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UTILITY PATENT APPLICATION TRANSMITTAL

(Only for new nonprovisional applications under 37 CFR 1.53(b))

Attorney Docket No.	14-PP
First Inventor	Shkedi, Roy
Title	Providing Collected Profiles to Media Properties Having Specified Interests
Express Mail Label No.	Filed through EFS - 6/19/2007

APPLICATION ELEMENTS

See MPEP chapter 600 concerning utility patent application contents.

1. ☑ **Fee Transmittal Form** (e.g., PTO/SB/17)
   (Submit an original and a duplicate for fee processing)
2. ☑ **Applicant claims small entity status.** See 37 CFR 1.27.
3. ☑ **Specification** [*Total Pages* 29]
   Both the claims and abstract must start on a new page
   (For information on the preferred arrangement, see MPEP 608.01(a))
4. ☑ **Drawing(s)** (*35 U.S.C. 113*) [*Total Sheets* 2]
5. **Oath or Declaration** [*Total Sheets* 2]
   a. ☑ Newly executed (original or copy)
   b. ☐ A copy from a prior application (37 CFR 1.63(d))
   (for continuation/divisional with Box 18 completed)
   i. ☐ DELETION OF INVENTOR(S)
   Signed statement attached deleting inventor(s) name in the prior application, see 37 CFR 1.63(d)(2) and 1.33(b).
6. ☐ **Application Data Sheet.** See 37 CFR 1.76
7. ☐ **CD-ROM or CD-R** in duplicate, large table or Computer Program *(Appendix)*
   ☐ Landscape Table on CD
8. **Nucleotide and/or Amino Acid Sequence Submission**
   (if applicable, items a. – c. are required)
   a. ☐ Computer Readable Form (CRF)
   b. Specification Sequence Listing on:
      i. ☐ CD-ROM or CD-R (2 copies); or
      ii. ☐ Paper
   c. ☐ Statements verifying identity of above copies

ADDRESS TO:

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

ACCOMPANYING APPLICATION PARTS

9. ☑ **Assignment Papers** (cover sheet & document(s))
   Name of Assignee AlmondNet, Inc.
10. ☑ **37 CFR 3.73(b) Statement** *(when there is an assignee)* ☑ **Power of Attorney**
11. ☐ **English Translation Document** *(if applicable)*
12. ☑ **Information Disclosure Statement** (PTO/SB/08 or PTO-1449)
    ☐ Copies of citations attached
13. ☐ **Preliminary Amendment**
14. ☐ **Return Receipt Postcard** (MPEP 503)
    (*Should be specifically itemized)*
15. ☐ **Certified Copy of Priority Document(s)**
    (if foreign priority is claimed)
16. ☐ **Nonpublication Request** under 35 U.S.C. 122(b)(2)(B)(i). Applicant must attach form PTO/SB/35 or equivalent.
17. ☐ Other:

18. If a CONTINUING APPLICATION, *check appropriate box, and supply the requisite information below and in the first sentence of the specification following the title, or in an Application Data Sheet under 37 CFR 1.76:*

☐ Continuation ☐ Divisional ☐ Continuation-in-part (CIP) of prior application No.: .....

Prior application information: *Examiner* _____ *Art Unit:* _____

19. CORRESPONDENCE ADDRESS

☑ The address associated with Customer Number: 26362 ***OR*** ☐ Correspondence address below

Name					
Address					
City		State		Zip Code	
Country		Telephone		Email	

Signature	/Louis J. Hoffman/	Date	June 19, 2007
Name (Print/Type)	Louis J. Hoffman, P.C.	Registration No. (Attorney/Agent)	38,918

This collection of information is required by 37 CFR 1.53(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**
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DECLARATION FOR UTILITY OR DESIGN PATENT APPLICATION (37 CFR 1.63)

☑ Declaration Submitted With Initial Filing **OR** ☐ Declaration Submitted after Initial Filing (surcharge (37 CFR 1.16 (e)) required)

Attorney Docket Number	14-PP
First Named Inventor	Shkedi, Roy
COMPLETE IF KNOWN	
Application Number	NEW APPLICATION
Filing Date	June 19, 2007
Art Unit	n/a
Examiner Name	n/a

I hereby declare that:

Each inventor's residence, mailing address, and citizenship are as stated below next to their name.

I believe the inventor(s) named below to be the original and first inventor(s) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

Providing Collected Profiles to Media Properties Having Specified Interests

(Title of the Invention)

the specification of which

☑ is attached hereto

OR

☐ was filed on (MM/DD/YYYY) _____ as United States Application Number or PCT International Application Number _____ and was amended on (MM/DD/YYYY) _____ (if applicable).

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment specifically referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or (f), or 365(b) of any foreign application(s) for patent, inventor's or plant breeder's rights certificate(s), or 365(a) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent, inventor's or plant breeder's rights certificate(s), or any PCT international application having a filing date before that of the application on which priority is claimed.

Prior Foreign Application Number(s)	Country	Foreign Filing Date (MM/DD/YYYY)	Priority Not Claimed	Certified Copy Attached? YES	NO
			☐	☐	☐
			☐	☐	☐
			☐	☐	☐
			☐	☐	☐

☐ Additional foreign application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto.

This collection of information is required by 35 U.S.C. 115 and 37 CFR 1.63. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 21 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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DECLARATION — Utility or Design Patent Application

Direct all correspondence to:	☑ The address associated with Customer Number:	26362	OR	☐	Correspondence address below

Name		
Address		
City	State	ZIP
Country	Telephone	Email

WARNING:

Petitioner/applicant is cautioned to avoid submitting personal information in documents filed in a patent application that may contribute to identity theft. Personal information such as social security numbers, bank account numbers, or credit card numbers (other than a check or credit card authorization form PTO-2038 submitted for payment purposes) is never required by the USPTO to support a petition or an application. If this type of personal information is included in documents submitted to the USPTO, petitioners/applicants should consider redacting such personal information from the documents before submitting them to the USPTO. Petitioner/applicant is advised that the record of a patent application is available to the public after publication of the application (unless a non-publication request in compliance with 37 CFR 1.213(a) is made in the application) or issuance of a patent. Furthermore, the record from an abandoned application may also be available to the public if the application is referenced in a published application or an issued patent (see 37 CFR 1.14). Checks and credit card authorization forms PTO-2038 submitted for payment purposes are not retained in the application file and therefore are not publicly available.

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 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

NAME OF SOLE OR FIRST INVENTOR:	☐ A petition has been filed for this unsigned inventor		
Given Name (first and middle [if any])		Family Name or Surname	
Roy		Shkedi	
Inventor's Signature		Date	
		June 19, 2007	
Residence: City	State	Country	Citizenship
New York	New York	USA	IL
Mailing Address	c/o AlmondNet, Inc.; 134 Spring Street, Suite 302		
City	State	Zip	Country
New York	New York	10012	USA

☐ Additional inventors or a legal representative are being named on the _____supplemental sheet(s) PTO/SB/02A or 02LR attached hereto.

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POWER OF ATTORNEY and CORRESPONDENCE ADDRESS INDICATION FORM

Application Number	NEW APPLICATION
Filing Date	June 19, 2007
First Named Inventor	Shkedi, Roy
Title	Providing Collected Profiles to Media Properties Having Specified Interests
Examiner Name	n/a
Attorney Docket Number	14-PP

I hereby revoke all previous powers of attorney given in the above-identified application.

I hereby appoint:

☑ Practitioners associated with the Customer Number: 26362

OR

☐ Practitioner(s) named below:

Name	Registration Number

as my/our attorney(s) or agent(s) to prosecute the application identified above, and to transact all business in the United States Patent and Trademark Office connected therewith.

Please recognize or change the correspondence address for the above-identified application to:

☑ The address associated with the above-mentioned Customer Number:

OR

☐ The address associated with Customer Number: 26362

OR

☐ Firm or Individual Name					
Address					
City		State		Zip	
Country					
Telephone		Email			

I am the:

☐ Applicant/Inventor.

☑ Assignee of record of the entire interest. See 37 CFR 3.71.
Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96)

SIGNATURE of Applicant or Assignee of Record

Signature		Date	June 19, 2007
Name	Roy Shkedi	Telephone	(212) 219-5070
Title and Company	CEO - AlmondNet, Inc.		

NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below*.

☐ *Total of _____ forms are submitted.

This collection of information is required by 37 CFR 1.31, 1.32 and 1.33. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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PTO/SB/96 (09-06)
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STATEMENT UNDER 37 CFR 3.73(b)

Applicant/Patent Owner: AlmondNet, Inc.

Application No./Patent No.: New Application Filed/Issue Date: June 19, 2007

Entitled: Providing Collected Profiles to Media Properties Having Specified Interests

AlmondNet, Inc., a Delaware corporation
(Name of Assignee) (Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:
1. ☑ the assignee of the entire right, title, and interest; or

2. ☐ an assignee of less than the entire right, title and interest
(The extent (by percentage) of its ownership interest is_____ %)

in the patent application/patent identified above by virtue of either:

A. ☑ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel _____, Frame _____, or for which a copy thereof is attached.

OR

B. ☐ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as follows:

1. From: _____ To: _____
The document was recorded in the United States Patent and Trademark Office at
Reel _____, Frame _____, or for which a copy thereof is attached.

2. From: _____ To: _____
The document was recorded in the United States Patent and Trademark Office at
Reel _____, Frame _____, or for which a copy thereof is attached.

3. From: _____ To: _____
The document was recorded in the United States Patent and Trademark Office at
Reel _____, Frame _____, or for which a copy thereof is attached.

☐ Additional documents in the chain of title are listed on a supplemental sheet.

☑ As required by 37 CFR 3.73(b)(1)(i), the documentary evidence of the chain of title from the original owner to the assignee was, or concurrently is being, submitted for recordation pursuant to 37 CFR 3.11.

[NOTE: A separate copy (*i.e.,* a true copy of the original assignment document(s)) must be submitted to Assignment Division in accordance with 37 CFR Part 3, to record the assignment in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

Signature	June 19, 2007 Date
Roy Shkedi Printed or Typed Name	(212) 219-5070 Telephone Number
CEO - AlmondNet, Inc. Title	

This collection of information is required by 37 CFR 3.73(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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ASSIGNMENT

FOR VALUE RECEIVED, I, the named inventor of the below-referenced patent application, sell, assign, and transfer to AlmondNet, Inc., a Delaware corporation, and any successor, assign, legal representative, or designated nominee ("Assignee"), the entire right, title, and interest, for all countries, in and to certain inventions relating to: "Providing Collected Profiles to Media Properties Having Specified Interests," described in a U.S. utility patent application filed June 19, 2007, and a PCT application of the same date, and all the rights and privileges under all Letters Patent that may be granted for those inventions, including any regular applications and continuations, continuations-in-part, and divisions thereof, and reissue patents or applications thereof, and any foreign counterparts, international applications, or national applications related to those inventions.

I request that all patents for the inventions be issued to Assignee.

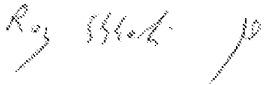
I agree that, when requested, I will, without charge to Assignee but at Assignee's expense, sign all papers, take all rightful oaths, and do all acts that may be necessary, desirable, or convenient for securing and maintaining patents for the inventions in all countries and for vesting title to such patents in Assignee.

I authorize and empower Assignee to invoke and claim, for any application for patent or other form of protection for the inventions filed by Assignee, the benefit of the right of priority provided by the International Convention for the Protection of Industrial Property, as amended, or by any convention that may be substituted for it, and to invoke and claim such right of priority without further written or oral authorization from me.

I consent that a copy of this assignment shall be deemed a full legal and formal equivalent of any assignment, consent to file, or like document that may be required in any country for any purpose and more particularly in proof of the right of Assignee to claim the benefit of the right of priority provided by the International Convention for the Protection of Industrial Property, as amended, or by any convention that may be substituted for it.

I represent and covenant with Assignee that the rights and property conveyed by this Assignment are free and clear of any encumbrance, and that I have full right to convey those rights and property.

Agreed:



_____ at New York, New York, June 19, 2007.

Roy Shkedi

PROVIDING COLLECTED PROFILES TO MEDIA PROPERTIES HAVING SPECIFIED INTERESTS

CROSS REFERENCE TO RELATED APPLICATIONS

This application claims the benefit of provisional application Serial No. 60/805,114, filed June 19, 2006, which is incorporated herein by reference.

FIELD OF THE INVENTION

The present invention generally relates to profile-based behavioral targeting advertisement placement services. More specifically, the present invention relates to improving monetization of electronic advertisement placement.

BACKGROUND OF THE INVENTION

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

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

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

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

AlmondNet, Tacoda, RevenueScience, and other companies (herein "BT companies"; "BT" stands for behavioral targeting) specialize in targeting ads based on observed behavior of sites' visitors. To record a visitor's observed behavior, a BT company places a cookie (or cookies) on the computers of visitors to specific sections of a publisher's website or on the computers of visitors of the publisher who conducted a specific action such as search, click content, click an ad, make a phone call, request information, acquire a product, etc.

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

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

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

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

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

The central server may also tag the visitor or arrange for the visitor to be tagged by operators of other media properties. A BT company can place a cookie on a site's section when a visitor's computer visits that section, if a code of the company was

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integrated into the page of that section by the site that owns the page. The code (e.g., HTML or Java) redirects to the BT company's server all visitors to the page. Also, in the case that the BT company is the publisher itself, the publisher will simply "cookie" (by itself) all visitors that either read a specific content, search, click, ask for information, make a phone call, etc.

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

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

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

Because the purpose of the tag is to enable the delivery of additional ads on other media properties visited by the visitor, and because the delivery of an ad requires only control of the ad space and not necessarily control of the entire media property visited by the visitor, a media property (in the present context) can also be defined as any equipment that controls an ad space viewed by a visitor, including a web site, an ad network's site (where the ad network represents the ad space of different sites), a TV program, some of the ad space within TV programs or TV channels (represented by a cable company), a TV network, or any ad space for which an entity is allowed to sell an advertisement and deliver it within the ad space; whether the ad space is owned by that entity, or whether the entity pays the owner of the ad space when using its ad space to deliver an ad sold by the entity. Ad space can be on a web site, in a TV program, in a text message, in a radio show, in any broadcasted material, in any streaming video or audio, etc. An ad space can be a fixed position on a page, or the ad space can be made available by a web site to an ad network (for example) only when the web site did not sell all of the site's ad inventory and therefore wishes to make some of the inventory available to the ad network.

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

The tag can be placed on the device used by the user to access the first media property where the user's profile was collected (in case of observed behavior, that behavior can be reading a specific content, searching, clicking an ad or content, making

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a phone call, asking for product information, acquiring a product, or taking any other kind of action). A tag placed on the device (1) could be read only by a server operating under the same domain as the server that placed the tag on the device to begin with as in the case of a cookie for example, (2) could be placed on the device when the user visited the first media property, and then the tag can be read by any second media property visited by the visitor, or (3) could be encrypted and, while accessed by any second media property visited by the visitor, the tag could be deciphered only by second media property computers that received the deciphering code from the first media property. In case of a tag placed by software installed on a user's computer, the tag could be whatever the software wants it to be, including a cookie of any domain.

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

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

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

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Some 50% to 80% of the ad space on the Internet is considered difficult to monetize, as it is located next to content that tends to be more generalized, such as general news, web based e-mails, instant messages, music or files downloading sites, and software. Advertisers are not willing to pay a high price for delivering an ad to visitors of such sites, as they do not know how many of those sites' visitors are potential clients for their products and services. By contrast, advertisers prefer the placement of ads on dedicated content sites, such as a travel site. For example, an airline is willing to pay a high price per ad on a travel site, as it knows that the ad will be delivered to people who are currently searching for flying tickets. The same is true for TV, where a significant proportion of the ad space is within TV programs where the audience is heterogeneous. It is also true for radio shows and other kind of media.

Using profiles for the delivery of targeted ads within the above-described low-value ad space can turn the low-value ad space into high-value ad space by delivering ads to users that are based on previously collected profiles of the users, rather than ads that are related to the content on the page they are viewing. For example, a "car insurance" related ad, delivered to a person who yesterday searched for "car insurance" within the ad space of a general news page the person is currently reading, will be much more relevant to the person than an ad related to the general news he or she is reading.

The BT companies are described above as collecting profiles and later delivering ads to the profiled visitors when found on other sites. The ads delivered by the BT company to the profiled visitors are either sold by the BT company, which pays royalties to the profile suppliers that provided it with profiles whenever ads presented to their audience generate revenues, or paid for by a publisher that is interested in delivering ads to its own audience outside its site and is paying the BT company to find its audience on other sites. As described, the publisher might be the BT company itself.

