" elements from host websites, and operated the SSS for the jury. Digital River also showed the jury several composite web pages generated by the SSS for host websites before the earliest priority date of the '572 patent, including a composite web page that incorporated several elements identified in DDR's patents or by DDR's expert at trial as "look and feel elements": the host website's logo, background color, and prominent circular icons. J.A. 8856–57 (composite web page), 7502 (host website); *see also* J.A. 8858–61 (composite web page incorporating host website logo, colors, fonts), 6122 (example web page from host website).

The parties' stipulated construction of "look and feel" requires the generated composite web page to include a set of elements from the host website, each of these elements being a "look and feel element" described in the specification that "convey[s] an overall appearance identifying a website." J.A. 542. Consistent with the specification, the stipulated construction defines these "look and

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feel elements" that "convey an overall appearance identifying a website" to "include logos, colors, page layout, navigation systems, frames, 'mouse-over' effects, or other elements that are consistent through some or all of a Host's website." *Id.*; *see also* '572 patent, 14:11–14. Digital River's SSS clearly satisfies this limitation. For example, Digital River showed the jury a host website that included a stylized logo, a particular background color, and prominent circular icons. J.A. 7502. The SSS generated a prior art composite web page that incorporated each of these "look and feel" elements. J.A. 8856–57; *see also* J.A. 6172 (host website) and 6171 (SSS-generated prior art composite web page incorporating logo, navigational menu, and color "look and feel" elements). And as explained above, the SSS was consistently promoted and advertised as creating a composite web page that retained the "look and feel" of the host website. *E.g.*, J.A. 6123, 6202, 6320.

Both the district court and DDR introduced a limitation found neither in the '572 patent's claims nor the parties' stipulated construction. In particular, the district court introduced a requirement that the generated composite web page have an "overall match" in appearance with the host website, beyond what is expressly recited by the claims. *DDR Holdings*, 954 F. Supp. 2d at 517; *see also* Appellee's Br. 47. There is nothing, however, in the parties' stipulated construction of "look and feel," the claim language, or the specification that requires the generated composite web page to match the host website or to incorporate a specific number, proportion, or selection of the identified "look and feel" elements on a host website.

In order to satisfy this limitation, it is sufficient that "look and feel" elements identifying the host website are transferred to and displayed on the generated composite webpage. For example, independent claim 13 of the '572 patent merely requires that the generated composite web

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page have a "look and feel based on the look and feel description in the data store and content based on the commerce object associated wit[h] the link." Independent claim 17 requires only that the generated composite web page have a "look and feel corresponding to the stored look and feel description" of the host website. There is no claim language requiring an "overall match" or a specific number of "look and feel" elements.

Further, the common specification explains that "[t]he look and feel is captured by selecting an example page [from] the host, retrieving the sample page from the host, identifying the look and feel elements from the sample page, and saving the identified look and feel elements." '572 patent, 14:7–10. Nothing in the common specification suggests that satisfaction of the "look and feel" limitation requires more than mechanically identifying "look and feel elements" from a web page on the host website, storing these elements in a data store, and using these stored "look and feel elements" to create the "look and feel" of the generated composite web page.

The jury's determination that the SSS does not anticipate claims 13, 17, and 20 of the '572 patent is not supported by substantial evidence. Therefore, the district court erred by denying the defendants' motion for JMOL of invalidity of the '572 patent under 35 U.S.C. § 102(a).[3]

B. Patent-eligible subject matter

NLG also contends that the district court erred by denying its motion for JMOL that the asserted claims of

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[3] Neither Digital River nor NLG ever argued that the '399 patent is invalid as anticipated by or obvious over prior art. We decline to speculate whether Digital River's prior art SSS, either alone or in combination with other prior art, invalidates the '399 patent under 35 U.S.C. §§ 102 or 103.

the '572 and '399 patents are invalid under 35 U.S.C. § 101. Since the '572 patent is invalid as anticipated under 35 U.S.C. § 102(a), we focus on NLG's § 101 challenge to claims 1, 3, and 19 of the '399 patent. We conclude, as did the district court, that the asserted claims of the '399 patent clear the § 101 hurdle.

