

"Express Mail" mailing label number
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JUNE 14, 2001

Docket No. / 7710/3

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PROVISIONAL APPLICATION FOR PATENT COVER SHEET

This is a request for filing a PROVISIONAL APPLICATION FOR PATENT under 37 CFR 1.53(c).

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TITLE OF INVENTION (280 characters max)			
METHOD AND SYSTEM OF PROVIDING TARGETED ON-LINE ADVERTISING TO A CONSUMER ACCESSING A WEBSITE			
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ENCLOSED APPLICATION PARTS (check all that apply)			
☒ Specification	Number of Pages	19	☐ Small Entity Statement
☒ Drawings	Number of Sheets	7	☐ Other (specify)
METHOD OF PAYMENT OF FILING FEES (check one)			
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The invention was made by an agency of the United States Government or under a contract with an Agency of the United States Government.

☒ No.

☐ Yes, the name of the U.S. government agency and the Government contract number are _____

Respectfully submitted,

SIGNATURE:

Frank C. Nicholas

DATE: JUNE 14, 2001

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USE ONLY FOR FILING A PROVISIONAL APPLICATION FOR PATENT

This collection of information is required by 37 CFR 1.51. The information is used by the public to file (and by the PTO to process) a provisional application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 8 hours to complete, including gathering, preparing, and submitting the complete provisional application to the PTO. 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, Washington, D.C. 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO Box Provisional Application, Assistant Commissioner for Patents, Washington, D.C. 20231.

Google's Exhibit 1012

Google v. BrodTi

IPR2025-00472 - Page 001

"Express Mail" mailing label number: EL 738 150 074 US

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PATENT
Case No.: 7710/3

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
APPLICATION FOR UNITED STATES LETTERS PATENT

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TITLE: METHOD AND SYSTEM OF PROVIDING
TARGETED ON-LINE ADVERTISING TO A
CONSUMER ACCESSING A WEBSITE

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METHOD AND SYSTEM OF PROVIDING TARGETED ON-LINE
ADVERTISING TO A CONSUMER ACCESSING A WEBSITE

5

BACKGROUND OF THE INVENTION

1. Field Of The Invention

10 The present invention generally relates to the advertising of goods and services. The present invention specifically relates to advertisements being presented on websites.

2. Description Of The Related Art

15 With the onset of the World Wide Web (WWW), newspaper publishers have explored ways to remain competitive in attracting advertisers. In general, newspapers are distributed in geographic regions of a state or country. Companies looking to advertise their products and/or services are provided with information on the geographic circulation area of the newspaper. Accordingly, advertisers can select those geographic regions
20 they wish to target. Many newspaper publishers have attempted to increase their on-line presence with newspaper websites. These web sites may also run a digitized form of an advertisers print ad on the web site.

25 Although the newspaper websites may be accessed by consumers, in many regions of the country they are not the most frequently accessed web sites by consumers located within the circulation area of the newspaper. It would be desirable to have a web based system which would allow newspapers to exploit their established base of advertisers.

SUMMARY OF THE INVENTION

The present invention is a method and a system providing targeted on-line advertising to a consumer accessing a website. Various aspects of the invention are novel, non-obvious, and provide various advantages. While the actual nature of the present invention covered herein can only be determined with reference to the claims appended hereto, certain features, which are characteristic of the embodiments disclosed herein, are described briefly as follows.

10 One form of the present invention is a method of providing targeted on-line advertising to a consumer accessing a website of a telecommunication system. First, a user signal is received by the website. Second, the user signal is routed from the website to a geographic determination node of the telecommunication system. Third, geographic data
15 corresponding to the user signal is routed from the geographic determination node to an advertisement selection node of the telecommunication system. And finally, one or more ads from an advertiser of a newspaper having a region of commercial influence correlated to the geographic data is routed from the advertisement selection node to the consumer.

20 A second form of the present invention is a method of on-line advertising to consumers located in a region of commercial influence of a newspaper. First, a scope of the region of a commercial influence of the newspaper is determined. Second, a website accessible by a consumer located in the region of commercial influence is determined. Third, an on-line
25 ads relating to a print ad from the newspaper is provided. And finally, the on-line ad is displayed to the consumer located in the region of commercial influence when the consumer accesses the web site.

A third form of the present invention is a method of on-line target marketing by geographic region. First, a newspaper publisher having a newspaper with a region of commercial influence, a third party website

5 accessible by a consumer located in the region of commercial influence, and an advertiser of the newspaper are enlisted to advertise on the third-party website. Second, the one-line ad of the advertiser is displayed to the consumer located in the region of commercial influence when the consumer accesses the third party web site.

10 The foregoing forms and other forms, features and advantages of the invention will become further apparent from the following detailed description of the presently preferred embodiments, read in conjunction with the accompanying drawings. The detailed description and drawings are merely illustrative of the invention rather than limiting, the scope of the invention
15 being defined by the appended claims and equivalents thereof.