In addition, where the collected profiles are mainly used to deliver targeted ads within low-value ad space that is acquired from low-value ad space owners, and the ads are delivered by the BT company, there is also the opportunity to make the collected profiles available to low-value ad space owners, because, instead of selling

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their low-value ad space to the profile owners, such ad space owners would prefer to monetize their low-value ad space better by themselves, by using the collected profiles to sell targeted ads, delivered to the profiled visitors when found within such low-value ad space.

A low-value ad space owner could be any media property owner, whether it owns a web site, a TV program, a radio show, or any other media property. Also, "low-value" ad space is a relative term. Because ad space prices are usually a function of the content next to the ad space, if a profile-based ad garners a higher price for the ad space owner than an ad based on the adjacent content, then the ad space value is considered "low value" (i.e., in relative terms, relative to the price the ad space will garner if used for delivery of a profile-based ad).

As described, for example, in commonly owned U.S. Patent 6,925,440, (A) profile owners (i.e., who either own the profiles or have the right to resell the profiles on behalf of another profile owner) can provide a databank with access to visitors and their profiles, and (B) either (i) the databank enhances its existing profile on a visitor with a profile owner's profile information about the visitor or (ii) a profile owner enhances the profile it has on a visitor with the databank's profile information about the visitor, where the profile information is given in return for royalties paid for every later usage of the profile information for the delivery of targeted ads to the visitor based on the profile (for example).

Although the invention of the '440 Patent provides a media property with additional information about its visitors, several possible challenges arise:

1. If a media property (if acting as a profile owner) wants to enhance the profiles available to it about its visitors and thus contacts a databank and provides it with access to the profiles, the media property might be wasting resources: First, the databank might have no profiles about the media property's visitors. For example, if the databank has no profile about a visitor, the media property would have provided the databank access to the visitor merely to learn that fact. Second, the profiles that the databank does have might be of no use to the media property because its sales force does not sell ads in the category in which the profiles belong. For example, if the

databank has a profile about the visitor and it is a health-related profile, but the media property's sales force does not sell ads in the health category, the profile available from the databank about that visitor is of no use to the media property.

2. The media property (if acting as a databank) may be given access by a profile owner to many visitors to that profile owner's site for whose profiles the media property has no need, because the media property has no way of monetizing profiles of those kinds. For example, if a media property's sales force specializes in selling ads in the travel and financial services categories, there is no use in providing them with health, auto, and shopping-related profiles. In cases where a large profile owner makes profiles available to a media property, unless the media property has a very large sales force that specializes in selling ads in many different advertising categories, there is a significant probability that the media property will have no use for most of the profiles received.

3. A media property that receives profiles under the system of the '440 Patent described here is committing itself to pay for every usage of a received profile. Because many of the ads (or, depending on the way the profile is transferred, all of the ads) are delivered by the media property after receipt of the profile, it is a challenge for the media property to track usage of the profiles. First, it is not clear which of the visitors (for whom the media owner received profiles) actually visited the media property later on their own accord as opposed to visiting via a redirect, for example from a databank or a profile owner to the media property without the visitor asking for such visit or being aware of it. In the case of a redirect from a databank's server or a profile owner's server, a visitor's browser would simply fetch a 1x1 transparent pixel from the media property's server following the redirect. Second, because it is not clear how many of the profiled visitors will appear later within the ad space of the media property, some tracking of the usage of the profiles by the media property must be established. The problem becomes even more complex when the media property receives the profiles from a databank, because the databank itself aggregates profiles from other profile owners and makes those profiles available to media properties, and it is not clear which of the delivered profiled visitors will visit the media property on their

own accord (whether for the first time or not). In that circumstance, it is not clear how the databank will know which profile suppliers to compensate for usage of their profiles. The problem is especially complex when the databank has several profile suppliers providing it with profiles in the same category (for example, the databank may have 20 different travel sites, all allowing the databank to tag their visitors as "travel" visitors) and the databank gives to a media property all of the profiles from those profile suppliers within that category.

Although BT companies can collect profiles and deliver ads to the profiled visitors within low-value ad space that they buy from media properties, there remains the need, therefore, to provide collected profiles to media properties that will better monetize their low-value ad space by selling ads based on the profiles and delivering the ads within their ad space to the profiled visitors when those visitors visit the media properties and making a payment for the profiles to the profile owners who provided the profiles.

What is needed generally is a more efficient method of profile-based behavioral targeting advertisement placement services, particularly for improving monetization of electronic advertisement placement.

SUMMARY OF THE INVENTION

Generally, various aspects of the disclosed embodiments relate to systems and methods for providing collected profiles to media properties, for improved monetization of electronic advertisement placement. The methods have particular importance to media properties that have interests in specific profiles or profiles of a specified category or kind.

The disclosure more specifically relates to an automatic system operated by a profile owner company ("PO company") for identifying media properties interested in having a collected profile made available to them. The automatic system makes the identification by recognizing a collected profile as one that a media property has previously requested or one that is within a category that a media property has

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previously requested. Thereafter, the PO company arranges for the visitor to be tagged with a tag readable by the media property that requested such a profile.

Using information received from the media property, the PO company then records usage of the profile by the media property. When the PO company also acts as a databank, the PO company determines which profile supplier will be credited for the media property's usage of the profile (i.e., the one that provided the databank with the profile that was used) and records the credit.

In one implementation, when a media property uses a profile, the media property transfers the visitor, along with the profile it is using, to the PO company's system, to let the PO company know which kind of profile was used. The media property might transfer the profile along with the visitor only when the media property receives from the PO company more than one kind of profile, because it is unnecessary if the media property receives only one kind of profile.

Because BT companies collect profiles, any BT company (defined above) could act as a PO company and make profiles available to media properties, whether the PO company owns profiles directly or acts as a databank representing other profile owners. Such other profile owners provide the databank with their profiles in return for (i) royalties paid to them whenever the profiles are used, or (ii) a payment. Any profile supplier (defined above) can also be a PO company.

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

BRIEF DESCRIPTION OF THE DRAWINGS

Figure 1 is a flow diagram of an exemplary embodiment of a method for transferring collected profiles to media properties having specified interests.

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Figure 2 is a schematic of an exemplary embodiment of entities and associated data flow useful with a method of transferring collected profiles to media properties having specified interests.

DESCRIPTION OF PREFERRED EXEMPLARY EMBODIMENTS

In disclosed embodiments, collected profiles are made available by accepting information about desired profiles or profile categories from a media property, identifying an electronic visitor as fitting into the profile category, and arranging for that visitor to be tagged. Preferred additional aspects of disclosed embodiments include automatically electronically recording electronic visits by tagged visitors to a media property, determining which profile supplier will be credited for the recorded electronic visit, and crediting that profile supplier.

The method includes the following basic steps:

1. A PO company's database 12 records (Fig. 1, 1000) the profiles, or the kind of profiles, a media property (e.g., Fig. 2, MP1) is looking for. The profile could be a behavioral profile, a demographic profile, or any other possible profile. For example, a media property (MP1) could ask for visitors who have searched for "car insurance" on a search engine, visitors who were interested in "travel" (MP1(A)), or visitors who were interested in "autos" (MP1(B)), etc. A media property can communicate to the PO company the profiles for which it is looking via e-mail, electronically, via mail, over the phone, or in any other way.

2. A profile supplier (e.g., Fig. 2, PS1) redirects (Fig. 1, 2000) a visitor 20 to a PO company 10 along with the visitor's profile (Pr1). In case the profile supplier is also the PO company (see visitor 25), this step either does not take place or takes place internally, for example via an internal redirect from one server (see 11) to another server 10 operating under the same domain that belongs to the publisher/PO Company. In case the PO company has software on a user's computer that enables it to monitor the user's visits to media properties without the cooperation of the media properties, this step either does not take place or takes place internally, e.g., by the software on the

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user's computer communicating the collected profile to the PO company's central server.

3. The PO company's server 10 recognizes (3000) the content read by the user, the category to which the content read by the user belongs, the keyword searched for by the user, an ad clicked by the user, or any other action conducted on the page/site by the user (such as click on an item of content or an ad, purchase of a product, request for more information, etc.) during the site visit. The recognizing might be as simple as pulling a keyword for which the visitor searched from a URL used by the profile supplier to redirect the visitor 10 to the PO company, for example. Alternatively, the recognizing might be as simple as recognizing the kind of content read by the visitor by recognizing the URL used by the profile supplier to redirect the visitor to the PO company because the URL is one that the PO company identified to the profile supplier for use when redirecting visitors who read a specific kind of content. Recognizing of content may also be done through a semantic analysis of content of a page read by the visitor.

4. The PO company's server 10 optionally can categorize (4000) specific content read by the user or an action conducted by a user. In some implementations, this step will not take place. An example action might be a search for a keyword. To illustrate, suppose a person searched for an airline ticket to Florida on a travel site. When the PO company receives that information, in addition to recording the search for the flight to Florida in the visitor's profile (whether the profile is stored in the cookie or tag, the PO company's central database 13, or both of those places), the PO company's server 10 may further categorize the person under the "Travel" category and in the "Search for Flights" subcategory of "Travel." In another example, a visitor would be categorized as "searching for an airline ticket" by virtue of having searched for an airline ticket at least three different times within a week, on one media property or several media properties. In that example, if the visitor were to have searched for an airline ticket fewer than three times within a week, the PO company's server 10 will not categorize the visitor as "searching for an airline ticket," because the visitor would be

considered as less serious about the purchase according to the definition in use by the PO company.

5. The PO company's server 10 identifies (5000) the media properties (e.g., MP1 and MP2) that have asked to receive a visitor having a profile such as the one recognized in step 3 or categorized in step 4 (e.g., a profile of kind "A" in Fig. 2). Thereafter, the PO company arranges (6000) for the visitor (e.g., 20) to be tagged with a tag readable by the identified media property (e.g., MP1 or MP2), which can use the tag to recognize the visitor's profile.

6. Using information 40 received from the media property, the PO company then records (7000) usage of the profile (e.g., Pr(A)) by the media property (e.g., MP2). When the PO company also acts as a databank, the PO company determines which profile supplier (PS1, PS2, … PSn) will be credited for the media property's (e.g., MP2's) usage of the profile and records the credit (e.g., in data store 13).

The PO company's arranging placement of the tag (see step 5 above) can be achieved in different ways:

A. The PO company can redirect (e.g., Pr(X), Pr(Y) in Fig. 2, in cases where media property MPn has expressed interest in those profiles) a visitor to the identified media property with a request to have the identified media property tag the visitor with the media property's own tag, which obviously is readable by the selected media property (such a tag could be a cookie on the visitor's storage device). The tag in this case could be placed by the identified media property following a redirect by the PO company to a specific URL given to the PO company by the media property. The media property would have given the PO company, in this example, different URLs for different kind of profiles, and the PO company would choose the URL for redirecting the visitor to the media property based on the kind of profile recognized.

B. The PO company can itself place a tag (e.g., TagC denoting profile "C" in Fig. 2) that will be readable by the identified media property.

C. The PO company can place an encoded tag that, although accessible by any media property, can be read only by a selected media property to which the PO company gave a deciphering code.

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D. In cases when the PO company has software installed on a user's computer, the BT company can arrange for the software to place a tag readable by the identified media property (such a tag could be a cookie operating under the selected media property domain).

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

The identified media property can use its tag to recognize the profile of the visitor either (1) by virtue of each profile having a unique tag (e.g., TagC denoting profile "C" in Fig. 2), or (2) by virtue of the profile that was received from the PO company having been stored (a) with the tag, (b) in the tag (which can occur with a cookie), (c) in a central database (where the tag is used as the link between the visitor and profile), or (d) in all of those places.

In another possible implementation (not shown), aside from the PO company arranging placement of the tag readable by the identified media property, the PO company sends the profile and a copy of the tag separately to the identified media property, which will store the tag and the profile in its central database, and when the identified media property recognizes the tag on a visitor's computer, for example, it pulls the visitor's profile from its database.

The PO company can make a profile available to a media property using the same methods that profile suppliers use to give their profiles to PO companies.

When an identified media property (e.g., MP2 in Fig. 2) recognizes (at time t2) a tagged visitor (tagged previously, at time t1) within its ad space, the media property will serve an ad 30 to the visitor (e.g., visitor 20) based on the profile provided by the PO company 10. Usually, a profile-based ad will be delivered by the media property when it will generate a higher price for the ad space than other ads available to the media property for placement within the ad space.

The media properties (a profile supplier and an identified media property) can be of the same kind of media (e.g., two web sites on the Internet) or of different media (e.g., first media property, where the profile is collected, can be a web site on the Internet, and the second media property, to which the profile is given by the PO company, can be a TV channel on TV or a text message system on a mobile phone, etc.). In the case where the second media property operates within a different media than the first media property, the tagging of the visitor with a tag readable by the second media property (which is arranged by the PO company) might include finding the device used by the visitor to access the second media property (the identified media property) by using personal identifiable information about the visitor. As there may be no connection between the device used by the visitor to access the first media property (computer, for example) and the device used by the visitor to access the second (identified) media property (TV, for example) besides the commonality of the user (visitor), personally identifiable information about the visitor could be used to allow the second media property to learn which device the visitor uses to access the second media property and tag the visitor. The second media property could tag the device used by the visitor to access the second media property by placing a tag on the device itself or in a central database of the second media property, for example.

The process of the PO company enabling an identified media property to place a cookie on a visitor's computer for the purpose of finding the visitor later within the ad space of the identified media property is similar to the way DoubleClick's Boomerang system places cookies on visitors to an advertiser site for the purpose of finding those visitors later on other sites where Doubleclick serves ads. That process – where identified media properties place cookies on visitors' computers redirected to them by PO companies – is sometimes referred to as "cookie matching."

For example, following a redirect (not shown) from a server 10 of a PO company #1, weather.com might place a weather.com cookie on a visitor's computer 20 marking the visitor as interested in "travel" (profile category "A") and indicating that the profile originated with PO company #1. Later, if and when the weather.com ad server (MP2) recognizes that the same visitor 20 had happened to visit weather.com's site

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(weather.com can recognize the visitor by reading its own weather.com cookie), the weather.com ad server (MP2) can choose to deliver a travel-related ad 30 to the visitor 20 within the weather.com ad space. The weather.com ad server's decision whether or not to deliver the travel-related ad will usually depend on the price the ad is expected to bring when compared with the price for other ads available for weather.com to display within the same weather.com ad space.

In step 6, the information received by the PO company might be received from the media property electronically 40, via e-mail, in a file on a CD sent by mail, or in any other form. That said, because the goal is to make profiles available to media properties on a large scale, it would be beneficial to demand the least complex approach from media properties. After all, the more complex the tracking system that the media properties must implement to track their usage of profiles, the more difficult it will be for them to use profiles that they do not own.

One implementation – where the media property is required to give only minimal effort to track its usage of profiles – is merely asking a media property to provide the PO company server 10, every time that the media property (MP2) serves an ad based on a profile from the PO company, with access to the visitor 20 viewing an ad 30 based on the PO company's profile (e.g., in TagC). Such access, in that implementation, could be achieved by simply having the media property integrate into every profile-based ad it delivers a 1x1 pixel that will redirect (also denoted by 40 in Fig. 2) the visitor 20, when viewing the ad 30 (at time t2), to the PO company server 10. Such a 1x1 pixel can point to a URL given to the media property by the PO company that is unique to a certain kind or category of profiles (so the PO company could recognize not only the fact that the media property used a profile but also the kind of profile used). The advantage of this implementation is that the PO company is the one that records the profile usage, and the media property does not have to do anything further to keep or transfer records.

In the same implementation, in cases where the PO company has transferred more than one kind of profiles to a media property (for example, profiles "A" indicating interest in travel and profiles "B" indicating interest in autos), the media property can

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send the PO company, along with the access to the visitor viewing an ad, an indication of which profile the media property used to deliver the ad currently being viewed by the visitor. In that implementation, a travel profile will be indicated by the media property's use of a first URL to redirect the visitor to the PO company server, an auto profile will be indicated by the media property's use of a second URL to redirect the visitor to the PO company server, etc. (The different URLs for different kind of profiles would be ones given to the media property by the PO company.)

Because different kind of profiles might have different rates (a travel profile might fetch $2 CPM, auto profiles might fetch $5 CPM, etc.), it is important to know which of the profiles the media property used. Also, if the PO company is acting as a databank, it might have different ways in which it compensates profile suppliers for their collected profiles.