We review the district court's determination of patent eligibility under 35 U.S.C. § 101 *de novo*. *Dealertrack, Inc. v. Huber*, 674 F.3d 1315, 1333 (Fed. Cir. 2012). In *Mayo Collaborative Servs. v. Prometheus Labs., Inc.*, 132 S. Ct. 1289, 1294 (2012), the Supreme Court set forth an analytical framework under § 101 to distinguish patents that claim patent-ineligible laws of nature, natural phenomena, and abstract ideas—or add too little to such underlying ineligible subject matter—from those that claim patent-eligible applications of those concepts. First, given the nature of the invention in this case, we determine whether the claims at issue are directed to a patent-ineligible abstract idea. *Alice Corp. v. CLS Bank Int'l*, 134 S. Ct. 2347, 2355 (2014). If so, we then consider the elements of each claim—both individually and as an ordered combination—to determine whether the additional elements transform the nature of the claim into a patent-eligible application of that abstract idea. *Id.* This second step is the search for an "inventive concept," or some element or combination of elements sufficient to ensure that the claim in practice amounts to "significantly more" than a patent on an ineligible concept. *Id.*

Distinguishing between claims that recite a patent-eligible invention and claims that add too little to a patent-ineligible abstract concept can be difficult, as the line separating the two is not always clear. At one time, a computer-implemented invention was considered patent-eligible so long as it produced a "useful, concrete and tangible result." *State St. Bank & Trust Co. v. Signature Fin. Grp., Inc.*, 149 F.3d 1368, 1373 (Fed. Cir. 1998) (finding a machine that transformed data by a series of

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mathematical calculations to a final share price to be patent-eligible); *see also In re Alappat*, 33 F.3d 1526, 1544 (Fed. Cir. 1994) (en banc). This understanding rested, in large part, on the view that such inventions crossed the eligibility threshold by virtue of being in the technological realm, the historical arena for patented inventions. *See, e.g.*, *In re Bilski*, 545 F.3d 943, 952, 954–56 (Fed. Cir. 2008) (en banc) (concluding that a patent-eligible process must either be "tied to a particular machine or apparatus" or transformed into a different state or thing, i.e., the "machine-or-transformation test").

While the Supreme Court in *Bilski v. Kappos* noted that the machine-or-transformation test is a "useful and important clue" for determining patent eligibility, 130 S. Ct. 3218, 3227 (2010), it is clear today that not all machine implementations are created equal. For example, in *Mayo*, the Supreme Court emphasized that satisfying the machine-or-transformation test, by itself, is not sufficient to render a claim patent-eligible, as not all transformations or machine implementations infuse an otherwise ineligible claim with an "inventive concept." *See* 132 S. Ct. at 1301 ("[S]imply implementing a mathematical principle on a physical machine, namely a computer, [i]s not a patentable application of that principle.") (describing *Gottschalk v. Benson*, 409 U.S. 63, 64 (1972)). And after *Alice*, there can remain no doubt: recitation of generic computer limitations does not make an otherwise ineligible claim patent-eligible. 134 S. Ct. at 2358. The bare fact that a computer exists in the physical rather than purely conceptual realm "is beside the point." *Id.*

Although the Supreme Court did not "delimit the precise contours of the 'abstract ideas' category" in resolving *Alice*, 134 S. Ct. at 2356–57, over the course of several cases the Court has provided some important principles. We know that mathematical algorithms, including those executed on a generic computer, are abstract ideas. *See Benson*, 409 U.S. at 64. We know that some fundamental

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economic and conventional business practices are also abstract ideas. *See Bilski*, 130 S. Ct. at 3231 (finding the "fundamental economic practice" of hedging to be patent ineligible); *Alice*, 134 S. Ct. at 2356 (same for intermediated settlement).