BRIEF DESCRIPTION OF THE DRAWINGS

FIG. 1 is a schematic diagram of one embodiment of hardware employed in a telecommunication system of the present invention;

5 FIG. 2 is a block diagram of one embodiment in accordance with the present invention of computer hardware employed in an advertisement selection node of the FIG. 1 telecommunication system;

FIG. 3 illustrates a region of commercial influence of a fictitious newspaper located within the state of Illinois;

10 FIG. 4 is a block diagram of one embodiment in accordance with the present invention of computer software employed in the FIG. 1 telecommunication system;

FIG. 5 illustrates a flow chart of a first embodiment of an advertiser indexing routine in accordance with the present invention;

15 FIG. 6 illustrates various flow charts of a first embodiment in accordance with the present invention for displaying advertisements within the FIG. 1 telecommunication system; and

FIG. 7 illustrates a flow chart of a first embodiment of advertisement selection routine in accordance with the present invention.

20

DETAILED DESCRIPTION OF THE PRESENTLY PREFERRED EMBODIMENTS

Referring to FIG. 1, a telecommunication system 10 of the present invention is shown. Telecommunication system 10 comprises a network 11 which is the media used to provide communications links between a consumer node in the form of a workstation 20, a content provider node in the form of a website server 30, an advertisement selection node in the form of a server 50, and a geographic determination node in the form of a server 40.

Network 10 may include permanent connections, such as wire or fiber optic cables, or temporary connections made through telephone or wireless communications. Network 11 may be in the form of the Internet, an extranet, an intranet, a local area network (LAN), a wide area network (WAN), or other forms as would occur to those having ordinary skill in the art.

Workstation 20 may be configured in any form for accepting structured inputs, processing the inputs in accordance with prescribed rules, and outputting the processing results to facilitate access to a website by a consumer as would occur to those having ordinary skill in the art, such as, for example, a personal computer commercially sold by Hewlett-Packard, Gateway, Compaq, and Dell. Workstation 20 may have a permanent communication link to network 11, such as, for example, by a wire or fiber optic cable connection. Alternatively, network 11 and workstation 20 may have a temporary communication link as shown, such as, for example, by a wireless communication.

Website server 30 may be configured in any form for accepting structured inputs, processing the inputs in accordance with prescribed rules, and outputting the processing results to provide the website to consumer as would occur to those having ordinary skill in the art, such as, for example, a super computer, a mainframe computer, a minicomputer, a super minicomputer, or a microcomputer. Website server 30 may have a permanent communication link to network 11 as shown, such as, for example, by a wire or fiber optic cable connection. Alternatively, network 11 and

website server 30 may have a temporary communication link, such as, for example, by a wireless communication.

5 Server 40 may be configured in any form for accepting structured inputs, processing the inputs in accordance with prescribed rules, and outputting the processing results to map Internet Protocol addresses to geographical location information as would occur to those having ordinary skill in the art, such as, for example, a server commercially available by Quova, Inc.

10 Server 50 may be configured in any form for accepting structured inputs, processing the inputs in accordance with prescribed rules, and outputting the processing results to providing targeted on-line advertising to a consumer when the consumer is accessing a website on website server 30 as would occur to those having ordinary skill in the art, such as, for example, a
15 personal computer, a workstation, a super computer, a mainframe computer, a minicomputer, a super minicomputer, or a microcomputer. Referring additionally to FIG. 2, server 50 preferably includes a computer 60 having a bus 61 for facilitating electrical communication among one or more central processing units (CPU) 62, a read-only memory (ROM) 63, a random access
20 memory (RAM) 64, an input/output (I/O) controller 65, a disk controller 66, a communication controller 67, and a user interface controller 68.

Each CPU 62 is preferably one of the Intel families of microprocessors, one of the AMD families of microprocessors, one of the Motorola families of microprocessors, or one of the various versions of a Reduced Instruction Set
25 Computer microprocessor such as the PowerPC chip manufactured by IBM. ROM 63 permanently stores various controlling programs such as the Basic Input-Output System (BIOS) developed by IBM. RAM 64 is the memory for loading an operating system and selectively loading the controlling programs.

Controller 65 conventionally facilitates an interaction between CPU 62 and pointing devices such as a mouse 70 and a keyboard 71, and between CPU 62 and output devices such as a printer 72 and a fax 73. Controller 66
5 conventionally facilitates an interaction between CPU 62 and data storage devices such as disks drives 74 in the form of a hard drive, a floppy drive, and a compact-disc drive that are locally or remotely situated. The hard drive stores a conventional operating system, such as, for example, IBM's AIX operating system or Microsoft's Windows, and application programs.

10 Controller 67 conventionally facilitates an interaction between CPU 62 and server 30, CPU 62 and server 40, CPU 62 and a location database (LDB) 80, and a CPU and an advertiser database (ADB) 81. Server 50 may have a permanent communication link to server 30, server 40, LDB 80 and/or ADB 81, such as, for example, by a wire or fiber optic cable connection.

15 Alternatively, server 50 may have a temporary communication link to server 50, server 40, LDB 80 and/or ADB 81, such as, for example, by a wireless communication. Controller 68 conventionally facilitates an interaction between CPU 62 and a graphic display device such as a monitor 75, and between CPU 62 and an audio device such as a speaker 76.