Based on its profile collection and compensation policy, the PO company can decide which profile suppliers to credit for the delivery of a profile-based ad by a media property. For example, the PO company might decide that, for behavioral profiles, time is important, so only the last profile supplier to report a behavioral profile of a visitor (before an ad based on that profile is served to the visitor) will be compensated but any other profile suppliers that provided the same kind of profile information about the same visitor earlier will not be compensated.

The following example illustrates the above-described embodiment. Suppose a visitor 20 searches for airline tickets on three different sites (PS1, PS2, and PSn), and all three sites delivered the visitor 20 to the PO company server 10 along with the information that the visitor searched for an airline ticket. Suppose further that the PO company has recognized that the Yahoo! site (MP2 is Yahoo! this time) is interested in receiving travel ("A") profiles and therefore has redirected (not shown) the visitor 20 to Yahoo! on three different occasions along with the information that the visitor searched for an airline ticket; that is, each time the PO company server 10 itself received access to the visitor 20 following a redirect from a profile supplier (PS1, PS2, or PSn), it immediately redirected the visitor to Yahoo!, because it recognized the visitor 20 as

interested in "travel" (in this example, according to a definition that recognizes a visitor as interested in "travel" after only one search for an airline ticket).

Later (time t2), when the visitor 20 chooses to visit yahoo.com (MP2) on his or her own accord, Yahoo! recognizes the profiled visitor 20 and delivers a travel-related ad 30 to the visitor 20; however, Yahoo! has that opportunity only after Yahoo! has received the profile about the visitor 20 from the PO company three times. If Yahoo! has integrated into the travel ad 30 delivered to the visitor 20 a 1x1 pixel redirecting the visitor 20 to the PO company, the visitor's browser, when fetching the ad from the Yahoo! ad server (MP2), also approaches the PO company server 10. The PO company server 10 learns, from the URL that the visitor's browser is using to access it, that Yahoo! (MP2) has served a travel-related ad 30 to the visitor 20.

Based on that information, the PO company records (in data store 13) a charge of two tenths of a cent to Yahoo! (in this example, $2 CPM, or $2 per 1,000, is the rate the PO company charges for travel-related ("A") ads delivered based on travel profiles provided by the PO company to a media property).

The PO company stores, as part of the visitor's profile, data indicating which profile suppliers provided profiles about the visitor and the date and time the profiles were supplied. The PO company stores the profile (1) in the tag (a cookie, for example), (2) along the tag, (3) in a central database (e.g., 13), in which case the tag is used as a link between the visitor's computer and the profile information in the database, or (4) in all of those places.

Note that the PO company's tag is different from the identified media property's tag. The PO company's tag is used to uniquely identify a visitor about which the PO company has a profile, where the profile itself includes the profile suppliers that provided the profile, the dates and times they have done so, and possibly other information, all part of the visitor's profile definition. The identified media property's tag is used by the media property to recognize the profile of the visitor.

The PO company uses its own tag to access the visitor profile and learn which profile supplier (PS1, PS2, or PSn) was the last one to supply the travel-related ("A") profile (the visitor's search for airline tickets), which Yahoo! (MP2) used to deliver the

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ad. The PO company then records (also, e.g., in 13) a credit of one tenth of a cent (half of the charge to Yahoo!) to that profile supplier. In this example, a revenue share of 50%-50% between the profile supplier and the PO company is used. If the PO company had agreed with the profile supplier on a 40% revenue share, the profile supplier would have been given a credit of eight hundredths of a cent ($2/1000*40%), or if the profile supplier was promised $0.001 for every use of its profile, the PO company would have recorded a credit of $0.001 to the profile supplier.

In a second illustration, the PO company might decide that a visitor should be considered interested in "travel" only if the visitor searches for airline tickets three different times within a week, on the same site or different sites. In that case, only when the visitor is recognized as interested in "travel" according to that definition will the PO company make the visitor's "travel" profile available to media properties (MP2) interested in "travel" ("A") profiles. In this example, if a first profile supplier PS1 delivers the visitor 20 and the information (Pr1) that the visitor 20 is searching for airline tickets on Sunday, a second profile supplier PS2 delivers the visitor 20 to the PO company 10 on Monday along with the information (Pr2) that the visitor 20 is searching for airline tickets, and the first profile supplier PS1 again delivers the visitor 20 to the PO company 10 on Wednesday along with the information (not shown) that the visitor 20 is searching for airline tickets, then only at that time on Wednesday will the PO company's server 10 recognize the visitor 20 as a "travel" ("A") visitor and redirect (not shown) the visitor's computer 20 to Yahoo! (MP2).

In that second illustration, when Yahoo! (MP2) serves a travel-related ad 30 to the visitor 20 and redirects (40) the visitor 20 to the PO company 10, the PO company might credit (in 13) the first profile supplier PS1 with two thirtieths of a cent ($2/1000*50%*2/3) and the second profile supplier PS2 with one thirtieth of a cent ($2/1000*50%*1/3). In other words, in that illustration, (a) Yahoo! agreed to pay $2 for every thousand travel-related ads delivered based on profiles provided by the PO company, (b) the PO company promised to give profile suppliers half of the revenues the PO company generates from ads delivered by media properties based on the profiles it makes available to them, and (c) the visitor was recognized as interested in

"travel" thanks to two visits (out of the three visits to travel sites that defined the visitor as interested in "travel") made to the first profile supplier's site and one visit to the second profile supplier's site. Therefore, the first profile supplier is entitled to two thirds of the amount due to the profile suppliers altogether, and the one visit made by the visitor to the second profile supplier's site entitles the second profile supplier to one third of the amount due to the profile suppliers altogether.

Alternatively, the PO company – when making a profile available to a media property by arranging for placement of a tag readable by the identified media property – can add a unique ID to the profile (or to the tag in cases where the tag is used by the media property to recognize the visitor's profile) and ask the media property to report the ID back to the PO company whenever the media property uses the transferred profile. The PO company can use the unique ID to record in its database the profile suppliers that will be entitled to a credit when the media property delivers ads based on the transferred profile. The media property could report 40 to the PO company (at the end of the month, for example) the number of ads it has served, for each unique ID. Because each unique ID represents a kind of profile, the PO company will know what rate it should charge the media property for usage of the profile, and because the unique ID also tells the PO company which profile suppliers should be entitled to a credit for the usage of a profile, the PO company can also credit the deserving profile suppliers.

The media property might pay the PO company for every ad impression delivered based on the received profile or only when an action takes place that is connected to the ad (perhaps occurring on the advertiser's site immediately following a click on the ad or perhaps occurring a few days after viewing the ad or clicking the ad), such as a click on the ad, a registration on the advertiser's site, a request for information, a product acquisition, or the making of a phone call.

Different implementations might be chosen depending on the relative sizes of a profile owner (in terms of number of profiled visitors; note that the profile owner may also be a databank) and a media property (in terms of number of visitors). In cases where the media property has many visitors and is considered to have an extensive

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reach ("reach" is a figure used to express the percentage of the population using a media that visits the media property; for example, Valueclick, a web-based ad network of sites reaches 80% of the US web population), a profile owner might transfer to the media property all visitors within the categories requested by the media property, because the probability of finding a profiled visitor within the media property's ad space is high (in the case of Valueclick, the probability is 80%).

In cases where the media property's reach is not very significant, but the profile owner has a relatively large number of profiles, the media property may choose to make its visitors accessible to the profile owner to check whether the profile owner can enhance the profiles of some of its visitors, in the ad categories of interest to the media property, instead of having the profile owner send all of its visitors in the categories of interest, because, as a result of the media property's low reach, only a small percentage of visitors sent to the media property by the profile owner will later choose to visit the low-reach media property.

PUBLIC NOTICE REGARDING THE SCOPE OF THE INVENTION AND CLAIMS

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

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

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I claim:

1. A method for providing collected profiles comprising:

(a) responsive to receiving profile information about an electronic visitor to a profile supplier, automatically selecting a media property based on a comparison of the profile information received about the visitor with a previously received request for specific profiles or kinds of profiles of interest to the media property; and

(b) automatically arranging for electronic storage of a tag that is associated with the visitor and that is readable by the selected media property.

2. The method of claim 1 wherein part (a) comprises automatically selecting a plurality of media properties, based on a comparison of the profile information received about the visitor with each request of a set of requests, at least one of which requests was previously received from each of the media properties, each request being for specific profiles or kinds of profiles.

3. The method of claim 1 wherein performing part (a) responsive to receiving profile information about an electronic visitor to a profile supplier comprises performing part (a) responsive to receiving a redirect of a visitor along with the visitor's profile from the profile supplier.

4. The method of claim 1 wherein part (a) further comprises categorizing the profile information received about the visitor into a category of profiles.

5. The method of claim 1 further comprising recording a fee to the profile supplier in exchange for the profile information received from the profile supplier.

6. The method of claim 1 wherein the tag comprises personally identifiable information identifying the visitor.

7. The method of claim 1 wherein automatically arranging for electronic storage of the tag comprises arranging for electronic storage of the profile information in the tag.

8. The method of claim 1 wherein automatically arranging for electronic storage of the tag comprises arranging for electronic storage of the profile information in a database locatable through the tag.

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9. The method of claim 1 wherein automatically arranging for electronic storage of the tag comprises redirecting the visitor to the selected media property with a request to have the selected media property tag the visitor.

10. The method of claim 1 further comprising, after parts (a) and (b), electronically receiving a report from the selected media property containing information about usage of the profile in association with a visit by the profiled visitor to the selected media property.

11. The method of claim 10 further comprising, based on the report, recording an amount owed by the selected media property for profile usage.

12. The method of claim 11 further comprising calculating fees owed to a plurality of profile suppliers based on respective contributions of said profile suppliers to the profile identified in the report as having been used.

13. The method of claim 10 wherein the report contains information about usage of the profile in association with a profile-based advertisement delivered to the profiled visitor by the selected media property.

14. The method of claim 11 wherein the report comprises a redirection of the visitor from the selected media property when the selected media property utilizes the profile to deliver the advertisement.

15. The method of claim 14 wherein the redirection occurs by incorporating a redirection instruction into the advertisement.

16. The method of claim 1 wherein the profile supplier operates in a different media than the selected media property.

17. The method of claim 16 wherein the profile supplier operates in the Internet and the selected media property operates in a television media.

18. The method of claim 1 wherein part (a) comprises automatically selecting a media property based on a comparison of the profile information received about the visitor with a plurality of requests, previously received from the media property, each request being for a specific profile or kind of profiles.

19. The method of claim 18 further comprising, after parts (a) and (b), electronically receiving a report from the selected media property containing

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information about usage of the profile in association with a visit by the profiled visitor to the selected media property, and wherein the report further contains information identifying which profile or kind of profiles the selected media property used in connection with usage of the profile.

20. The method of claim 19 wherein the report comprises a redirection of the visitor from the selected media property when the selected media property utilizes the profile to deliver the advertisement, and wherein the information identifying which profile or kinds of profiles the selected media property used is contained in the URL to which the visitor is redirected.

21. The method of claim 1:

(i) wherein performing part (a) responsive to receiving profile information about an electronic visitor to a profile supplier comprises performing part (a) responsive to receiving a redirect of a visitor along with the visitor's profile from the profile supplier;

(ii) wherein part (a) further comprises categorizing the profile information received about the visitor into a category of profiles;

(iii) wherein part (a) comprises automatically selecting at least one of a plurality of media properties, based on a comparison of the profile information received about the visitor with each request of a set of requests, at least one of which requests was previously received from each of the media properties, each request being for specific profiles or kinds of profiles;

(iv) wherein automatically arranging for electronic storage of the tag comprises redirecting the visitor to the selected media property with a request to have the selected media property tag the visitor.

(v) further comprising, after parts (a) and (b), electronically receiving a report from the selected media property containing information about usage of the profile in association with a visit by the profiled visitor to the selected media property;

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(vi) wherein the report contains information about usage of the profile in association with a profile-based advertisement delivered to the profiled visitor by the selected media property; and

(vii) further comprising, based on the report, recording (A) an amount owed by the selected media property for profile usage, and (B) a fee owed to the profile supplier for providing the profile information that was used by the selected media property.

22. A computer server programmed to implement a method for providing collected profiles comprising:

(a) responsive to receiving profile information about an electronic visitor to a profile supplier, automatically selecting a media property based on a comparison of the profile information received about the visitor with a previously received request for specific profiles or kinds of profiles of interest to the media property; and

(b) automatically arranging for electronic storage of a tag that is associated with the visitor and that is readable by the selected media property.

23. The computer server of claim 22 wherein the server is further programmed to implement a method for providing collected profiles:

(i) wherein performing part (a) responsive to receiving profile information about an electronic visitor to a profile supplier comprises performing part (a) responsive to receiving a redirect of a visitor along with the visitor's profile from the profile supplier;

(ii) wherein part (a) further comprises categorizing the profile information received about the visitor into a category of profiles;

(iii) wherein part (a) comprises automatically selecting at least one of a plurality of media properties, based on a comparison of the profile information received about the visitor with each request of a set of requests, at least one of which requests was previously received from each of the media properties, each request being for specific profiles or kinds of profiles;

(iv) wherein automatically arranging for electronic storage of the tag comprises redirecting the visitor to the selected media property with a request to have the selected media property tag the visitor.

(v) further comprising, after parts (a) and (b), electronically receiving a report from the selected media property containing information about usage of the profile in association with a visit by the profiled visitor to the selected media property;

(vi) wherein the report contains information about usage of the profile in association with a profile-based advertisement delivered to the profiled visitor by the selected media property; and

(vii) further comprising, based on the report, recording (A) an amount owed by the selected media property for profile usage, and (B) a fee owed to the profile supplier for providing the profile information that was used by the selected media property.

24. A method for receiving collected profiles comprising:

(a) providing to a profile owner a request for specific profiles or kinds of profiles of interest along with a request for the profile owner to automatically arrange for electronic storage of a tag that is associated with visitors to a first media property having profile information matching the requested profiles or kinds of profiles; and

(b) later, automatically checking visitors to a second media property for the tag and, when found, automatically causing the delivery of a profile-dependent advertisement to the tagged visitors.

25. The method of claim 24 further comprising, after part (a) and before part (b), automatically tagging visitors redirected by the profile owner.

26. The method of claim 24 further comprising, after parts (a) and (b), electronically reporting to the profile owner information about delivery of the advertisement to the tagged visitors.

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27. The method of claim 26 wherein electronically reporting comprises automatically redirecting tagged visitors to the profile owner along with delivery of the advertisement.

28. The method of claim 27 wherein automatically redirecting comprises delivering an advertisement containing a redirection instruction.

29. The method of claim 26 wherein reporting further comprises automatically electronically identifying to the profile owner one of a plurality of profiles or kind of profiles used in association with delivery of the advertisement.

30. The method of claim 29 wherein electronically reporting comprises automatically redirecting tagged visitors to the profile owner along with delivery of the advertisement and identifying comprises redirecting tagged visitors to one of a plurality of URLs depending on which of the plurality of profiles or kinds of profiles was used in association with delivery of the advertisement.

31. The method of claim 24 further comprising, after parts (a) and (b), paying a fee to the profile owner as a result of delivery of the ad to the tagged visitors.

32. The method of claim 24 wherein the act of automatically causing delivery of a profile-dependent advertisement in part (b) is performed only when a price for delivery of the profile-dependent advertisement to the tagged visitor is higher than a price for delivery to the tagged visitor of an advertisement based on content adjacent to the ad space into which the advertisement is delivered.

33. The method of claim 32 further comprising:

(i) after part (a) and before part (b), automatically tagging visitors redirected by the profile owner;

(ii) after parts (a) and (b), automatically electronically reporting to the profile owner information about delivery of the advertisement to the tagged visitors, which information includes identifying to the profile owner one of a plurality of profiles or kind of profiles used in association with delivery of the advertisement; and

(iii) after parts (a) and (b), paying a fee to the profile owner as a result of delivery of the advertisement to the tagged visitors.

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ABSTRACT

To improve monetization of electronic advertisement placement, a profile owner company operates an automatic system for identifying media properties that have interests in specific profiles or profiles of a specified category or kind. The profile owner recognizes a collected visitor profile as one that a media property has previously requested or one that is within a category that a media property has previously requested and arranges for the visitor to be tagged with a tag readable by the media property that requested such a profile. The media property can use the tag in displaying customized advertising to the visitor. Using information received from the media property, the profile owner company then records usage of the profile by the media property.