In some instances, patent-ineligible abstract ideas are plainly identifiable and divisible from the generic computer limitations recited by the remainder of the claim. For example, the Supreme Court in *Alice* determined that the claims at issue "simply instruct[ed] the practitioner to implement the abstract idea of intermediated settlement on a generic computer." 134 S. Ct. at 2359. In *Ultramercial, Inc. v. Hulu, LLC*, ___ F.3d ___, 2014 WL 5904902, at *5 (Fed. Cir. Nov. 14, 2014), the claims merely recited the abstract idea of using advertising as a currency as applied to the particular technological environment of the Internet. In *buySAFE, Inc. v. Google, Inc.*, 765 F.3d 1350, 1355 (Fed. Cir. 2014), the claims recited no more than using a computer to send and receive information over a network in order to implement the abstract idea of creating a "transaction performance guaranty." In *Accenture Global Servs., GmbH v. Guidewire Software, Inc.*, 728 F.3d 1336, 1344–45 (Fed. Cir. 2013), the claims merely recited "generalized software components arranged to implement an abstract concept [of generating insurance-policy-related tasks based on rules to be completed upon the occurrence of an event] on a computer." And in *Bancorp Servs., L.L.C. v. Sun Life Assur. Co. of Canada (U.S.)*, 687 F.3d 1266, 1278 (Fed. Cir. 2012), the claims recited no more than the use of a computer "employed only for its most basic function, the performance of repetitive calculations," to implement the abstract idea of managing a stable-value protected life insurance policy. Under Supreme Court precedent, the above claims were recited too broadly and generically to be considered sufficiently specific and meaningful applications of their underlying abstract ideas. Although many of the claims recited various com-

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puter hardware elements, these claims in substance were directed to nothing more than the performance of an abstract business practice on the Internet or using a conventional computer. Such claims are not patent-eligible.

Against this background, we turn to the '399 patent's asserted claims. We begin our § 101 analysis at *Mayo/Alice* step one: determining whether the computer-implemented claims at issue here are "directed to" a patent-ineligible abstract idea.[4] Here, we note that the '399 patent's asserted claims do not recite a mathematical algorithm. Nor do they recite a fundamental economic or longstanding commercial practice. Although the claims address a business challenge (retaining website visitors), it is a challenge particular to the Internet.

Indeed, identifying the precise nature of the abstract idea is not as straightforward as in *Alice* or some of our other recent abstract idea cases. NLG's own varying formulations of the underlying abstract idea illustrate this difficulty. NLG characterizes the allegedly abstract idea in numerous ways, including "making two web pages look the same," "syndicated commerce on the computer using the Internet," and "making two e-commerce web pages look alike by using licensed trademarks, logos, color schemes and layouts." *See, e.g.*, Appellant's Br. 18–20. The dissent characterizes DDR's patents as describing the entrepreneurial goal "that an online merchant's sales can be increased if two web pages have the same 'look and feel.'" Dissenting Op. 2. But as discussed below, under

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[4] The parties do not dispute that the asserted system and method claims of the '399 patent, for the purposes of § 101, are no different in substance. *See* Appellee Br. 63; Appellant Br. 24. Thus, the form of the asserted claims (system or method) does not affect our analysis of their patent eligibility. *See Alice*, 134 S. Ct. at 2360.

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any of these characterizations of the abstract idea, the '399 patent's claims satisfy *Mayo/Alice* step two.

As an initial matter, it is true that the claims here are similar to the claims in the cases discussed above in the sense that the claims involve both a computer and the Internet. But these claims stand apart because they do not merely recite the performance of some business practice known from the pre-Internet world along with the requirement to perform it on the Internet. Instead, the claimed solution is necessarily rooted in computer technology in order to overcome a problem specifically arising in the realm of computer networks.

In particular, the '399 patent's claims address the problem of retaining website visitors that, if adhering to the routine, conventional functioning of Internet hyperlink protocol, would be instantly transported away from a host's website after "clicking" on an advertisement and activating a hyperlink. For example, asserted claim 19 recites a system that, among other things, 1) stores "visually perceptible elements" corresponding to numerous host websites in a database, with each of the host websites displaying at least one link associated with a product or service of a third-party merchant, 2) on activation of this link by a website visitor, automatically identifies the host, and 3) instructs an Internet web server of an "outsource provider" to construct and serve to the visitor a new, hybrid web page that merges content associated with the products of the third-party merchant with the stored "visually perceptible elements" from the identified host website. *See supra* 5.

In more plain language, upon the click of an advertisement for a third-party product displayed on a host's website, the visitor is no longer transported to the third party's website. Instead, the patent claims call for an "outsource provider" having a web server which directs the visitor to an automatically-generated hybrid web page

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that combines visual "look and feel" elements from the host website and product information from the third-party merchant's website related to the clicked advertisement.[5] In this way, rather than instantly losing visitors to the third-party's website, the host website can instead send its visitors to a web page on the outsource provider's server that 1) incorporates "look and feel" elements from the host website, and 2) provides visitors with the opportunity to purchase products from the third-party merchant without actually entering that merchant's website.