20 Those having ordinary skill in the art will appreciate alternative embodiments of server 50 for implementing the principles of the present invention. Additionally, workstation 20, server 30 and server 40 may more or less have the computer hardware configuration shown in FIG. 2 for implementing the principles of the present invention.

25 LDB 80 contains data gathered by the most recent U.S. census. This information is organized into one record for each zip code in the United States. In one embodiment of LDB 80, each record within LDB 80 includes several columns of information about each zip code. A first column includes information related to the percentage of the total population within the zip
30 code that has an ethnic designation of White, Black, Asian/Pacific, or Hispanic Origin. A second column includes information related to the percentage of the total population within the zip code that falls into the

following age categories: 0-4; 5-9; 10-14; 15-19; 20-24; 25-44; 45-64; 65-84; 85; and older. A third column information related to the median age of the population within the zip code. A fourth column includes information related to the male/female ratio within the zip code. A fifth column includes information related to the per capita income within the zip code. A sixth column includes information related to the percentage of the total population within the zip code that falls into each of the following annual income categories: less than \$15,000; \$15,000 to \$24,000; \$25,000 to \$49,999; \$50,000 to \$99,999; \$100,000 to \$149,999; and \$150,000 or more. And a seventh column includes information related to the percentage of the total population within the zip code making use of financial services such as home loans, automobile loans, investments, and retirement plans.

ADB 81 contains information related to advertisers and their ads. In one embodiment of ADB 81, advertisers are indexed by the zip codes in which they have purchased advertising space. Advertisers can purchase the advertising space based on region of commercial influence of a particular newspaper or newspapers. Accordingly, each zip code within the region(s) of commercial influence of the newspaper(s) is identified as part of the advertising area for that advertiser. For example, as exemplary shown in FIG. 3, ad advertiser wishing to introduce a new product campaign in the state of Illinois within a region of commercial influence RCI of a fictitious newspaper would have one or more related digitized advertisements indexed by zip codes within region FR (e.g., 60200, 60203, 60204, 60206, 60208, and 60210).

For every zip code in the United States, ADB 81 maintains records identifying the advertisers that have purchased some number of impressions in that zip code, where an impression is defined as the distribution of an advertising package to a user (e.g., the consumer in FIG. 1) through their interaction with a content provider (e.g., website server 30 in FIG. 1). Each advertiser record includes a unique identifier for the advertiser, a pointer to the appropriate advertising package, the date and time of the last impression,

the number of impressions made in this timeframe, the minimum number of impressions that should be made in each recognized timeframe, and the maximum number of impressions that may be made in each recognized
5 timeframe. The unique identifiers in advertiser records found in ADB 81 are sequential beginning at zero and ending at one less than the number of advertisers in a particular zip code. A timeframe mentioned may include any span of time one wishes to distinguish. A timeframe may be a month, week, day, hour, etc. The advertisers are simply mapped into not only each zip
10 code of importance, but also each time frame in which they would like to distribute impressions.

FIG. 4 illustrates computer software employed in the telecommunication system of FIG. 1. An advertiser indexing module 90 is a unique software package of server 50 for implementing several stages of an
15 advertiser indexing routine 100 as shown in FIG. 5. During a stage S102 of routine 100, a newspaper publisher of a newspaper having a region of commercial influence (e.g., region RCI in FIG. 3), a manager of web server 30, and ad advertiser of the newspaper are enlisted to facilitate an on-line advertising of one or more advertisements of the advertiser on
20 telecommunication system 10. In one embodiment of stage S102, the newspaper publisher contacts each advertiser of the newspaper to ascertain any interest in advertising on web pages of content providers of telecommunication system 10 such as web site server 20.

During a stage S104 of routine 100, module 90 transmits a data
25 request DR to LDB 80 seeking geographical information related to the region of commercial influence of the newspaper. In one embodiment of stage S104, the data request DR specifically seeks all zip codes within the region of commercial influence of the newspaper. During a stage S106 of routine 100, module 90 receives geographical data GD₁ from LDB 80 that is related to the
30 region of commercial influence of the newspaper. In one embodiment of stage S104, the geographical data GD₁ includes all zip codes within the region of commercial influence of the newspaper.

During a stage S108 of routine 100, module 90 transmits an advertiser record AR_x to ADB 81 that includes geographical data GD_1 and an advertising package of the advertiser to be displayed in telecommunication system 10. In one embodiment of stage S108, advertiser record AR_x further includes a unique identifier for the advertiser, a pointer to the appropriate advertising package, the date and time of the last impression, the number of impressions made in this timeframe, the minimum number of impressions that should be made in each recognized timeframe, and the maximum number of impressions that may be made in each recognized timeframe. Module 90 terminates routine 100 upon completion of stage S108. Those having ordinary skill in the art will appreciate the efficiency, convenience, and cost benefits of routine 100 to newspapers, web site servers such as server 20, and advertisers involved with the display of ads on telecommunication system 10.