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	:	Roy Shkedi	Art Unit	:	_____
Serial No.	:	_____	Examiner	:	_____
Filed	:	06/19/2007			
Title	:	Providing Collected Profiles to Media Properties Having Specified Interests			

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

INFORMATION DISCLOSURE STATEMENT

Dear Sir:

Assignee discloses the references listed on form PTO/SB/08A attached to this document. Pursuant to Office rules, copies of the U.S. Patent references are not included.

Assignee also wishes to advise the Examiner of the existence of five other pending applications that it owns, namely application Serial Nos. 10/996,491, filed November 24, 2004, 11/099,861, filed April 6, 2005, 11/479,832, filed June 30, 2006, 11/736,544, filed April 17, 2007, and 11/763,286, filed June 14, 2007, and the references of record therein.

If the Examiner has any questions concerning these matters, please contact assignee's undersigned attorney.

Respectfully submitted,

ALMONDNET INC.
by its attorney

Dated: June 19, 2007

/Louis J. Hoffman/
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11811 North Tatum Boulevard, Suite 2100
Phoenix, Arizona 85028
(480) 948-3295

PTO/SB/08A (09-06)
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Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 1 of 2

Complete if Known	
Application Number	NEW APPLICATION
Filing Date	June 19, 2007
First Named Inventor	Shkedi, Roy
Art Unit	n/a
Examiner Name	n/a
Attorney Docket Number	14-PP

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] *(if known)*	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	1	US- 6832207	12-14-2004	Shkedi	
	2	US- 6925440	08-02-2005	Shkedi	
	3	US- 6973436	12-06-2005	Shkedi	
	4	US- 7043531	05-09-2006	Seibel, et al.	
	5	US- 7072853	07-04-2006	Shkedi	
	6	US- 7188076	03-06-2007	Bensemana	
	7	US- 20010044743	11-22-2001	McKinley, et al.	
	8	US- 20020091568	07-11-2002	Kraft, et al.	
	9	US- 20020123928	09-05-2002	Eldering, et al.	
	10	US- 20020143632	10-03-2002	Walter, et al.	
	11	US- 20020194058	12-19-2002	Eldering	
	12	US- 20030036944	02-20-2003	Lesandrini, et al.	
	13	US- 20030065558	04-03-2003	Shaw, et al.	
	14	US- 20030083938	05-01-2003	Smith, et al.	
	15	US- 20030154126	08-14-2003	Gehlot, et al.	
	16	US- 20040117322	06-17-2004	Bjorksten, et al.	
	17	US- 20040260605	12-23-2004	McIntyre, et al.	
	18	US- 20050010472	01-13-2005	Quatse, et al.	
	19	US- 20050038698	02-17-2005	Lukose, et al.	

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Foreign Patent Document Country Code[3]-Number[4]-Kind Code[5] *(if known)*	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T[6]

Examiner Signature		Date Considered	

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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 2 hours 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, 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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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 2 of 2

Complete if Known	
Application Number	NEW APPLICATION
Filing Date	June 19, 2007
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Art Unit	n/a
Examiner Name	n/a
Attorney Docket Number	14-PP

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] *(if known)*	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	20	US- 20050038702	02-17-2005	Merriman, et al.	
	21	US- 20050131762	06-16-2005	Bharat, et al.	
	22	US- 20050165644	07-28-2005	Beyda, et al.	
	23	US- 20050216336	09-29-2005	Roberts, et al.	
	24	US- 20050222905	10-06-2005	Wills	
	25	US- 20060020508	01-26-2006	Gorti, et al.	
	26	US- 20060053047	03-09-2006	Garcia, et al.	
	27	US- 20060085263	04-20-2006	Greer, et al.	
	28	US-			
	29	US-			
	30	US-			
	31	US-			
	32	US-			
	33	US-			
	34	US-			
	35	US-			
	36	US-			
	37	US-			
	38	US-			

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Foreign Patent Document Country Code[3]-Number[4]-Kind Code[5] *(if known)*	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T[6]

Examiner Signature		Date Considered	

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. [1] Applicant's unique citation designation number (optional). [2] See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. [3] Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). [4] For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. [5] Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. [6] Applicant is to place a check mark here if English language Translation is attached.

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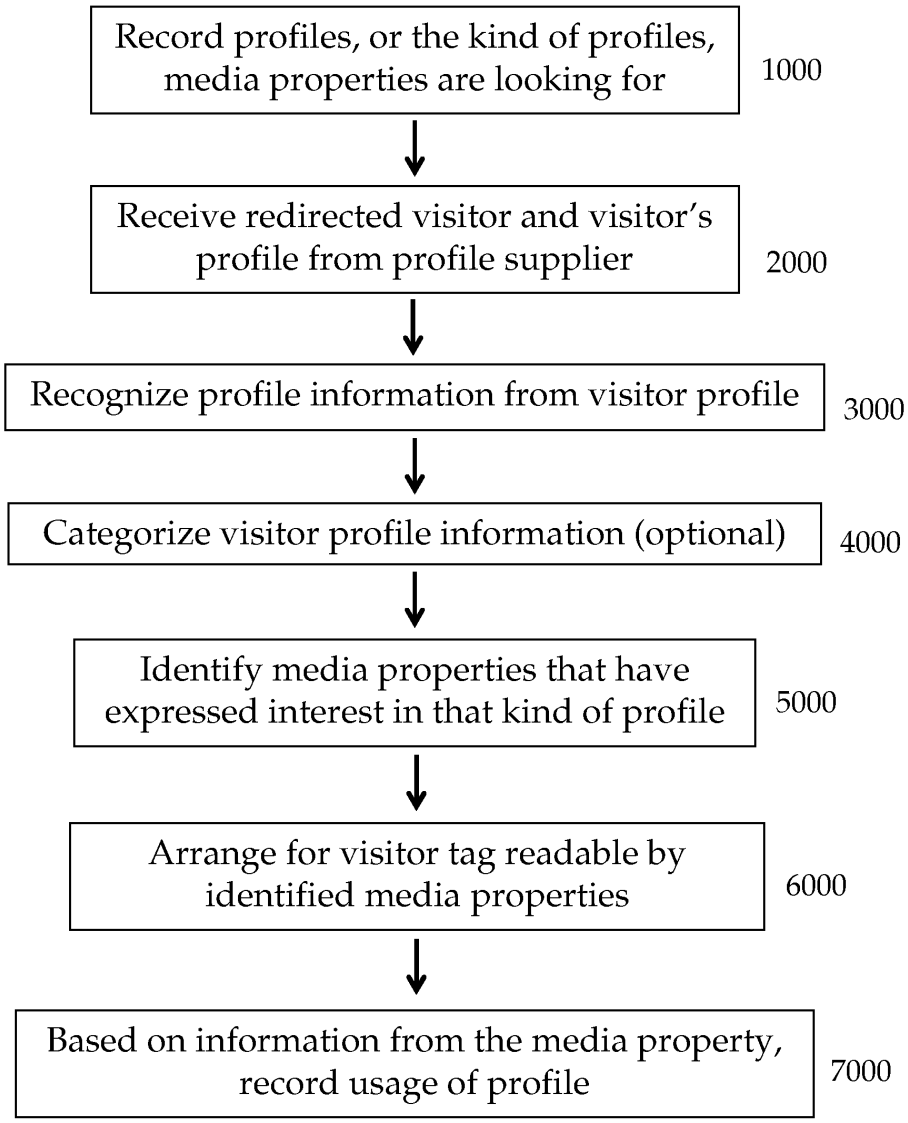

Record profiles, or the kind of profiles, media properties are looking for
1000
Receive redirected visitor and visitor's profile from profile supplier
2000
Recognize profile information from visitor profile
3000
Categorize visitor profile information (optional)
4000
Identify media properties that have expressed interest in that kind of profile
5000
Arrange for visitor tag readable by identified media properties
6000
Based on information from the media property, record usage of profile
7000

FIG. 1

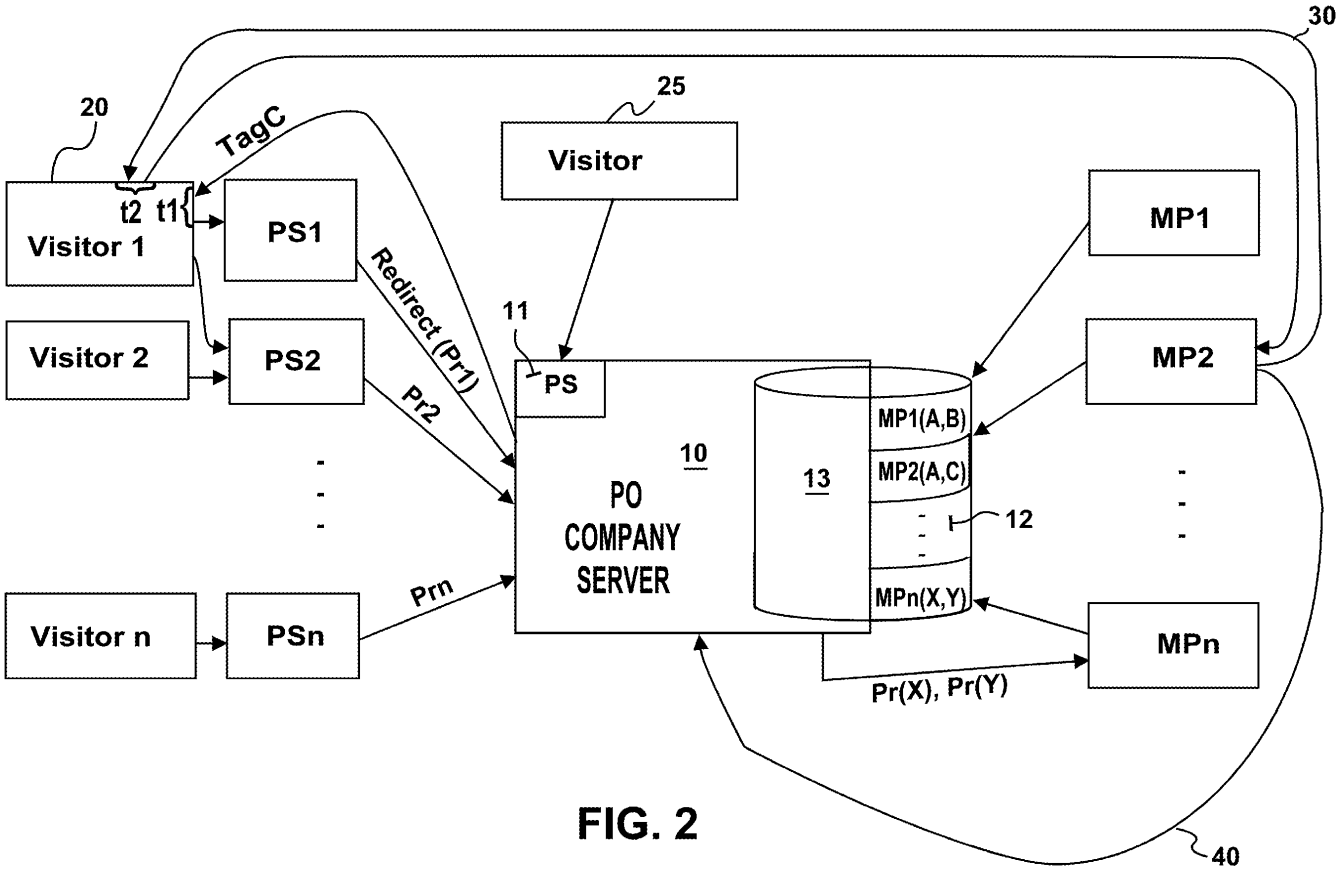

30
20
TagC
25
Visitor
t2 t1
Visitor 1
PS1
Redirect (Pr1)
MP1
11
Visitor 2
PS2
Pr2
PS
MP2
10
MP1(A,B)
13
MP2(A,C)
PO
COMPANY
SERVER
12
Prn
Visitor n
PSn
MPn(X,Y)
MPn
Pr(X), Pr(Y)
40

FIG. 2

Electronic Patent Application Fee Transmittal	
Application Number:	
Filing Date:	
Title of Invention:	PROVIDING COLLECTED PROFILES TO MEDIA PROPERTIES HAVING SPECIFIED INTERESTS
First Named Inventor/Applicant Name:	Roy Shkedi
Filer:	Louis J. Hoffman/Donald Hertz
Attorney Docket Number:	
Filed as Small Entity	

Utility Filing Fees

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Basic Filing:				
Utility filing Fee (Electronic filing)	4011	1	75	75
Utility Search Fee	2111	1	250	250
Utility Examination Fee	2311	1	100	100
Pages:				
Claims:				
Claims in excess of 20	2202	13	25	325
Miscellaneous-Filing:				
Petition:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
Extension-of-Time:				
Miscellaneous:				
		Total in USD ($)		**750**

Electronic Acknowledgement Receipt	
EFS ID:	1889332
Application Number:	11765433
International Application Number:	
Confirmation Number:	7471
Title of Invention:	PROVIDING COLLECTED PROFILES TO MEDIA PROPERTIES HAVING SPECIFIED INTERESTS
First Named Inventor/Applicant Name:	Roy Shkedi
Customer Number:	26362
Filer:	Louis J. Hoffman/Donald Hertz
Filer Authorized By:	Louis J. Hoffman
Attorney Docket Number:	
Receipt Date:	19-JUN-2007
Filing Date:	
Time Stamp:	22:59:47
Application Type:	Utility

Payment information:

Submitted with Payment	yes
Payment was successfully received in RAM	$750
RAM confirmation Number	3869
Deposit Account	

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)	Multi Part /.zip	Pages (if appl.)

1	Transmittal of New Application	apptrans-FINAL.pdf	68996	no	1
Warnings:					
Information:					
2	Oath or Declaration filed	Declaration-FINAL.pdf	93664	no	2
Warnings:					
Information:					
3	Power of Attorney	POA-FINAL.pdf	60575	no	1
Warnings:					
Information:					
4	Assignee showing of ownership per 37 CFR 3.73(b).	Ownership_statement-FINAL.pdf	57217	no	1
Warnings:					
Information:					
5	Assignee showing of ownership per 37 CFR 3.73(b).	Assignment-FINAL.pdf	20939	no	1
Warnings:					
Information:					
6		07-06-19-ProvidingProfiles-Spec-FINAL.pdf	117922	yes	29

Multipart Description/PDF files in .zip description

Document Description	Start	End
Specification	1	22
Claims	23	28
Abstract	29	29

Warnings:					
Information:					
7	Information Disclosure Statement (IDS) Filed	IDScover-FINAL.pdf	56335	no	1
Warnings:					
Information:					
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8	Information Disclosure Statement (IDS) Filed	PTO-SB-08A-FINAL.pdf	118958	no	2
Warnings:					
Information:					
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9	Drawings	drawings-FINAL.pdf	524588	no	2
Warnings:					
Information:					
10	Fee Worksheet (PTO-06)	fee-info.pdf	8511	no	2
Warnings:					
Information:					
		Total Files Size (in bytes):	1127705		

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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/SB/06 (07-06)
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PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875	Application or Docket Number 11/765,433	Filing Date 06/19/2007	☐ To be Mailed

APPLICATION AS FILED – PART I

	(Column 1)	(Column 2)	SMALL ENTITY ☒		OR	OTHER THAN SMALL ENTITY	
FOR	NUMBER FILED	NUMBER EXTRA	RATE ($)	FEE ($)		RATE ($)	FEE ($)
☒ BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A	75		N/A	
☒ SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A	N/A	250		N/A	
☒ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A	100		N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	33 minus 20 =	* 13	X $25 =	325	OR	X $ =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	3 minus 3 =	* 0	X $100 =	0		X $ =	
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $250 ($125 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	750		TOTAL	

APPLICATION AS AMENDED – PART II

AMENDMENT	(Column 1)		(Column 2)	(Column 3)	SMALL ENTITY		OR	OTHER THAN SMALL ENTITY	
	CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE ($)	ADDITIONAL FEE ($)		RATE ($)	ADDITIONAL FEE ($)
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	

AMENDMENT	(Column 1)		(Column 2)	(Column 3)					
	CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE ($)	ADDITIONAL FEE ($)		RATE ($)	ADDITIONAL FEE ($)
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".
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Legal Instrument Examiner:
ADRIANE WINSTON

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APPLICATION NUMBER	FILING or 371(c) DATE	GRP ART UNIT	FIL FEE REC'D	ATTY.DOCKET.NO
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CONFIRMATION NO. 7471

26362
LOUIS J. HOFFMAN, P.C.
11811 North Tatum Boulevard, Suite 2100
Phoenix, AZ85028

FILING RECEIPT

Date Mailed: 07/12/2007

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

Applicant(s)

Roy Shkedi, New York, NY;

Assignment For Published Patent Application

AlmondNet, Inc.