The dissent suggests that the "store within a store" concept, such as a warehouse store that contains a kiosk for selling a third-party partner's cruise vacation packages, is the pre-Internet analog of the '399 patent's asserted claims. Dissenting Op. 4. While that concept may have been well-known by the relevant timeframe, that practice did not have to account for the ephemeral nature of an Internet "location" or the near-instantaneous transport between these locations made possible by standard Internet communication protocols, which introduces a problem that does not arise in the "brick and mortar" context. In particular, once a customer enters a physical warehouse store, that customer may encounter a kiosk selling third-

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[5] On a fundamental level, the creation of new compositions and products based on combining elements from different sources has long been a basis for patentable inventions. *See, e.g.*, *Parks v. Booth*, 102 U.S. 96, 102 (1880) ("Modern inventions very often consist merely of a new combination of old elements or devices, where nothing is or can be claimed except the new combination."); *KSR Int'l Co. v. Teleflex Inc.*, 550 U.S. 398, 418–19 (2007) ("[I]nventions in most, if not all, instances rely upon building blocks long since uncovered, and claimed discoveries almost of necessity will be combinations of what, in some sense, is already known.").

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party cruise vacation packages. There is, however, no possibility that by walking up to this kiosk, the customer will be suddenly and completely transported outside the warehouse store and relocated to a separate physical venue associated with the third-party—the analog of what ordinarily occurs in "cyberspace" after the simple click of a hyperlink—where that customer could purchase a cruise package without any indication that they were previously browsing the aisles of the warehouse store, and without any need to "return" to the aisles of the store after completing the purchase. It is this challenge of retaining control over the attention of the customer in the context of the Internet that the '399 patent's claims address.

We caution, however, that not all claims purporting to address Internet-centric challenges are eligible for patent. For example, in our recently-decided *Ultramercial* opinion, the patentee argued that its claims were "directed to a specific method of advertising and content distribution that was previously unknown and never employed on the Internet before." 2014 WL 5904902, at *3. But this alone could not render its claims patent-eligible. In particular, we found the claims to merely recite the abstract idea of "offering media content in exchange for viewing an advertisement," along with "routine additional steps such as updating an activity log, requiring a request from the consumer to view the ad, restrictions on public access, and use of the Internet." *Id.* at *5.

The '399 patent's claims are different enough in substance from those in *Ultramercial* because they do not broadly and generically claim "use of the Internet" to perform an abstract business practice (with insignificant added activity). Unlike the claims in *Ultramercial*, the claims at issue here specify how interactions with the Internet are manipulated to yield a desired result—a result that overrides the routine and conventional sequence of events ordinarily triggered by the click of a hyperlink. Instead of the computer network operating in

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its normal, expected manner by sending the website visitor to the third-party website that appears to be connected with the clicked advertisement, the claimed system generates and directs the visitor to the above-described hybrid web page that presents product information from the third-party and visual "look and feel" elements from the host website. When the limitations of the '399 patent's asserted claims are taken together as an ordered combination, the claims recite an invention that is not merely the routine or conventional use of the Internet.

It is also clear that the claims at issue do not attempt to preempt every application of the idea of increasing sales by making two web pages look the same, or of any other variant suggested by NLG. Rather, they recite a specific way to automate the creation of a composite web page by an "outsource provider" that incorporates elements from multiple sources in order to solve a problem faced by websites on the Internet. As a result, the '399 patent's claims include "additional features" that ensure the claims are "more than a drafting effort designed to monopolize the [abstract idea]." *Alice*, 134 S. Ct. at 2357. In short, the claimed solution amounts to an inventive concept for resolving this particular Internet-centric problem, rendering the claims patent-eligible.

In sum, the '399 patent's claims are unlike the claims in *Alice*, *Ultramercial*, *buySAFE*, *Accenture*, and *Bancorp* that were found to be "directed to" little more than an abstract concept. To be sure, the '399 patent's claims do not recite an invention as technologically complex as an improved, particularized method of digital data compression. But nor do they recite a commonplace business method aimed at processing business information, applying a known business process to the particular technological environment of the Internet, or creating or altering contractual relations using generic computer functions and conventional network operations, such as the claims

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in *Alice*, *Ultramercial*, *buySAFE*, *Accenture*, and *Bancorp*. The claimed system, though used by businesses, is patent-eligible under § 101.[6] The district court did not err in denying NLG's motion for JMOL of invalidity under 35 U.S.C. § 101 as to these claims.