Referring again to FIG. 4, an Internet browser 21 is a conventional software package of workstation 20 for implementing a routine 110 (FIG. 6) that enables consumer to provide a web address in the form of a Uniform Resource Locator (URL) corresponding to website server 30 during a stage S112 of routine 110 whereby the consumer can download information over a web page WP from website server 30 during a stage S114 of routine 110. An Internet engine 31 is a conventional software package of website server 30 for implementing a routine 130 (FIG. 6) that provides a user signal in the form of an Internet Protocol address IP to server 50 in response to a reception of Uniform Resource Locator (URL) during a stage S122 of routine 120 whereby web site server 30 can transmit a web page WP having an advertisement package AP_x therein during a stage S124 of routine 120.

A web interface 91 and ad scheduling module 92 are unique software packages of server 50 for implementing a routine 130 (FIG. 6) that provides the Internet Protocol address IP to server 40 in response to a reception of the Internet Protocol address IP during a stage S132 of routine 130 whereby module 92 can transmits advertising package AP_x in digitized form including images, animations, videos, text, software, and/or sounds during a stage S136 of routine 130. Location mapper module 41 is a conventional software package such as that provided by Quova, Inc., for implementing a routine 140 (FIG. 6) that maps Internet Protocol address IP to corresponding geographical information to thereby return geographical data GD_2 including a description of a presumed geographical location of workstation 20 during a stage S144 of routine 140 in response to a reception of Internet Protocol address IP during a stage S142 of routine 140. In one embodiment of module 41, geographical data GD_2 includes information related to the presumed geographical location of workstation 20 such as the continent, the time zone, the U.S. state (if appropriate), the city, the latitude, the longitude, the U.S. zip code (if appropriate), the Designated Market Area (DMA), the Metropolitan Statistical Area (MSA), and the Primary Metropolitan Statistical Area (PSMA).

Module 92 implements a subroutine 150 during a stage S134 of routine 140 in response to a reception of the geographical data GD_2 from server 40 to identify and retrieve advertising package AP_x from ADB 81. One embodiment of subroutine 150 is shown as subroutine 160 in FIG. 7. During a stage S162 of subroutine 160, module 92 transmits a location identifier LI and a timeframe identifier TI to ADB 81. In one embodiment of stage S162, location identifier LI identifies all zip codes contained within geographical data GD_2 as received by module 92. Additionally, timeframe identifier TI identifies the timeframe (e.g., a day and an hour) upon which interface 91 and module 92 received Internet Protocol address AP from server 30.

During a stage S164 of subroutine 160, module 92 receives advertising package AP_x from ADB 81. In one embodiment of stage S164, one or more advertiser records corresponding to identifier LI and timeframe identifier TI are listed within ADB 81 with a marking indicating the date and time of the last impression. As a result, advertising package AP_x is retrieved from an advertising record that is marked as the next record to be displayed. Module 92 terminates subroutine 160 upon completion of stage 164. Those having ordinary skill in the art will appreciate the efficiency, convenience, and cost benefits of routine 110, routine 120, routine 130, and routine 140 to consumers, newspapers, web site servers such as server 20, and advertisers involved with the display of ads on telecommunication system 10.

Referring again to FIG. 1, telecommunication system 10 was described as including network 11, workstation 20, server 30, server 40, and server 50 for the simplicity in describing the present invention. However, there are no limitations to the number of networks 11, workstations 20, servers 30, servers 40 and servers 50 that can be employed in a telecommunication system of the present invention.

While the embodiments of the present invention disclosed herein are presently considered to be preferred, various changes and modifications can be made without departing from the spirit and scope of the invention. The scope of the invention is indicated in the appended claims, and all changes that come within the meaning and range of equivalents are intended to be embraced therein.

WE CLAIM:

1. A method of providing targeted on-line advertising to a consumer accessing a website of a telecommunication system, said method
5 comprising:
 - receiving a user signal at the website;
 - routing the user signal to a geographic determination node of the telecommunication system;
 - receiving geographic data from the geographic determination
10 node of the telecommunication system;
 - determining a region of commercial influence of a newspaper corresponding to the geographic data; and
 - sending an ad from an advertiser of the newspaper to the consumer.
- 15 2. The method of claim 1, wherein the region of commercial influence comprises a circulation area of the newspaper.
3. The method of claim 1, wherein the sending the ad from the
20 advertiser of the newspaper to the consumer includes:
 - sending the ad to the website, and
 - sending a page from the website including the ad to the consumer.
- 25 4. The method of claim 1, further comprising:
 - providing a database of a plurality of ads, each ad linked to a newspaper region of commercial influence;

5. A method of on-line advertising to consumers located in a region of commercial influence of a newspaper, said method comprising:

- 5 determining the region of commercial influence of the newspaper;
- determining a third party web site accessible by a consumer located in the region of commercial influence;
- providing an on-line ad relating to a print ad from the newspaper; and
- 10 displaying the on-line ad to the consumer located in the region of commercial influence when the consumer accesses the web site.

6. The method of claim 5, wherein the region of commercial influence comprises the circulation region of the newspaper.

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7. The method of claim 5, wherein providing the on-line ad comprises digitizing the print ad for placement as a banner ad on the website.