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

Domestic Priority data as claimed by applicant

This appln claims benefit of 60/805,114 06/19/2006

Foreign Applications

If Required, Foreign Filing License Granted: 07/11/2007

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US11/765,433**

Projected Publication Date: 12/20/2007

Non-Publication Request: No

Early Publication Request: No

** SMALL ENTITY **

Title

PROVIDING COLLECTED PROFILES TO MEDIA PROPERTIES HAVING SPECIFIED

INTERESTS

Preliminary Class

709

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26362
LOUIS J. HOFFMAN, P.C.
11811 North Tatum Boulevard, Suite 2100
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Title: PROVIDING COLLECTED PROFILES TO MEDIA PROPERTIES HAVING SPECIFIED INTERESTS

Publication No. US-2007-0294401-A1
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Sheet 1 of 1

Complete if Known	
Application Number	11/765,433
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Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] *(if known)*	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		US- 20040059632	03-25-2004	Kang et al.	
		US-			
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		WO2004084109A1	09-30-2004	NHN Corporation		
		KR2004099222A	11-26-2004	Echo Marketing Co., Ltd.		✓

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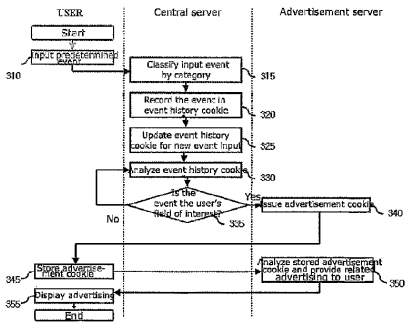
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(54) Title: A METHOD OF DETERMINING AN INTENTION OF INTERNET USER, AND A METHOD OF ADVERTISING VIA INTERNET BY USING THE DETERMINING METHOD AND A SYSTEM THEREOF



(57) Abstract: The present invention relates to a method and system wherein a user's field of interest, i.e., the user's access intention is known using the Internet and the results are applied to predetermined fields. More particularly, the present invention relates to a method and system wherein an event input by an Internet user is analyzed to understand the type of information desired by the user, and the results are used to determine the user's access intention in order to provide specific advertisements or other information to the user. An advertising method via the Internet according to an embodiment of the present invention comprises the steps of receiving an event from a user; classifying the event according to a predetermined category; recording the event as a history file; determining whether the input event represents the user's field of interest based on a predetermined reference by analyzing the history file; recoding the event that is determined to represent the user's field of interest as an advertisement file; and if the user accesses the Internet, providing advertisements associated with the advertisement file to the user. Preferably, the history file and the advertisement file may be a cookie file.

WO 2004/084109 A1

A METHOD OF DETERMINING AN INTENTION OF INTERNET USER, AND A METHOD OF ADVERTISING VIA INTERNET BY USING THE DETERMINING METHOD AND A SYSTEM THEREOF

Technical Field

The present invention relates to a method and system wherein a user's field of interest, i.e., the user's access intention is known using the Internet and the results are applied to predetermined fields. More particularly, the present invention relates to a method and system wherein an event input by an Internet user is analyzed to understand the type of information desired by the user, and the results are used to determine the user's access intention in order to provide specific advertisements or other information to the user.

Background Art

In a prior art, a method for analyzing a user's field of interest and providing predetermined information may include a method wherein the field of interest of a user who wants to become a member is received and information on the field of interest is provided to the member user regularly or irregularly via e mail, or advertisements related to the received field of interest are provided to the user when the user logs in.

Fig. 1a illustrates an exemplary list of fields of interest that are written when a user becomes a member according to the aforementioned prior art. If the user writes an interest list, the interest list is classified and stored by the user. Unless the user modifies the interest list through a specific procedure, it is determined that the user is interested in items written in the interest list. Such a prior art has a problem in that information actively reflecting a user's interest information that varies as time goes by is not provided. Furthermore, there is a problem in that temporary interest information rather than continuous interest information cannot be known. For example, if an Internet user will move next month, the user will have an increased interest in moving for a predetermined time but will have a decreasing interest after the move. The prior art, however, has a problem in that such temporary interest information cannot be known. Also, if a user himself or herself writes his/her own fields of interest, the fields

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of interest are merely roughly classified. It is also difficult to know the user's fields of interest more accurately.

Fig. 1b shows an exemplary advertising method for displaying advertisements related to a search word on a portion of a screen if a web page is searched using a keyword in the related art.

In the advertising method shown in Fig. 1b, if a user inputs a predetermined search word "plastic" 110, it is estimated that the user will have an interest in plastic operations or plastic surgery related to the search word "plastic" 110. Advertisements 120 on plastic surgery are thus displayed on a portion of a screen. The advertising method has an effect that it can increase advertising effects by displaying advertisements related to information for which the user intents to search from web pages. In this advertising method, however, corresponding advertisements are displayed only when the user inputs a corresponding search word. Not only is the exposure of advertisements inconsistent, but also the number of advertisements displayed on a screen for a corresponding search word is limited. For example, a user who frequently inputs "plastic" as a search word will have lots of interest in "plastic." If advertisements related to "plastic" are displayed even when the user inputs other search words, the number of advertisement exposures will increase and the click rate of the advertisements will also increase, so that advertising effects will be further increased. Furthermore, if useful information related to plastic as well as advertisements is provided to the user, a user's feeling of satisfaction will be significantly increased.

Disclosure of Invention

A method for determining an Internet user's access intention, and an advertising method via the Internet using the method and system thereof according to the present invention are conceived to solve the aforementioned problems in the prior art. An object of the present invention is to provide a method capable of determining an Internet user's access intention.

Another object of the present invention is to provide a method for determining an Internet user's access intention, and an advertising method via the Internet using the same and system thereof, wherein an Internet user's access intention is known in order to provide the user with information on fields in which the user has the greatest interest.

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A further object of the present invention is to provide a method for determining an Internet user's access intention, and an advertising method via the Internet using the same and system thereof, wherein an Internet user's access intention is known so that information on fields in which the user has the greatest interest can be provided to the user, thus not only maximizing advertising effects but also solving a problem in limitations of advertising resources provided corresponding to search words.

A still further object of the present invention is to provide a method for determining an Internet user's access intention, and an advertising method via the Internet using the same and system thereof, wherein an access intention of a number of Internet users are determined in order to predict fields in which the users will be highly interested in the future.

A still further object of the present invention is to provide a method for determining an Internet user's access intention, and an advertising method via the Internet using the same and system thereof, wherein an Internet user's access intention is determined and at the same time means for materializing several users is combined in order to provide the users with the most suitable information.

In order to accomplish the above objects, according to a preferred aspect of the present invention, a method for determining an Internet user' access intention comprises the steps of receiving a predetermined event from a user through the Internet, classifying the event by a predetermined category, recording history information of the event, determining whether the input event represents the user's field of interest based on a predetermined reference by analyzing the history information, and recording the event that is determined to represent the user's field of interest.

According to another aspect of the present invention, there is provided a method for providing information via the Internet, comprising the steps of receiving a predetermined event from a user, classifying the event by a predetermined category, recording history information of the event, determining whether the input event represents a user's field of interest based on a predetermined reference by analyzing the history information, recording the event that is determined to represent the user's field of interest, linking the event and predetermined information, and if the user accesses the Internet, providing the linked information to the user.

According to another aspect of the present invention, there is provided an

advertising method via the Internet, comprising the steps of receiving an event from a user, classifying the event according to a predetermined category, recording the event as a history file, determining whether the input event represents a user's field of interest based on a predetermined reference by analyzing the history file, recording the event that is determined to represent the user's field of interest as an advertisement file, and if the user accesses the Internet, providing advertisements associated with the advertisement file to the user.

According to another aspect of the present invention, there is provided an advertising system via the Internet, comprising a communication unit for receiving a predetermined event from a user, a processing unit for classifying the event according to a predetermined category, recording the event as a history file and determining whether the input event represents the user's field of interest based on a predetermined reference by analyzing the history file, an advertisement file-writing unit for recording the event that is determined to represent the user's field of interest as an advertisement file, and a control unit for controlling a predetermined advertisement server so that advertisements associated with the advertisement file are displayed to the user.

Brief Description of Drawings

Fig. 1a illustrates an exemplary list of fields of interest that are written when a user becomes a member according to the aforementioned prior art.

Fig. 1b shows an exemplary advertising method for displaying advertisements related to a search word on a portion of a screen if a web page is searched using a keyword in the related art.

Fig. 2 is a flowchart illustrating a method for determining the intention of an Internet user according to an embodiment of the present invention.

Fig. 3 is a flowchart illustrating a method for providing information via the Internet according to an embodiment of the present invention.

Fig. 4 is block diagrams illustrating the construction of a system for implementing a method for providing information via the Internet shown in Fig. 3 according to an embodiment of the present invention.

Fig. 5 is a block diagram illustrating the construction of a system for implementing the method for providing information via the Internet shown in Fig. 3

according to an embodiment of the present invention.

Fig. 6 is a flowchart illustrating a method for providing information via the Internet according to another embodiment of the present invention.

Fig. 7 shows an example of an advertising screen displayed considering both information on an Internet user's intention and information on the user's access position according to an embodiment of the present invention user

Fig. 8 is a block diagram illustrating an advertising system via the Internet according to an embodiment of the present invention.

Fig. 9 is an internal block diagram illustrating a general-purpose computer system that may be used to determine an Internet user's intention and to provide information based the determined intention according to the present invention.

Best Mode for Carrying Out the Invention

Hereinafter, a method for determining intention of an Internet user, and an advertising method via the Internet using the method and system thereof according to the present invention will be described in detail with reference to the accompanying drawings.

<Determination on user intention>

This embodiment relates to a method for receiving a predetermined event from an Internet user and determining the intention of the Internet user who is connected to the Internet, i.e., the user's field of interest by analyzing such an event.

Fig. 2 is a flowchart illustrating a method for determining the intention of an Internet user according to an embodiment of the present invention.

The Internet user will access the Internet for a variety of reasons. One of the reasons may be to use services of information search, games, e-mail, financial transactions, etc. via the Internet. In the method for determining the intention of an Internet user according to an aspect of the present invention intention, the intention of the user can be determined in a case where the user is connected to the Internet with the intention of searching for information via the Internet, which was found to be the most common among a variety of access intentions of Internet users. It is also possible to determine the intention of a user in all the embodiments wherein data that may become a basis for knowing the intention of the user such as chatting or a messenger service are

input by the user.

Referring to Fig. 2, the method for determining the intention of an Internet user according to an embodiment of the present invention is as follows. In order to determine the intention of an Internet user, a predetermined event is received from the user (step 210). A method for receiving a predetermined event may be mainly classified into three kinds.

(1) An Internet user accesses a portal site that provides a search engine and then inputs a search word for a predetermined information search. In this case, an event is an input of the search word by the user. Furthermore, as described above, the search word may be specified based on words frequently mentioned when a user uses Internet chatting or a messenger service as well as a search engine. For example, if words such as "shoes," "shopping" or the like are frequently shown when the user uses the messenger service, it is possible to specify that an event input by the user will be related to "shoes," "shopping" or the like by collecting these words.

(2) An Internet user drives a web browser and then inputs a URL (Universal Resource Locator) of a web site in which predetermined information is located to an address input window of the web browser. An event is an input of URL by the Internet user. In this case, it is possible to specify the event by extracting only the highest portion of the URL and then determining that the extracted highest URL belongs to which category. For example, if the user inputs http://www.kipo.go.kr/patentlaw.htm to the address input window, www.kipo.go.kr being the highest portion of the URL is extracted and it is then determined that the extracted URL is URL belonging to a patent, a trade mark and the like. It is thus possible to specify that the event input by the user is in connection with a patent or a trademark. If an event input by the user is an IP address, a domain name for the IP address can be obtained through a reverse domain name service query.

(3) An Internet user clicks hypertext linked to predetermined information displayed on a web site. In this case, it is possible to specify an event input by the user by extracting contents information of the hypertext. For instance, if a user click the word "patent" displayed as a hyperlink to reach information related to "patent," it is possible to specify that an event input by the user pertains to "patent."

As above, the event of the Internet user is received and the event is classified by

category (step 220). In step 220, the category refers to a collection of predetermined patterns of the event input by the user. For example, if the user inputs "patent" as a search word, it is possible to categorize the search word "patent" depending on an event corresponding thereto in view of its properties. Such category classification is performed in order to determine whether an event input by a user is surely an event that can be determined as the user's field of interest. If the user arbitrarily inputs the search word "patent" once, it is unreasonable to determine that "patent" is the user's field of interest based on this one-time search. If the user inputs the search words "flower delivery" once, it is possible to determine that the user is interested in "flower delivery" in view of search words. As such, in step 220, it is determined that the input event is an event that belongs to which category and the event is then classified.

The event input by the user is classified by category and history information of the event is recorded (step 230). This history information may contain the number of input of an event, information regarding that the event is input during what period. According to a preferred embodiment of the present invention, history information may be recorded in the form of a cookie file. A cookie file in which history information is recorded may be stored in a user device or a system for knowing the intention of a user according to the present invention. Next, the history information of the recorded event is analyzed (step 240) and the user's fields of interest are then determined based on a predetermined reference according to the analyzed information (step 250). Steps 240 and 250 wherein the history information of the event is analyzed to determine the user's fields of interest may be carried out based on a predetermined reference according to the category of the event input by the user, as described above. In step 240, the number of the event input, which is recorded in the history information, the period during which the event is input (period from the first input to the second input), etc. is analyzed. It is determined whether the event represents the user's fields of interest based on the predetermined reference according to the analysis results (step 250). The predetermined reference is several conditions of an event input by the user, which are predetermined by category. The predetermined reference may be at least one of a number of input events, i.e., the frequency of the event generated, recency degree of the event generated and a priority predetermined in association with the event.

The predetermined reference for determining a user's intention according to the

category to which the event belongs may be various. That is, an event input by a user, for example, search words input by the user are "flower delivery," it is possible to estimate that a considerable degree of immediacy is required in view of the search words "flower delivery." In other words, the user may intend to deliver flowers within a short time. In case of a search word having strong immediacy, it is possible to determine that the user's interest is also strong in immediacy. Though such an event is input by the user only once, it may be determined that the user has a considerable interest in the event. It is thus possible to determine that such event represents the user's intention intact. On the contrary, if an event input by a user, for instance, the search word input by the user is "emigration" or "studying abroad," it may be determined that the word has very low immediacy compared to "flower delivery" in view of the search word(s) "emigration" or "studying abroad." That is, it is determined that the user may be consistently interested in the search word for a considerable time. Accordingly, it may be unreasonable to determine that only the search word represents the user's intention intact. If the search word is input over five times in a month, it may be determined that the user has considerable interest or consistent interest in the field of "emigration" or "studying abroad." It is also possible to determine that the user's intention is to search for information on this field. For this determination, the aforementioned predetermined reference is applied. This reference may include how recently an event has been input or what priority the event has. For example, if an event input yesterday is input today again, it may be determined that the user's interest is greater than a request input a week before. It is possible to set an event related to flower delivery or restaurant to have a priority higher than an event related to the emigration, studying-abroad or the like.

In step 250, it is determined whether the event input in step 210 represents the user's field of interest based on the predetermined reference. If it is determined that the event meets the predetermined reference, the event is recorded (step 260). Meanwhile, if it is determined that the event does not meet the predetermined reference, the process returns to step 230.

In step 250, the event that represents the user's field of interest is recorded as the user's field of interest (step 260). According to a preferred embodiment of the present invention, an event that meets the user's field of interest can be recorded in the form of a

cookie file. The user's field of interest can be recorded in the form of the cookie file and is stored on the part of the user. According to the present invention, the field of interest may be stored in the system for understanding the intention of the user. Alternately, as another embodiment of a method for recording the user's field of interest, a method for classifying and storing a user's determined fields of interest by the user can be used. The user's field of interest may be stored in a predetermined database means provided on the part of a central server for understanding the access intention of a user. Further, the central server may be used to know only the access intention of a user and an additional server means may be used to store the perceived intention of the user therein. Based on the perceived intention of the user, predetermined information including advertisements can be specified by the user and is then provided to the user.

The event that is determined to represent the user's field of interest, which is recorded as above, can be consistently updated if there is another event from the user and it is determined that such event is determined to represent the user's field of interest based on the determined reference as a result of analyzing history information classified/recorded by category. According to an embodiment of the present invention, in step 260, the event recorded as the user's field of interest may be plural in nature.