C. Indefiniteness

In its motion for JMOL of invalidity, NLG also sought to invalidate the asserted claims of the '572 and '399 patents on the ground that the terms "look and feel" and "visually perceptible elements" render the claims indefinite because they are impermissibly subjective and fail to notify the public of the bounds of the claimed invention.[7] On appeal, NLG contends that the district court erred by denying its motion. We disagree.

Since the '572 patent's asserted claims are invalid under 35 U.S.C. § 102(a), we need not decide NLG's indefiniteness challenge to the patent based on the term "look and feel." We thus focus our analysis on the term "visually perceptible elements" in the '399 patent's asserted claims. The parties stipulated to a construction of the

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[6] Of course, patent-eligible does not mean patent*able* under, *e.g.*, 35 U.S.C. §§ 102 and 103. As discussed in footnote 3 *supra*, the patent*ability* of the '399 patent's asserted claims is not before us.

[7] Though NLG contended that the term "look and feel" is indefinite before the district court, on appeal NLG shifts its focus to "look and feel *description*." "Look and feel" and "look and feel description," while related, are recited as separate terms within the asserted claims. *E.g.*, '572 patent, claim 13 (". . . a *look and feel* based on the *look and feel description* in the data store . . ."). NLG provides no explanation or justification for its shift in focus. As does DDR in its briefing, we focus our analysis on the term "look and feel."

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term as "'look and feel' elements that can be seen." J.A. 542. NLG argues that the term "is effectively the same as 'look and feel description,'" and therefore lacks definiteness for the same reasons. Appellant's Br. 30 n.12.

Indefiniteness is a question of law we review *de novo*. *Wellman, Inc. v. Eastman Chem. Co.*, 642 F.3d 1355, 1365–66 (Fed. Cir. 2011). The definiteness requirement is set forth in 35 U.S.C. § 112 ¶ 2, which states that "[t]he specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention." The definiteness requirement focuses on whether "a patent's claims, viewed in light of the specification and prosecution history, inform those skilled in the art about the scope of the invention with reasonable certainty." *Nautilus, Inc. v. Biosig Instruments, Inc.*, 134 S. Ct. 2120, 2129 (2014). The inquiry "trains on the understanding of a skilled artisan at the time of the patent application." *Id.* at 2130.

When a claim term "depend[s] solely on the unrestrained, subjective opinion of a particular individual purportedly practicing the invention," without sufficient guidance in the specification to provide objective direction to one of skill in the art, the term is indefinite. *Datamize, LLC v. Plumtree Software, Inc.*, 417 F.3d 1342, 1350 (Fed. Cir. 2005) (finding "aesthetically pleasing" to be indefinite because the specification lacked any objective definition of the term). For some facially subjective terms, the definiteness requirement is not satisfied by merely offering examples that satisfy the term within the specification. *See Interval Licensing LLC v. AOL, Inc.*, 764 F.3d 1364, 1371–73 (Fed. Cir. 2014) (finding a single example of the term "unobtrusive manner" in the specification did not outline the claims to a skilled artisan with reasonable certainty). For other terms like, for example, terms of degree, specific and unequivocal examples may be sufficient to provide a skilled artisan with clear notice of what

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is claimed. *See Enzo Biochem, Inc. v. Applera Corp.*, 599 F.3d 1325, 1334–35 (Fed. Cir. 2010) (finding the phrase "not interfering substantially" to be definite where intrinsic evidence provided multiple examples that would allow a skilled artisan to determine whether a particular chemical bond linkage group would "interfer[e] substantially" with hybridization).

Here, though NLG attempts to characterize "look and feel" as purely subjective, the evidence demonstrates that "look and feel" had an established, sufficiently objective meaning in the art, and that the '399 patent used the term consistent with that meaning. The specification explains that "the look and feel is captured by selecting an example page [from] the host, retrieving the sample page from the host, identifying the look and feel elements from the sample page and saving the identified look and feel elements." '399 patent, 13:5–9. "Look and feel elements" are described as "includ[ing] logos, colors, page layout, navigation systems, frames, 'mouse-over' effects, or other elements that are consistent through some or all of a Host's website." *Id.* at 13:9–12. DDR's expert on infringement testified that a skilled artisan would interpret these "other elements" as elements such as headers, footers, fonts, and images. J.A. 3584.