8. A method of on-line target marketing by geographic region, said method comprising:

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- enlisting a newspaper publisher having a newspaper with a region of commercial influence;
- enlisting a third party web site accessible by consumers located in the region of commercial influence;
- 25 enlisting an advertiser of the newspaper through the newspaper publisher to advertise on-line; and
- displaying an on-line ad of the advertiser to a consumer located in the region of commercial influence when the consumer accesses the third party web site.

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9. The method of claim 8, wherein the enlisting the advertiser through the newspaper publisher includes using newspaper personnel to market the on-line ad to advertisers placing print ads in the newspaper.

5

10. The method of claim 8, wherein the on-line ad is a digitized print ad.

11. The method of claim 8, wherein
10 the region of commercial influence includes a circulation area of the newspaper.

12. The method of claim 8, further comprising:
displaying the ad in geographic areas other than the region of
15 commercial influence.

13. A system for providing targeted on-line advertising to a consumer accessing a website of a telecommunication system, said system comprising:

20 means for receiving a user signal at the website;
means for routing the user signal to a geographic determination node of the telecommunication system;

means for receiving geographic data from the geographic determination node;

25 means for determining a region of commercial influence of a newspaper corresponding to the geographic data; and

means for sending an ad from an advertiser of the newspaper to the consumer.

14. A system for on-line advertising to consumers located in a region of commercial influence of a newspaper, said system comprising:
means for determining the region of commercial influence of the
5 newspaper;
means for determining a third party web site accessed by consumers located in the region of commercial influence;
means for providing an on-line ad relating to a print ad from the newspaper; and
10 means for displaying the on-line ad to a consumer located in the region of commercial influence when the consumer accesses the web site.

15. A computer usable medium storing computer usable code for providing targeted on-line advertising to a consumer accessing a website of a
15 telecommunication system, the computer useable medium comprising:
computer readable program code for receiving a user signal at the website;
computer readable program code for routing the user signal to a geographic determination node of the telecommunication system;
20 computer readable program code for receiving geographic data from the geographic determination node;
computer readable program code for determining a region of commercial influence of a newspaper corresponding to the geographic data;
and
25 computer readable program code for sending an ad from an advertiser of the newspaper to the consumer.

16. The computer usable medium of claim 15, wherein the region of commercial influence includes a circulation area of the newspaper.

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17. The computer usable medium of claim 15, wherein computer readable program code for sending an ad from an advertiser of the newspaper to the consumer includes:

- 5 computer readable code for sending the ad to the website; and
 computer readable code for sending a page from the website
including the ad to the consumer.

18. The computer usable medium of claim 15, further comprising:
10 computer readable program code for accessing a database of a
plurality of ads, each ad linked to a newspaper region of commercial
influence.

19. A computer usable medium storing computer usable code for
15 on-line advertising to consumers located in a region of commercial influence
of a newspaper, said computer usable medium comprising:
 computer readable code for determining the region of
commercial influence of the newspaper;
 computer readable code for determining a third party web site
20 accessible by a consumer located in the region of commercial influence;
 computer readable code for providing an on-line ad relating to a
print ad from the newspaper; and
 computer readable code for displaying the on-line ad to the
consumer located in the region of commercial influence when the consumer
25 accesses the web site.

20. The computer usable medium of claim 19, wherein the region of commercial influence includes the circulation region of the newspaper.

METHOD AND SYSTEM OF PROVIDING TARGETED ON-LINE
ADVERTISING TO A CONSUMER ACCESSING A WEBSITE

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ABSTRACT OF THE DISCLOSURE

A telecommunication system implements a method for providing a targeted on-line advertisement to a consumer accessing a website of the system. The system further comprises a server serving as a geographical determination node, and a server serving as an advertisement selection node.

10 A user signal in the form of an Internet Protocol address is routed through the system to the geographical determination node server when the consumer accesses the website. In response thereto, the geographical determination node server provides geographical data related to the Internet

15 Protocol address to the advertisement selection node server. In response thereto, the advertisement selection node server provides an advertisement from an advertiser of a newspaper having a region of commercial influence that corresponds to the geographical data.