The method for understanding the access intention of a user according to the present invention can be designed to determine a user's field of interest according to an arbitrary request received from a user. For accuracy of determination, however, it is possible to limit the number or range of requests that can be used to determine a user's field of interest. In this case, since a user's field of interest, i.e., a user's access intention may be determined more accurately, the determined access intention of a user can be used more effectively. For example, an event of events that is determined to best represent a user's intention is determined and the field of interest can be then determined only when an event input by the user belongs to the determined event. In this case, it is not required to perform the step of classifying those events by category, which are determined not to reflect a user's intention, and the step of recording history information. Accordingly, there are advantages in that it is possible to efficiently use the storage and to easily implement the system.

According to a preferred embodiment of the present invention, in the method for understanding a user's intention, a predetermined client program may be installed on a

user side. That is, the client program installed on a user device may be operated to monitor user's events (the input of search words or predetermined URLs, clicks of hyperlinks, and the like), classify the event by category, record history information of the event and analyze the recorded history information, in order to determine user's fields of interest based on the predetermined references. According to this embodiment, there is an advantage in that the user's fields of interest can be known by monitoring all cases where a user uses several Internet services. For example, even when a user not only inputs a search word at a search site A but also inputs a search word at a second search site B, it is possible to trace those search words as events. It is thus possible to understand the user's fields of interest more accurately.

Alternately, according to an embodiment of the present invention, before the client program is installed, basic information such as the sex, age, address, occupation, etc. may be received from a user so that reference to them can be made in determining a user's field of interest. For example, if a user is a married woman in her thirties, child rearing, cooking, etc. as the user's fields of interest will be given with a higher priority. Alternately, according to an embodiment of the present invention, if a sample where predetermined objectivity can be secured is obtained, it is possible to consistently determine the current fields of interest of an Internet user by age or sex and to utilize the determined fields of interest of the Internet user in a variety of manners.

<Providing information via Internet>

This embodiment relates to a method for providing an Internet user with predetermined information corresponding to the user's access intention by using the aforementioned method for determining the user's access intention. Basically, the user's field of interest is determined using the method for determining the Internet user's intention and the field of interest and advertisements related to the field of interest are then linked, so that information related to the field of interest is displayed to the user.

Fig. 3 is a flowchart illustrating a method for providing information via the Internet according to an embodiment of the present invention. Referring to Fig. 3, the method for providing information via the Internet according to the present invention is implemented as follows by using the aforementioned method for determining an Internet user's intention. An example of information provided is advertisements.

In an example of the method for providing information via the Internet shown in

Fig. 3, a history file for recording history information of an event input by a user, and an advertisement file for recording an event that is determined to represent the user's access intention as a result of analyzing event are used. In this embodiment, for convenience of explanation, though a history cookie is used as an example of the history file and an advertisement cookie is used as an example of the advertisement file, it is evident that a file of any form can be used only if it is a file in which a history for a predetermined event or an analyzed event can be recorded.

Referring to Fig. 3, in the same manner as the method for determining the access intention of an Internet user described with reference to Fig. 2, a predetermined event is received from a user (step 310). The input event is classified by a predetermined category (step 315). Like the description made with reference to Fig. 2, category refers to a collection of a predetermined pattern of an event input by a user. For example, such a category may be divided according to the degree of immediacy held by an event, i.e., a period that is determined to be effective to know the user's field of interest using the event (hereinafter, referred to as "available period"). That is, if an input event is an event that requires strong immediacy such as "flower delivery," the event is classified as a category where one day (on a daily basis) is the available period. If the event is an event that needs to be watched for a predetermined period such as "computer," the event is classified as a category where a week (on a weekly basis) is the available period. If the event is an event that needs to be watched for a long time such as "studying abroad," the event is classified as a category where one month (on a monthly basis) is the available period. As such, the input event can be classified by category.

Next, the event is recorded on an event history cookie (step 320).

As those skilled in the art will be understood well, the cookie is a special text file through which a web site has it left in a user's system. This file is used for memorizing something regarding the user at a later time. If a hypertext transfer protocol (HTTP) is used, each request for a web page is independent regardless of other requests. Therefore, a web server does not have any record regarding whether any page has sent to a user before and even does not know that the user has visited which web site previously. A cookie is a device for controlling a web server to have a file regarding a user's access to a web stored in a user computer. Cookie files are usually stored in the lower side of a browser directory used by a user.

A cookie is set as an attribute of "document.cookie" and its format is as follows:

Name = value; expire = expDate

name: Is a name of a cookie that is stored in a virtual space of a browser and discriminates cookies.

value: Is a cookie value

expire: Is the expiration period where a cookie may exist in a cookie file as a keyword.

expDate: Is the expiration period of a cookie having a GMT (Greenwich Mean Time) format.

A cookie is a file stored in a user's computer. In Netscape, up to 300 cookie files can be stored in a single system. The size of a single file is limited to below 4KB.

Every time a new event is input, an event history cookie is updated (step 325). According to an embodiment of the present invention, the number of events stored in the event history cookie may be limited to a predetermined number. The updating can be carried out in a FIFO (First In First Out) mode. In FIFO mode, since an event input for the first time is removed from an event history cookie for the first time, the recency degree of the event is maintained and a storage space is efficiently used.

Further, events stored in the event history cookie may include only predetermined events. This is to prevent an event input by a user without any intention from being stored in the event history cookie. This not only allows a user's field of interest to be more accurately determined but also can reduce a system load necessary to determine the user's field of interest.

Alternately, according to an embodiment of the present invention, the expiration period for the predetermined event is set in the event history cookie. If the event is a predetermined event and the storage period of the event exceeds the expiration period, the event is removed from the event history cookie. For example, if an event is the search words "flower delivery" and the expiration period for the event is set below one day (the search words "flower delivery" has strong immediacy, as described above), the search words "flower delivery" may be removed from the event history cookie regardless of the FIFO mode if one day is expired in a state where the search words "flower delivery" are stored in the event history cookie. According to an embodiment of the present invention, if the event is classified by category based on the degree of

immediacy in step 315, the expiration period can be automatically set according to aforementioned available period. In this case, as the same time when the category is classified, an event history cookie wherein the available period specified in the category is set to the expiration period is automatically generated.

Incidentally, according to an embodiment of the present invention, such event history cookie is stored in a user's device. Also, a central server can update the event history cookie or issue a new event history cookie by reflecting a new event input by a user.

Next, the central server analyzes the event history cookie (step 330). After the event stored in the event history cookie is analyzed, it is determined whether the event represents the user's field of interest based on a determined reference according to the analysis result (step 335). The predetermined reference is several conditions predetermined by event, as described above, and may be at least one of the number of input of an event, i.e., the frequency number of an event generated, recency degree of an event and a priority predetermined in association with the event. For example, if the number of searches for "flower delivery" input, which is an event that is classified whose available period is one day in step 315, is 2 or more a day, or the number of input of the search word "computer," which is an event that is classified whose available period is over a week in step 315, is 3 or more a week, or the number of input of the search words "studying abroad," which is an event that is classified whose available period is over a month in step 315, is 5 or more a month, it may be determined that the aforementioned event represents the user's field of interest.

In addition, the priority can be determined according to the number of "hits" for advertisements associated with the event for a predetermined period. For example, if a user clicks advertisements related to the search words "bald head" as an event over 5 times in 3 days, it may be determined that the user is very interested in the field related to "bald head." Thus, this event can be given with a higher priority compared to other events.

In step 335, it is determined whether the event input in step 310 represents the user's field of interest based on the mentioned predetermined reference. If it is determined that the event meets the predetermined reference, an advertisement server records the event recorded therein as an advertisement file and issues an advertisement

cookie (step 340). If it is determined that the event does not meet the predetermined reference, the process returns to step 330.

According to an embodiment of the present invention, the advertisement cookie may be written including one or more events determined as the user's field of interest. The written advertisement cookie is stored in the user's device (step 345). If the user is connected to the Internet, the advertisement server searches the advertisement cookie stored in the user device and then provides the user with predetermined advertisements corresponding to the event inserted into the advertisement cookie (step 350). The advertisements are then output through a display means of a user's device (step 355).

According to this embodiment, the advertisement cookie is stored in a user's device. According to an embodiment of the present invention, however, if the processing capacity of a central server or a predetermined advertisement server operating in association with the central server is sufficient, one or more events related to the user's fields of interest can be managed/stored every user in the central server or the advertisement server.

Furthermore, according to an embodiment of the present invention, in step 350 wherein a user is provided with the predetermined advertisements, an advertising show period can be differently set according to the event. As described above, in case of an event whose available period is classified one day, i.e., advertisements associated with "flower delivery," the advertising show period may be set to one day. In case of advertisements associated with an event such as "computer" whose available period is a week, the advertising show period may be set to 3 or more days to less than a week. In this embodiment, the advertising show period may be differently set according to advertisement charges paid by a sponsor who provides the advertisements.

Alternately, according to another embodiment of the present invention, predetermined advertisements provided to the user in step 350 may be not advertisements directly related to an event but may be advertisements indirectly related to the event. For example, assuming that an event of a user is a search word regarding "move," if it is determined that such event is the user's intention, advertisements displayed to a user may include advertisements related to the move related shopping malls that are directly related to "move" as well as advertisements such as movers directly related to "move." In this embodiment, the display priority among the directly

or indirectly related advertisements can be adjusted as a matter of convenience. For example, the priority of directly related advertisements is high but the priority is adjusted according to advertisement charges paid by a sponsor.

According to an embodiment of the present invention, in step wherein the predetermined advertisements are provided, the central server has an advertisement identification symbol corresponding to the event, which is stored in the advertisement cookie, stored in a predetermined database means. If a user accesses the Internet, the central server reads the advertisement identification symbol corresponding to the event stored in the advertisement cookie from the database means and then controls the advertisement server to provide a user with predetermined advertisements identified using the advertisement identification symbol. Further, according to an embodiment of the present invention, in step wherein the predetermined advertisements are provided, one or more events are recorded in the advertisement cookie. The advertisement server reads the one or more events stored in the advertisement cookie and then provides a user with advertisements corresponding to these events.

Alternately, according to a preferred embodiment of the present invention, if the event stored in the advertisement cookie is one or more, advertisements can be differently provided to a user according to priorities set in the events. For example, if "flower delivery" and "computer" are stored in an advertisement cookie as events and the priority of "flower delivery" is higher than the priority of "computer," an advertisement server has advertisements associated with "flower delivery" positioned at a place which is more attractive to users or has the advertisements positioned in plural. It is thus possible to provide the user with advertisements in a different manner from advertisements associated with "computer." As such, as a basis for differently providing advertisements for one or more events, advertisement charges paid by a sponsor who wants to provide advertisements for the event become an important factor. Alternately, according to another embodiment of the present invention, if an event recorded in an advertisement cookie is plural, advertisements corresponding to the one or more events can be displayed on a user device in a random rolling mode.

According to a preferred embodiment of the present invention, the advertisement cookie is valid for a predetermined period. The advertisement cookie can be constructed so that its expiration period is automatically deleted if the predetermined

period elapses. As described above in the description regarding the cookie file, by controlling the expDate within the cookie file, the advertisement cookie can be controlled so that it exists as a cookie valid only for a predetermined period and is expired if the predetermined period elapses.

Figs. 4 and 5 are block diagrams illustrating the construction of a system for implementing a method for providing information via the Internet shown in Fig. 3 according to an embodiment of the present invention. The system for implementing the method for providing information via the Internet shown in shown in Figs. 4 and 5 is an embodiment where a search word is input as a user event under a search engine base.

The system for providing information via the Internet shown in Fig. 4 includes a user 420, a search engine 410, a cookie 430, a central server 440 and an advertisement server 450 as main components. A data transfer process among the respective components is similar to those described with reference to Fig. 3.

Regarding the system for providing information via the Internet shown in Fig. 4, its operating contents wherein a search word input to a search engine by a user is used as an event will be described in detail. A user 420 inputs a search word to the search engine 410. The input search word is recorded in a history cookie that is updated in a FIFO mode. The history cookie is collected and analyzed in the central server 440. As the analysis result for the history cookie, the advertisement cookie 430 is written and the advertisement cookie 430 is stored in the user(410)'s device. If the user 410 accesses the Internet, the advertisement cookie 430 stored in the user(410)'s device is transmitted to the central server 440. The central server 440 determines an identification symbol of advertisements corresponding to an event recorded in the advertisement cookie 430 and controls the advertisement server 450 to provide the user 410 with predetermined advertisements. Alternately, the advertisement server 450 can directly analyze the advertisement cookie 430 and then provide the user 410 with predetermined advertisemets corresponding to an event stored in the advertisement cookie 430.

Fig. 5 is a block diagram illustrating the construction of a system for implementing the method for providing information via the Internet shown in Fig. 3 according to an embodiment of the present invention.

Another example of the system for providing information via the Internet shown

in Fig. 5 includes a user 520, a search engine 510, a cookie 530, a central server 540, an advertisement server 550, and a client program 560 as main components. A data transfer process among the respective components is similar to those described with reference to Fig. 3.

The user 520 inputs a search word to the search engine 510. The input search word is collected and analyzed in the central server 540. The client program 560 is an object that shares the function carried out by the central server 540 in Fig. 4 and may be installed in the user(520)'s device. The input search word is recorded in a history cookie that is updated in the FIFO mode. The history cookie is collected and analyzed in the client program 560. As the analysis result for the history cookie, the advertisement cookie 530 is written and the advertisement cookie 530 is stored in the user(520)'s device. If the user 520 is connected to the Internet, the client program 560 determines an object of advertisements to be provided according to the advertisement cookie 530 and controls the advertisement server 550 to provide the user 520 with predetermined advertisements. Alternately, the advertisement server 550 directly receives the advertisement cookie 530 and then provides predetermined advertisements to the user 520.

In another embodiment of the present invention, the client program 560 is executed until the advertisement cookie 530 is generated. An object of advertisements to be provided to a user according to the advertisement cookie 530 is determined and the advertisements are supplied to the user, in the central server 540. Those skilled in the art will appreciate that the function described above can be adequately distributed between the client program 560 and the central server 540 in another shape not described in the embodiment.

In the exemplary the system for providing information via the Internet shown in Figs. 4 and 5, a history file for recording a user's search word log therein, and an advertisement file in which an event known as a user's access intention as a result of analyzing a search word is recorded, are used. For convenience of explanation, in this embodiment, a history cookie is used as an example of the history file and an advertisement cookie is used as an example of the advertisement file. It will be, however, evident that files of any format can be used if the files are files in which a history for a predetermined event or an analyzed event can be recorded.

Fig. 6 is a flowchart illustrating a method for providing information via the Internet according to another embodiment of the present invention. Referring to Fig. 6, the method for providing information via the Internet another embodiment of the present invention is implemented as follows by using the method for determining an access intention of an Internet user. An example of information provided is advertisemets.

The flowchart of the method for providing information via the Internet shown in Fig. 6 is a case where URL is received as an event input by a user.

In the same manner as the method for determining the access intention of the Internet user described with reference to Fig. 2, a predetermined URL, etc. is received from a user (step 610). An event such as the received URL is then classified by category (step 620). In step 620, to classify the event such as the received URL by category is carried out by extracting the highest URL from the input URL and then determining which category the extracted highest URL belongs to. For example, if the user inputs URL such as www.kipo.go.kr/news/030218, www.kipo.go.kr as the highest URL is extracted to select a category corresponding to the URL. In other words, it is determined whether www.kipo.go.kr is URL related to "patent" by searching a predetermined URL data table and www.kipo.go.kr is then automatically classified as a category of an event related to "patent" (for example, an event category whose available period is 3 days). The input URL can be automatically classified according to the category since the URL itself is treated as an event. However, the input URL can be converted into a concept capable of generalizing the received URL according to information contents such as contents stored in the received URL and then be automatically classified according to the category. For instance, as in the above example, if the highest URL of the input URL is extracted, in order to generalize URL represented as www.kipo.go.kr, the URL can be converted into a concept of "patent" according to contents stored in the URL and be classified according to category by treating it as an event input by the user. According to this embodiment, if there is a plurality of web sites having the same or similar contents but different URLs, there is an advantage in that it may be determined that a user is interested in a generalized concept for the plurality of the web sites even if the user accesses different URLs.