These examples are consistent with the established meaning of the term "look and feel" in the art, as demonstrated by Digital River's own evidence at trial. For example, as discussed in Section II. A., Digital River advertised its prior art SSS as generating composite web pages that displayed third-party merchandise but also replicated the "'look and feel' of the [host website's] identity." J.A. 6123. Digital River also explained that the composite web pages generated by its SSS "retain[ed] the look and feel of the [host's web]site." J.A. 6202. At trial, Digital River conceded that it understood the meaning of "look and feel." J.A. 4146–47 ("Q. And Digital River understood what it meant when it said: we'll match your

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look and feel, right? A. Yes, sir."). Digital River also admitted that its *customers* understood the meaning of "look and feel." J.A. 4199 ("Q. . . . [S]omebody who is reading Digital River's [advertising] document should understand what Digital River means when it says matching look and feel, right? . . . A. Yes, sir.").

In sum, "look and feel" is not a facially subjective term like "unobtrusive manner" in *Interval* or "aesthetically pleasing" in *Datamize*. Rather, as demonstrated by Digital River's own advertisements for its prior art SSS and its admissions at trial, the term had an established meaning in the art by the relevant timeframe. The examples of "look and feel" elements disclosed in the specification are consistent with the term's established meaning. In short, the term "visually perceptible elements," or "'look and feel' elements that can be seen," viewed in light of the specification and prosecution history, informed those skilled in the art about the scope of the '399 patent's claims with reasonable certainty. The district court did not err by denying NLG's motion for JMOL of invalidity of the '399 patent under 35 U.S.C. § 112 ¶ 2.

D. Infringement

NLG also contends that the district court erred by denying its motion for JMOL of noninfringement as to both the '572 and '399 patents. Since the '572 patent is invalid under 35 U.S.C. § 102(a), we address only NLG's noninfringement appeal of the '399 patent. We find, as did the district court, that the jury was presented with substantial evidence on which to base its finding that NLG infringes the asserted claims of the '399 patent.

NLG argues that the jury's finding that NLG's accused websites satisfy the "visually perceptible elements" limitation of the asserted claims is unsupported. NLG further argues that DDR failed to introduce evidence that NLG's accused system automatically identifies or recognizes the source web page as required by claims 1 and 19

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of the '399 patent. NLG also argues that DDR only showed the jury screenshot images of the accused websites running NLG's e-commerce system on a single day, and thus did not provide evidence of NLG's alleged infringement throughout the entire damages period.

The record tells a different tale. For the "visually perceptible elements" limitation, the jury viewed screenshot images from nine NLG-partner host websites and their corresponding accused NLG-operated composite web pages. DDR's expert on infringement also presented the jury with lists of the "look and feel elements" from each host website allegedly incorporated in a corresponding NLG-generated composite web page and opined that the accused composite web pages satisfied the limitation. The jury was free to use this proffered evidence and testimony to form its own conclusions as to whether NLG's accused composite web pages satisfied the "visually perceptible elements" limitation of the asserted claims.

As for the other contested limitations of the '399 patent's asserted claims, DDR's expert on infringement testified that on activation of a link on an NLG-partner host website corresponding to an NLG-generated composite web page, a keyword identifier is sent to NLG's e-commerce web server (*e.g.*, "OBWEB" for Orbitz's host website), and a processor therein determines the location and identity of the host website (*e.g.*, Orbitz). The jury was free to credit this testimony as evidence that NLG's accused e-commerce system "automatically . . . recogniz[es]" or "automatically identif[ies]" the source page "on which the link has been activated."

NLG's argument that DDR provided the jury with screenshot images of NLG's accused composite web pages—and thus evidence of infringement—for only one day appears to be more relevant to damages than to infringement. Regardless, NLG's contention is without merit. DDR's expert testified that he had examined NLG's

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accused system throughout the entire period of alleged infringement, including any changes in its software source code, deposition testimony on its operation, and, via the Internet Archive, prior versions of accused composite web pages. Based on his review, DDR's expert testified that nothing about NLG's accused system "had changed in any substantial way" during this period. J.A. 3751–52. Substantial evidence supports the jury's finding that NLG's accused system infringes the '399 patent, and thus the district court did not err in denying NLG's motion for JMOL of noninfringement.