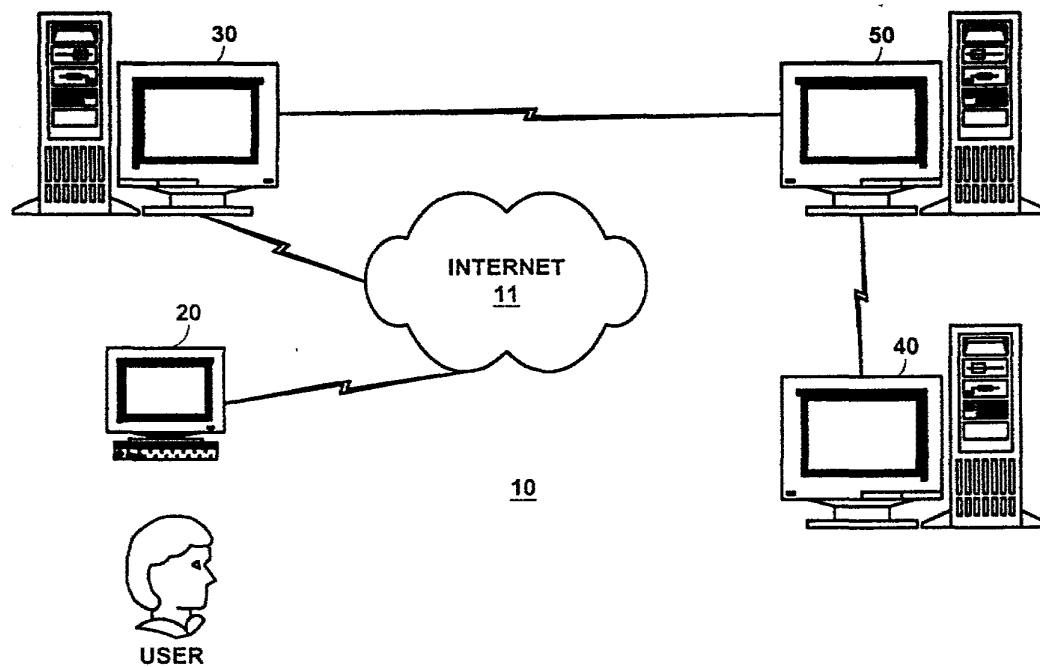


FIG. 1

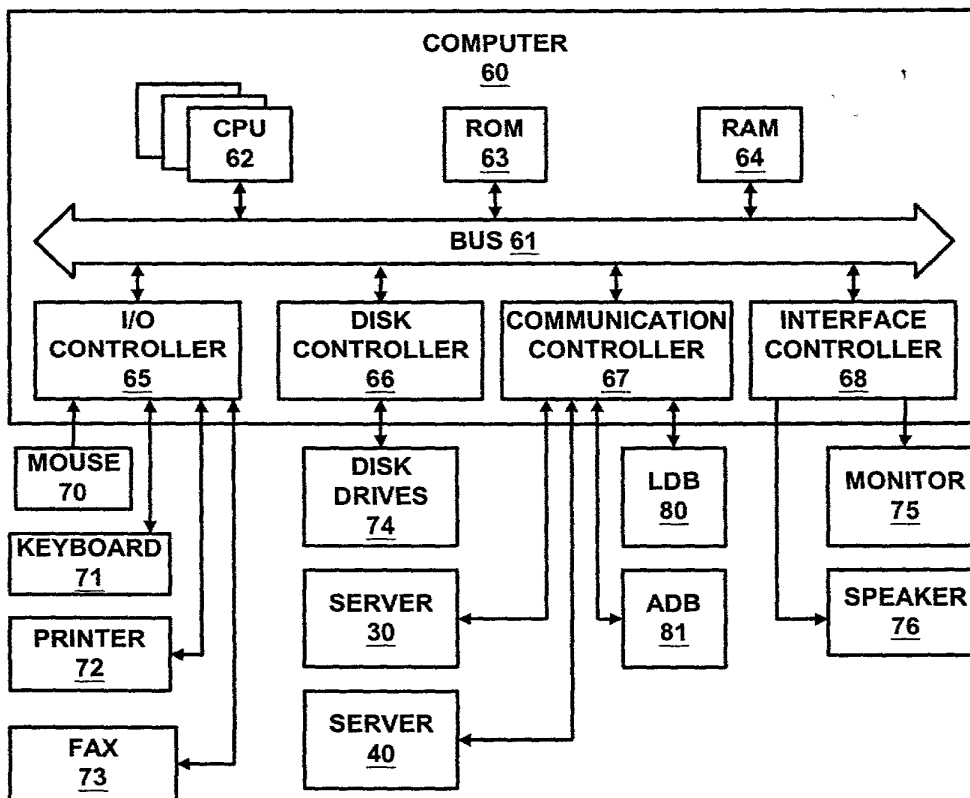


FIG. 2