In step 610, the URL input by a user is classified by category and history information of the event is recorded (step 630). The history information may contain

the event, i.e., the number of the URL input, information on when the URL is input for what period. According to a preferred embodiment of the present invention, the history information may be recorded in the form of a cookie file and a cookie file having history information recorded therein may be stored in a user device or a system for understanding a user's access intention according to the present invention. Next, history information of the recorded event (URL) is analyzed (step 640). It is then determined whether the event (URL) represents the user's field of interest based on a determined reference according to the analyzed information (step 650). Steps 640 and 650 wherein the history information of the event (URL) is analyzed and the user's field of interest is determined may be carried out based on a predetermined reference predetermined according to a category of the URL input by a user, as described above. In step 640, the number of the URL input, which is recorded in the history information, the period of the URL input (period from a first input to a second input) and the like are analyzed. As a result of the analysis, it is determined whether the input URL represents a user's field of interest based on the determined reference (step 650). The predetermined reference is several conditions predetermined by category of an event input by a user and may be at least one of the number of inputs of an event, i.e., the frequency of the event generated, recency degree of the event and a priority predetermined in association with the event.

In step 650, it is determined whether the URL input in step 610 represents a user's field of interest based on the predetermined reference. If it is determined that the URL is an event that meets the predetermined reference, the URL is recorded (step 660). If it is determined that the URL is an event that does not meet the predetermined reference, the process returns to step 630.

In step 650, the URL that is determined to represent a user's field of interest, is recorded as the user's field of interest (step 660). According to a preferred embodiment of the present invention, the URL that is determined to represent a user's field of interest can be recorded in the form of the cookie file. Alternately, according to another embodiment of the present invention, the URL can be classified and stored by a user in a predetermined database means provided on the part of the central server.

In step 670, a URL that is determined to represent a user's field of interest is linked with advertisements associated with the URL. According to a preferred

embodiment of the present invention, step 670 may be operated to record advertising information such as a file name, a file path or the like of advertising contents corresponding to URL that is determined to represent a user's field of interest as an advertisement identification symbol. The advertisements linked in step 670 are displayed to a user if the user accesses the Internet (step 680). According to a preferred embodiment of the present invention, step 680 is carried out in such a manner that the advertisement server reads the URL stored in the cookie file and then provides predetermined advertisements corresponding to the URL. At this time, the advertisement server has the advertisement identification symbol stored therein. The advertisement server may be operated to provide the user with advertisements stored in a remote web server along a file path, etc. of advertising contents corresponding to the URL stored in the advertisement identification symbol.

The method for providing information via the Internet according to another embodiment of the present invention, which has been described with reference to Fig. 6, can be implemented through a predetermined client program installed in a user's device.

In the method for providing information via the Internet according to a preferred embodiment of the present invention, in addition to the process of determining an access intention of an Internet user and providing predetermined information based on the determination as described above, it is possible to provide the user with predetermined information including other factors. That is, it is possible to provide predetermined information, which is locally attractive to a user by tracing the physical position of the user.

The method for providing information considering both a user's physical position and an Internet user's intention further includes the steps of determining a user's access IP address and estimating a user's position using the IP address together with the method for determining the user's intention. Simultaneously when the field of interest is determined by analyzing a request of a user, the user's field of interest is determined considering the user's access region (physical position).

Korean Patent Laid-Open Publication No. 10-2001-35965 (entitled "Method for binding Internet address every institute and region for providing Internet address added information services, and method for acquiring use region information by Internet address binding") discloses a method for knowing positional information of a region

where a user accesses through a user's access IP address. Fig. 7 shows an example of an advertising screen displayed considering both information on an Internet user's intention and information on the user's access position according to an embodiment of the present invention user. Fig. 7 shows an example of advertisements 710 that may be displayed on a web page when an Internet user's field of interest is "diet," the IP address of the user is XXX.XXX.XXX.XXX and the user's position estimated using the IP address is Nonhyeon-dong, Kangnam-ku, Seoul.

That is, as shown in Fig. 7, if the user accesses a predetermined web page, advertisements of a special weight-reduction hospital, which is located at Nonhyeon-dong, Kangnam-ku, Seoul, are shown on the web page, thus increasing advertising effects. Also, as can be seen from Fig. 7, though the user performs a search by inputting the search word "Chajangmien," "diet" related advertisements that will be a main interest subject of the user are provided to the user, so that advertising effects for the user is increased. Even though information provided is different from advertisements, information reflecting the user's interest is provided to the user. Thus, necessary information can be provided to the user to that extent.

In the method for providing information via the Internet described with reference to Fig. 4 or 6 according to the present invention, not only advertisements corresponding to the interest list of a user is provided to a user who is connected to the Internet through a web browser, but also predetermined information (for example, advertisements) is transmitted to an e-mail address of a user or predetermined information is transmitted to a user's mobile communication device (portable phone, PDA, etc.). According to this embodiment, there is an advantage in that information on a user's field of interest can be provided to the user through a variety of media.

Fig. 8 is a block diagram illustrating an advertising system via the Internet according to an embodiment of the present invention. Referring to Fig. 8, the advertising system via the Internet according to the present invention includes a user's device 810, a communication unit 820, a controller 830, a processing unit 840, a storage unit 850 and an advertisement server 860. A central server for determining an Internet user's intention is indicated by dotted lines in Fig. 8. The components of the advertising system via the Internet according to an embodiment of the present invention will now be described in detail.

The communication unit 820 receives an event from a user and is responsible for communications between the user device 810 and the central server.

The processing unit 840 performs the function of classifying the input event by category and determining whether the event represents a user's field of interest based on predetermined references. As described above, as an exemplary category classification of an event, it is possible to classify the category of the event according to the available period of the event. That is, in case of an event such as search words such as "flower delivery" that needs immediacy, the available period is one day. In case of an event such as a search word such as "computer" that needs to be watched for a predetermined period, the available period is a week. As such, it is possible to classify the category for each event. The predetermined reference is several conditions predetermined by the event of a user as described above. It may be at least one of the number of inputs of an event, i.e., the frequency number of the event generated, recency degree of the event and a priority predetermined in association with the event. The processes of classifying the input event by category and determining the user's field of interest based on a predetermined reference are the same as the above.

The storage unit 850 functions to record the user's field of interest and a predetermined code capable of identifying advertisements corresponding to the field of interest. According to a preferred embodiment of the present invention, an advertisement cookie issued to a user is written in a cookie issue unit in the storage unit 850. As such, since the advertisement cookie is written and issued, in addition to a method for recording an event that is determined to be a user's field of interest, a predetermined database means is provided in the storage unit 850 itself. It is thus possible to manage/store an advertisement identification symbol containing a field of interest by the user and advertising information related to it. Alternately, according to a preferred embodiment of the present invention, the database means provided in the storage unit 850 is provided within the advertisement server 860 not the central server. Thus, the database means can perform predetermined additional functions.

The controller 830 serves to control the entire operation of the central server.

The advertisement server 860 serves to store/manage predetermined advertising contents. The advertisement server 860 is responsible for analyzing an advertisement cookie stored in the user device 810 and then transferring predetermined advertisements

to a user's device 810. The advertisement server 860 serves to not only provide advertisements corresponding to an event that is determined to be the user's field of interest to a user connected to the Internet via a web browser, but also to transfer predetermined advertisements to a user's e-mail address or to a user's mobile communication device (portable phone, PDA, etc.). In this case, the advertisement server 860 may operate in association with a mail server (not shown) or a short message server (not shown). It has been shown that the advertisement server 860 in Fig. 8 is not included in the central server according to the present invention but this is illustrative only. It will be evident that the advertisement server 860 may be included in the central server.

The respective components constituting the advertising system via the Internet according to an embodiment of the present invention are simply functionally classified for convenience of explanation, but are not related to actual physical positions.

The advertising method via the Internet and system thereof according to an aspect of the present invention can be designed to perform a feedback report for subsequent behavior of users exposed to advertisements. For instance, in providing feedback information to a sponsor, URL of the sponsor, a pertinent search word, etc. are stored. Also, a client program can transfer a search word to a central server if a user moves to the URL or performs a search using the search word, so that the number of exposure of the advertisements can be used as its item. Such feedback information item may include the number of a visit to a sponsor's web site, a visit interval, the number of a revisit, the ratio of advertising exposure to the visit and the like after a corresponding advertising exposure. In case where basic information such as a user's age, sex and address is received, it is possible to provide more detailed feedback information based on user's basic information. By providing such feedback information to a sponsor or persons who want it, it is possible to quantitatively determine an information providing effect according to the present invention.

In addition, embodiments of the present invention further relate to computer readable media that include program instructions for performing various computer-implemented operations. The media may also include, alone or in combination with the program instructions, data files, data structures, tables, and the like. The media and program instructions may be those specially designed and constructed for the purposes

of the present invention, or they may be of the kind well known and available to those having skill in the computer software arts. Examples of computer-readable media include magnetic media such as hard disks, floppy disks, and magnetic tape; optical media such as CD-ROM disks; magneto-optical media such as floptical disks; and hardware devices that are specially configured to store and perform program instructions, such as read-only memory devices (ROM) and random access memory (RAM). The media may also be a transmission medium such as optical or metallic lines, wave guides, etc. including a carrier wave transmitting signals specifying the program instructions, data structures, etc. Examples of program instructions include both machine code, such as produced by a compiler, and files containing higher level code that may be executed by the computer using an interpreter.

Fig. 9 is an internal block diagram illustrating a general-purpose computer system that may be used to determine an Internet user's intention and to provide information based the determined intention according to the present invention.

The computer system includes any number of processors 940 (also referred to as central processing units, or CPUs) that are coupled to storage devices including primary storage 960 (typically a random access memory, or "RAM"), primary storage 970 (typically a read only memory, or "ROM"). As is well known in the art, primary storage 960 acts to transfer data and instructions uni-directionally to the CPU and primary storage 960 is used typically to transfer data and instructions in a bi-directional manner. Both of these primary storage devices may include any suitable type of the computer-readable media described above. A mass storage device 910 is also coupled bi-directionally to CPU 940 and provides additional data storage capacity and may include any of the computer-readable media described above. The mass storage device 910 may be used to store programs, data and the like and is typically a secondary storage medium such as a hard disk that is slower than primary storage. A specific mass storage device such as a CD-ROM 920 may also pass data uni-directionally to the CPU. Processor 940 is also coupled to an interface 930 that includes one or more input/output devices such as such as video monitors, track balls, mice, keyboards, microphones, touch-sensitive displays, transducer card readers, magnetic or paper tape readers, tablets, styluses, voice or handwriting recognizers, or other well-known input devices such as, of course, other computers. Finally, processor 940 optionally may be coupled to a computer or

telecommunications network using a network connection as shown generally at 950 With such a network connection, it is contemplated that the CPU might receive information from the network, or might output information to the network in the course of performing the above-described method steps. The above-described devices and materials will be familiar to those of skill in the computer hardware and software arts.

The hardware elements described above may be configured (usually temporarily) to act as one or more software modules for performing the operations of this invention.

Industrial Applicability

According to a method for determining an Internet user's access intention, and advertising method via the Internet using the same and system thereof according to the present invention, there is a technical effect that a tool capable of determining an Internet user's access intention is provided.

According to a method for determining an Internet user's access intention, and advertising method via the Internet using the same and system thereof according to the present invention, there is a technical effect that an Internet user's access intention can be understood and information on fields in which the user has the greatest interest can be provided to the user.

According to a method for determining an Internet user's access intention, and advertising method via the Internet using the same and system thereof according to the present invention, there is a technical effect that it can not only maximize advertising effects but also solve a problem in limitations of advertisement resources provided corresponding to search words, by knowing an Internet user's access intention and then providing the user with information on fields in which the user has the greatest interest.

According to a method for determining an Internet user's access intention, and advertising method via the Internet using the same and system thereof according to the present invention, there is a technical effect that it can create a new advertising method, by knowing an Internet user's access intention in advance and then providing information on the user's access intention to a sponsor who wants advertisements related to the access intention to be posted on the Internet.

According to a method for determining an Internet user's access intention, and

advertising method via the Internet using the same and system thereof according to the present invention, there is a technical effect that it can provide most suitable information to a user, by determining the user's access intention and at the same time combining means for materializing several users.

Although the present invention has been described in connection with the embodiment of the present invention illustrated in the accompanying drawings, it is not limited thereto since it will be apparent to those skilled in the art that various substitutions, modifications and changes may be made thereto without departing from the scope and spirit of the invention.

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CLAIMS

1. A method for determining an Internet user' access intention, comprising the steps of:

(a) receiving a predetermined event from a user through the Internet;

(b) classifying the event by a predetermined category;

(c) recording history information of the event;

(d) determining whether the input event represents the user's field of interest based on a predetermined reference by analyzing the history information; and

(e) recording the event that is determined to represent the user's field of interest.

2. The method as claimed in claim 1, wherein in the step (a) of receiving the predetermined event of the user, the predetermined event is a search word associated with information for which the user intents to search in the Internet or web page information the user requests to view.

3. The method as claimed in claim 1, wherein the predetermined reference is based on at least one of the number of the events input, recency degree of the request, and a predetermined priority in association with the request.

4. The method as claimed in claim 1, wherein the step (e) of recording the event comprises one of the step of classifying the event by the user and then storing the event in a predetermined server, and the step of recording the event as a file and then storing the file in a storage means of the user's device.

5. The method as claimed in claim 4, wherein the file is a cookie file.

6. The method as claimed in claim 1, further comprising the steps of:

determining a user's access IP address; and

estimating the user's position based on the IP address,

wherein the step (d) of determining whether the event represents the user's field of interest is performed considering the user's estimated position.

7. A method for providing information via the Internet, comprising the steps of:

receiving a predetermined event from a user;

classifying the event by a predetermined category;

recording history information of the event;

determining whether the input event represents a user's field of interest based on a predetermined reference by analyzing the history information;

recording the event that is determined to represent the user's field of interest;

linking the event and predetermined information; and

if the user accesses the Internet, providing the linked information to the user.

8. A method for providing information via the Internet, comprising the steps of:

confirming a user's field of interest; and

providing the user with information related to the user's field of interest,

wherein the user's field of interest is predetermined by performing the steps of:

receiving a predetermined event from a user;

classifying the event according to a predetermined category;

recording history information of the event;

determining whether the input event represents the user's field of interest based on a predetermined reference by analyzing the history information;

recording the event that is determined to represent the user's field of interest; and

linking the event and the information.

9. The method as claimed in claim 7 or 8, wherein the information is advertisements.

10. The method as claimed in claim 7 or 8, wherein in the step of receiving the predetermined event of the user, the predetermined event is a search word associated with information for which the user intents to search from the Internet or web page information the user requests to view.

11. The method as claimed in claim 7 or 8, wherein the predetermined reference is based on at least one of the number of the events input, recency degree of the request,

and a predetermined priority in association with the request.

12. The method as claimed in claim 7 or 8, wherein the step of recording the event comprises one of the step of classifying the event by the user and storing the event in a predetermined server, and the step of recording the event as a file and then storing file in a storage means of the user's device.

13. The method as claimed in claim 12, wherein the file is a cookie file.

14. The method as claimed in claim 7 or 8, further comprising the steps of:

determining a user's access IP address; and

estimating the user's position based on the IP address;

wherein the step of determining whether the event represents the user's field of interest is performed considering the user's estimated position.

15. An advertising method via the Internet, comprising the steps of:

receiving an event from a user;

classifying the event according to a predetermined category;

recording the event as a history file;

determining whether the input event represents a user's field of interest based on a predetermined reference by analyzing the history file;

recording the event that is determined to represent the user's field of interest as an advertisement file; and

if the user accesses the Internet, providing advertisements associated with the advertisement file to the user.

16. The advertising method as claimed in claim 15, wherein the history file and the advertisement file are a cookie file.

17. The advertising method as claimed in claim 15, wherein the history file and the advertisement file are generated by a predetermined client program that is driven in the user's device.

18. The advertising method as claimed in claim 15, wherein the history file stores events which are predetermined in a FIFO mode.

19. The advertising method as claimed in claim 15, wherein the step of recording the event as the history file comprises the steps of:

determining whether the event is a predetermined event; and

if the event is the predetermined event, recording the event in the history file.

20. The advertising method as claimed in claim 15, further comprising steps of:

maintaining the expiration period corresponding to the predetermined event; and

if an event stored in the history file or the advertisement file is the predetermined event and the period where the event is stored exceeds the expiration period corresponding to the predetermined event, deleting the event from the history file or the advertisement file.

21. The advertising method as claimed in claim 15, wherein the predetermined reference is at least one of the frequency of an event occurred, which is included in the history file, recency degree of the event, and a priority predetermined in association with the event.

22. The advertising method as claimed in claim 21, wherein the priority is determined according to the click number of advertisements associated with the event for a predetermined period.