E. Damages

DDR sought $6.04 million in damages for NLG's infringement of the '572 and '399 patents; NLG countered with $375,000. The parties agreed on a verdict form that instructed the jury to award a single sum to compensate DDR for NLG's infringement of the asserted claims found to be infringed and not invalid. J.A. 3080. The jury awarded DDR $750,000 in damages for NLG's infringement, without specifying how this award was apportioned between the '572 and the '399 patents.

Because we find the '572 patent invalid as anticipated, we vacate the damages award. This could warrant a new trial on damages. *See Verizon Servs. Corp. v. Vonage Holdings Corp.*, 503 F.3d 1295, 1310 (Fed. Cir. 2007). NLG did not, however, move for a new trial under FRCP 59 and may not have preserved its recourse to this option. *DDR Holdings*, 954 F. Supp. 2d at 522 ("Interestingly however, NLG does not move for a new trial pursuant to Rule 59."). We remand to the district court to determine the effect—if any—of our invalidation of the '572 patent on the jury's damages award.[8]

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[8] We note that NLG's contention that the jury's damages award was "grossly excessive" because its ac-

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F. Prejudgment Interest

The district court also awarded DDR prejudgment interest. NLG contends that DDR should not be entitled to any prejudgment interest because it is a non-practicing entity and at a minimum, DDR should not be entitled to any prejudgment interest during a four-year stay in litigation since the stay was the result of DDR's request for *ex parte* reexamination of the '135 and '572 patents.

We review the district court's award of prejudgment interest for an abuse of discretion. *See Telcordia Techs., Inc. v. Cisco Sys., Inc.*, 612 F.3d 1365, 1377 (Fed. Cir. 2010); *see also Gen. Motors Corp. v. Devex Corp.*, 461 U.S. 648, 657 (1983) ("[A] decision to award prejudgment interest will only be set aside if it constitutes an abuse of discretion."). Under 35 U.S.C. § 284, after a finding of infringement, the court "*shall award* . . . damages . . . together with *interest* and costs." (emphases added). Prejudgment interest should ordinarily be awarded absent some justification for withholding such an award. *Gen. Motors*, 461 U.S. at 657; *see also Energy Transp. Grp., Inc. v. William Demant Holding A/S*, 697 F.3d 1342, 1358 (Fed. Cir. 2012) ("The award of pre-judgment interest is the rule, not the exception.") (quotation and citation omitted).

NLG cites no case law suggesting that prevailing non-practicing entities are *not* entitled to prejudgment interest. We decline to create such a statutory exception. *See Energy Transp.*, 697 F.3d at 1358 ("The district court did

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cused websites infringed for only one day is based on a flawed premise and is without merit. As the district court explained, NLG cannot attempt to "reverse engineer the jury's math . . . and use its substituted, and purely speculative, analysis to call the award excessive." *DDR Holdings*, 954 F. Supp. 2d at 530.

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not abuse its discretion in this case by following the standard rule of awarding pre-judgment interest."). However, since the '572 patent is invalid, the district court must recalculate its award of prejudgment interest so that it is tied solely to NLG's infringement of the '399 patent, which issued in 2010, more than four years after issuance of the '572 patent. *Nickson Indus., Inc. v. Rol Mfg. Co.*, 847 F.2d 795, 800 (Fed. Cir. 1988) ("Generally, prejudgment interest should be awarded from the date of infringement to the date of judgment."). Since the '399 patent did not issue until after the stay was lifted in 2010, we need not determine whether DDR is entitled to pre-judgment interest during the pendency of the contested stay.

We have considered the parties' remaining arguments and find them unpersuasive.

III. CONCLUSION

In large part, we affirm the district court. The asserted claims of the '572 patent, however, are anticipated by Digital River's prior art Secure Sales System under 35 U.S.C. § 102(a), and no substantial evidence supports the jury's contrary finding. As such, the district court erred in denying defendants' motion for JMOL of invalidity as to the '572 patent. We vacate the award of damages and prejudgment interest to DDR based on NLG's infringement of the '572 and '399 patents and remand to the district court in order to determine the damages and prejudgment interest attributable solely to NLG's infringement of the '399 patent.