FIG. 3

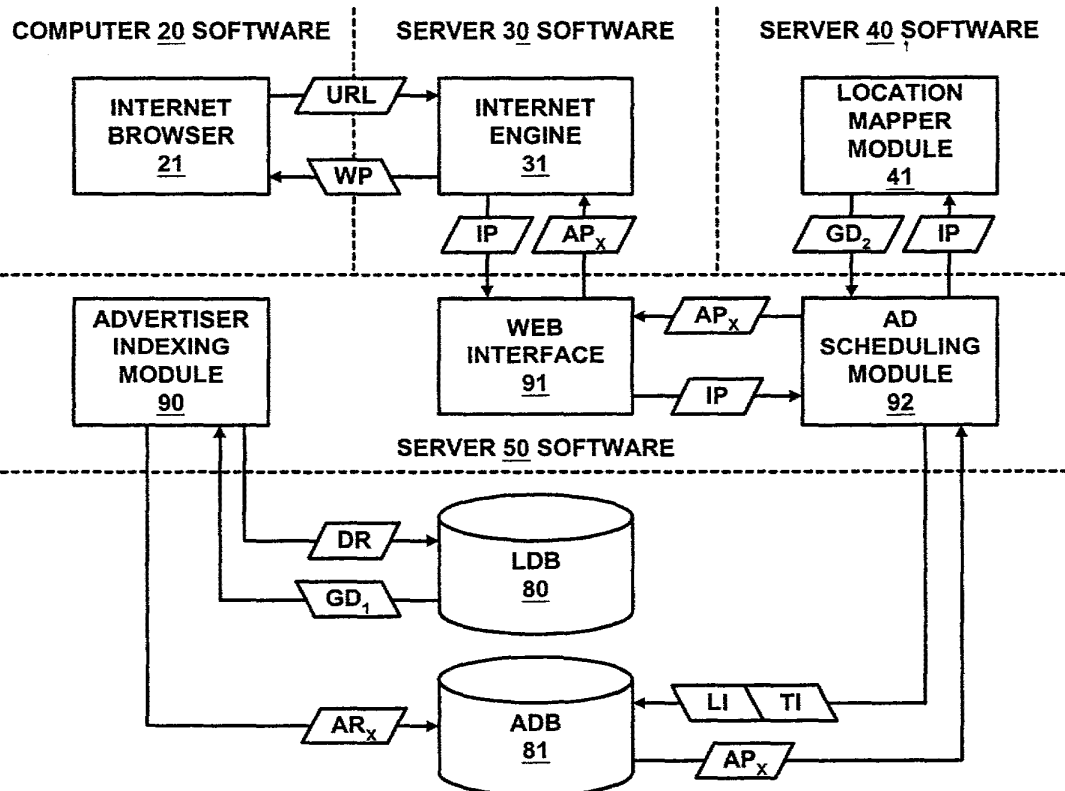


FIG. 4

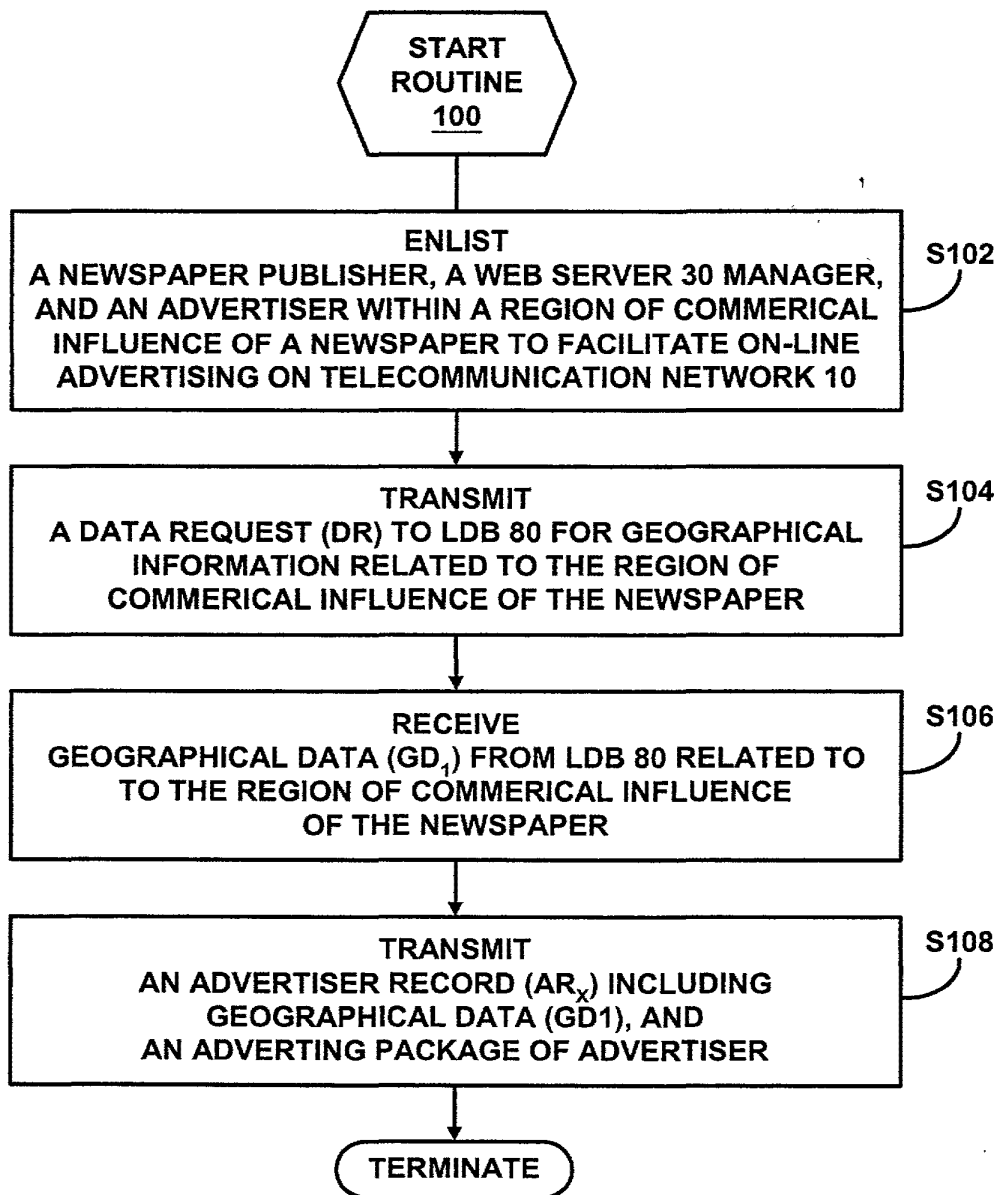


FIG. 5

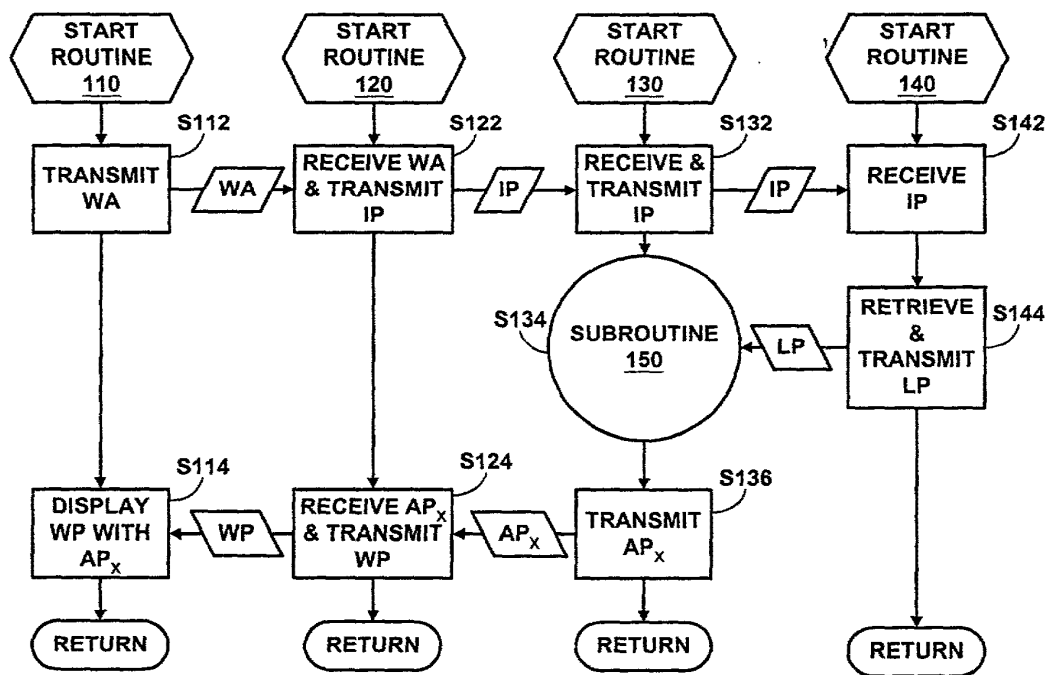


FIG. 6

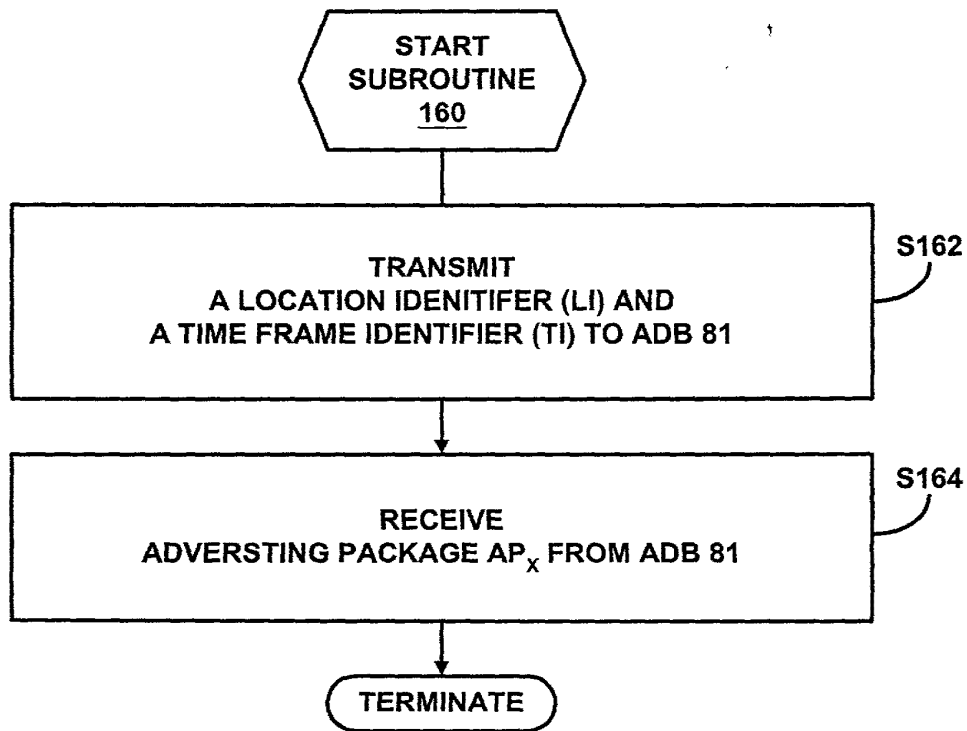


FIG. 7