AFFIRMED IN PART, REVERSED IN PART, AND REMANDED

COSTS

No costs.

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United States Court of Appeals for the Federal Circuit

DDR HOLDINGS, LLC,
Plaintiff-Appellee,

v.

HOTELS.COM, L.P., CENDANT TRAVEL DISTRIBUTION SERVICES GROUP, INC., EXPEDIA, INC., TRAVELOCITY.COM, L.P., SITE59.COM, LLC, INTERNATIONAL CRUISE & EXCURSION GALLERY, INC., OURVACATIONSTORE, INC., INTERNETWORK PUBLISHING CORPORATION, AND ORBITZ WORLDWIDE, LLC,
Defendants,

AND

NATIONAL LEISURE GROUP, INC. AND WORLD TRAVEL HOLDINGS, INC.,
Defendants-Appellants,

AND

DIGITAL RIVER, INC.,
Defendant.

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MAYER, *Circuit Judge*, dissenting.

I respectfully dissent. The claims asserted by DDR Holdings, LLC ("DDR") fall outside 35 U.S.C. § 101 because they simply describe an abstract concept—that an online merchant's sales can be increased if two web pages have the same "look and feel"—and apply that concept using a generic computer.

I.

The common specification of DDR's patents notes that an online merchant will often lose customers when those customers click on an advertisement from a third-party vendor that has been displayed on the original merchant's web page. *See* U.S. Patent No. 6,993,572 (the "'572 patent") col.2 ll.30–33. The specification explains, however, that the original merchant could potentially avoid "the loss of hard-won visitor traffic," *id.* col.2 ll.64–65, if he were able to dupe customers into believing that they were still on the merchant's web page even when they were actually viewing goods from a third-party vendor, *id.* col.2 ll.26–65. Notably, though, DDR's patents are very vague as to how this duping is to occur, indicating only that the web page of the original merchant and that of the third-party vendor should be made to look alike using "visually perceptible elements." *See* U.S. Patent No. 7,818,399 (the "'399 patent") col.28 ll.31–32 (requiring the use of a "plurality of visually perceptible elements visually corresponding to the [original merchant's web] page"). DDR's patents fail to meet the demands of section 101 because they describe a goal—confusing consumers by making two web pages look alike—but disclose no new technology, or "inventive concept," *Mayo Collaborative Servs. v. Prometheus Labs., Inc.*, 132 S. Ct. 1289, 1294 (2012), for achieving that goal. *See O'Reilly v. Morse*, 56 U.S. (15 How.) 62, 120 (1854) (rejecting a claim which covered "an effect produced by the use of electro-magnetism distinct from the process or machinery necessary to produce it"); *In re*

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Brooks, 90 F.2d 106, 107–08 (CCPA 1937) ("It is for the discovery or invention of some practicable method or means of producing a beneficial result or effect, that a patent is granted, and *not for the result or effect itself*." (emphasis added) (citations and internal quotation marks omitted)).

DDR's patents are long on obfuscation but short on substance. Indeed, much of what they disclose is so rudimentary that it borders on the comical. For example, the patents explain that two web pages are likely to look alike if they are the same color, have the same page layout, and display the same logos. *See* '572 patent col.14 ll.5–18. The recited computer limitations, moreover, are merely generic. The claims describe use of a "data store," a "web page having a link," and a "computer processor," *id.* col.29 ll.1–13, all conventional elements long-used in e-commerce. Because DDR's claims, like those at issue in *Alice Corporation v. CLS Bank International*, "simply instruct the practitioner to implement [an] abstract idea . . . on a generic computer," they do not meet section 101. 134 S. Ct. 2347, 2359 (2014); *see id.* at 2360 (rejecting claims requiring a "data processing system'" with a "communications controller" and a "data storage unit" as "purely functional and generic" (citations and internal quotation marks omitted)); *Accenture Global Servs., GmbH v. Guidewire Software, Inc.*, 728 F.3d 1336, 1344 (Fed. Cir. 2013) (rejecting claims requiring "a combination of computer components including an insurance transaction database, a task library database, a client component, and a server component, which include[d] an event processor, a task engine, and a task assistant").

II.

The court concludes that the asserted claims of DDR's '399 patent fall within section 101 because "they do not merely recite the performance of some business practice known from the pre-Internet world along with the

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