23. The advertising method as claimed in claim 15, wherein the step of providing the user with the advertisements associated with the advertisement file comprises the step of transmitting the advertisements in the form of e-mail, SMS, or WAP Push using the user's e-mail address or mobile communication device.

24. The advertising method as claimed in claim 15, wherein the step of providing the user with the advertisements associated with the advertisement file comprises the step of providing the user with advertisements associated with each of the advertisement

file in a predetermined mode if the number of the advertisement file is plural.

25. The advertising method as claimed in claim 24, wherein the predetermined mode is at least one of a random select method, a method for assigning the priority to a specific category, and a differential method depending on advertisement charges prepaid.

26. A computer-readable recording medium in which a program for implementing a method according to any one of claims 1 to 25 is recorded.

27. An advertising system via the Internet, comprising:

a communication unit for receiving a predetermined event from a user;

a processing unit for classifying the event according to a predetermined category, recording the event as a history file, and determining whether the input event represents the user's field of interest based on a predetermined reference by analyzing the history file;

an advertisement file-writing unit for recording the event that is determined to represent the user's field of interest as an advertisement file; and

a control unit for controlling a predetermined advertisement server so that advertisements associated with the advertisement file are displayed to the user.

FIG. 1a



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FIG. 1b

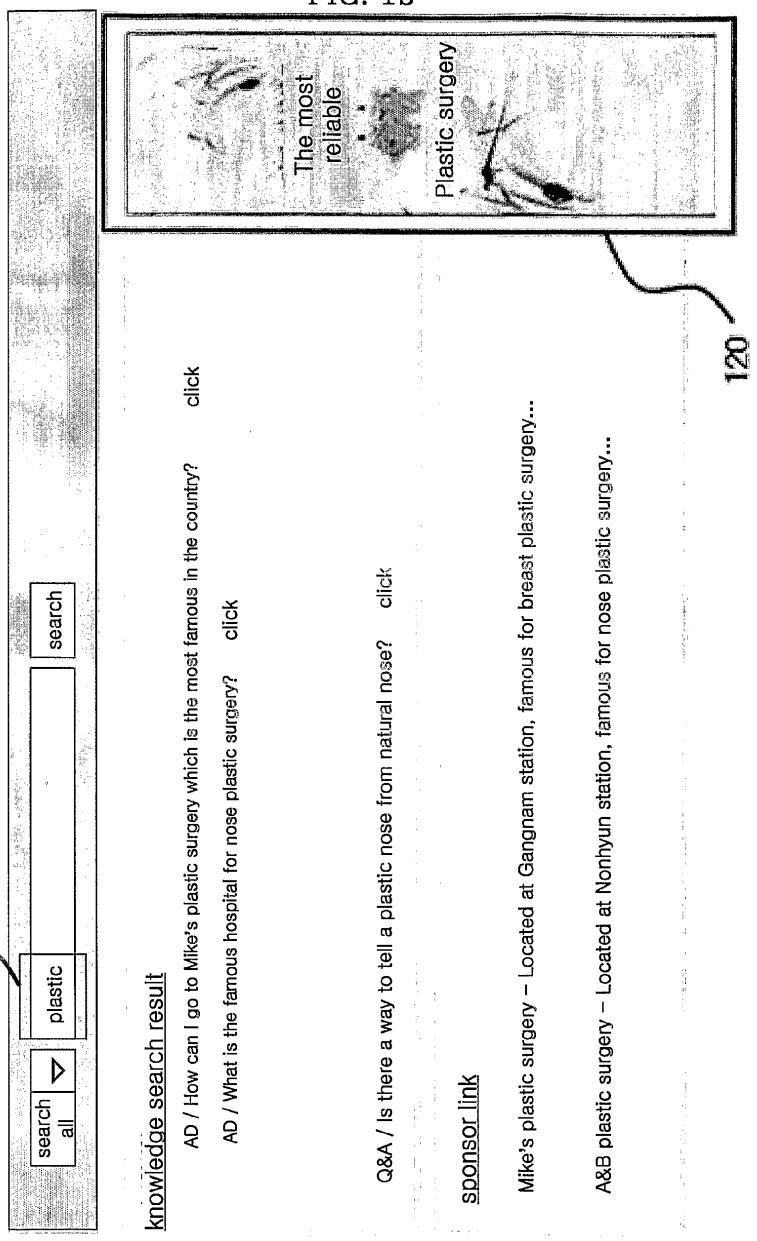


FIG. 2

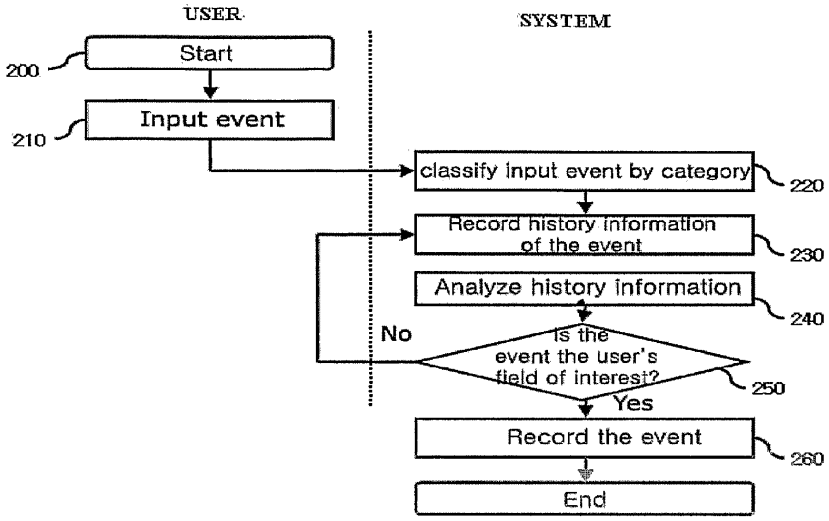

USER
SYSTEM
Start
200
Input event
210
classify input event by category
220
Record history information of the event
230
Analyze history information
240
No
Is the event the user's field of interest?
250
Yes
Record the event
260
End

FIG.3

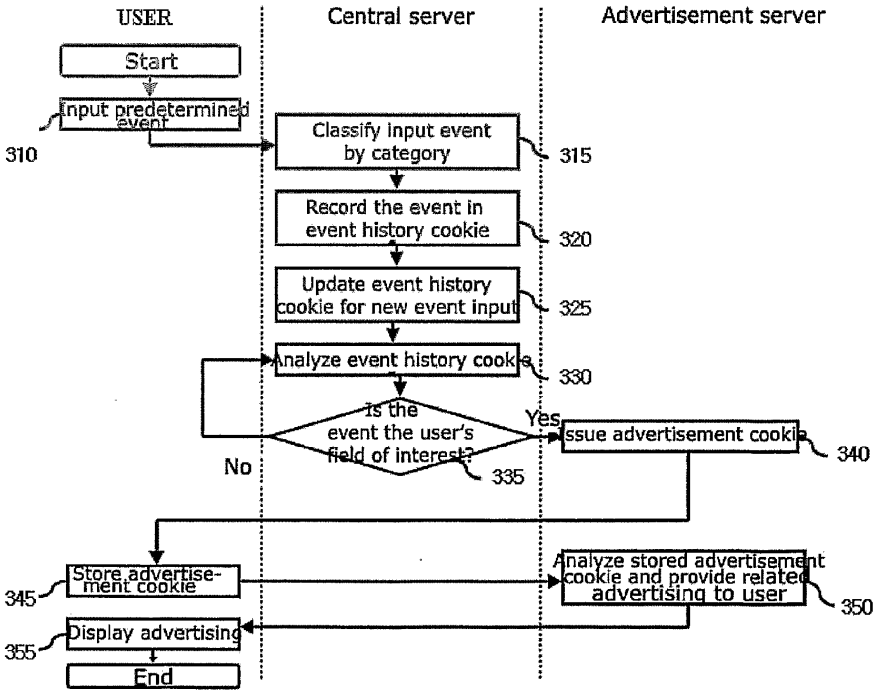

USER
Central server
Advertisement server
Start
Input predetermined event
310
Classify input event by category
315
Record the event in event history cookie
320
Update event history cookie for new event input
325
Analyze event history cookie
330
Is the event the user's field of interest?
335
No
Yes
Issue advertisement cookie
340
Store advertise-ment cookie
345
Analyze stored advertisement cookie and provide related advertising to user
350
Display advertising
355
End

FIG. 4

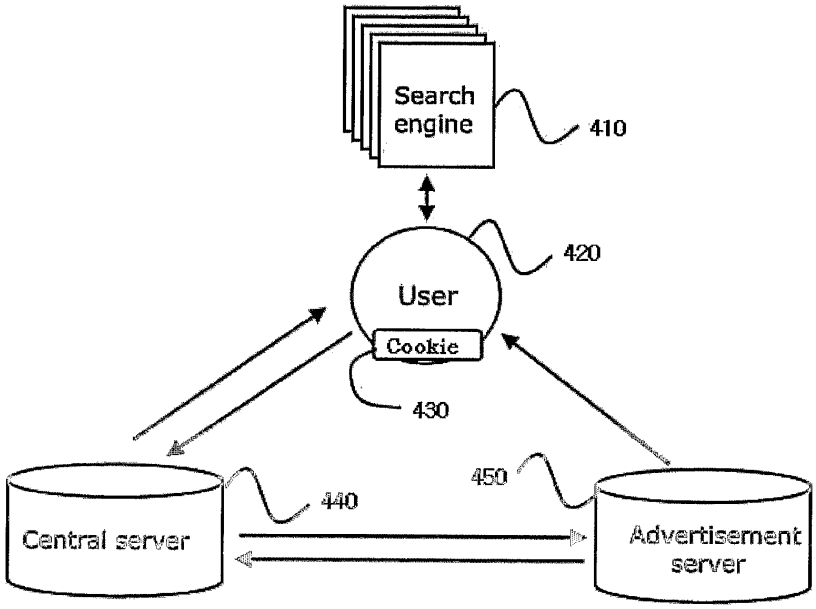

Search engine
410
User
420
Cookie
430
Central server
440
450
Advertisement server

FIG.5

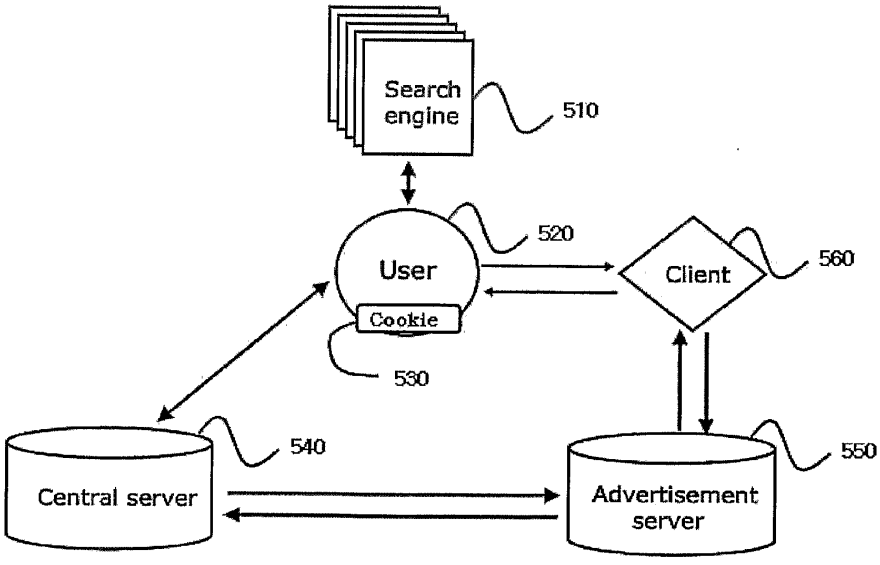
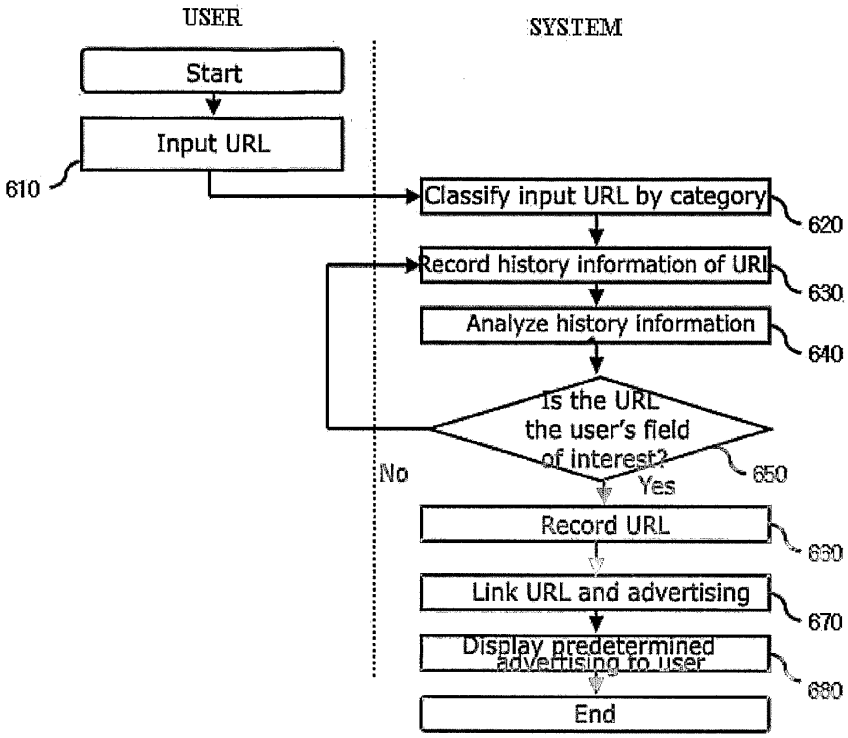

Search engine
510
User
520
Cookie
530
Client
560
Central server
540
Advertisement server
550

FIG.6


USER
SYSTEM
Start
Input URL
610
Classify input URL by category
620
Record history information of URL
630
Analyze history information
640
Is the URL the user's field of interest?
650
No
Yes
Record URL
660
Link URL and advertising
670
Display predetermined advertising to user
680
End

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FIG. 7

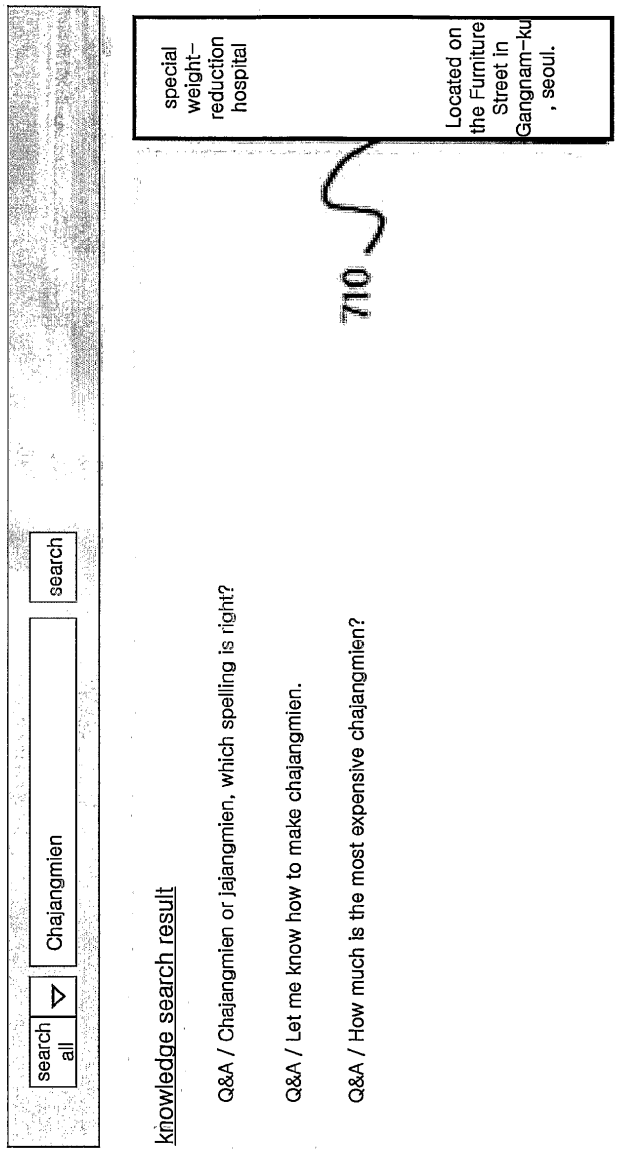


FIG. 8

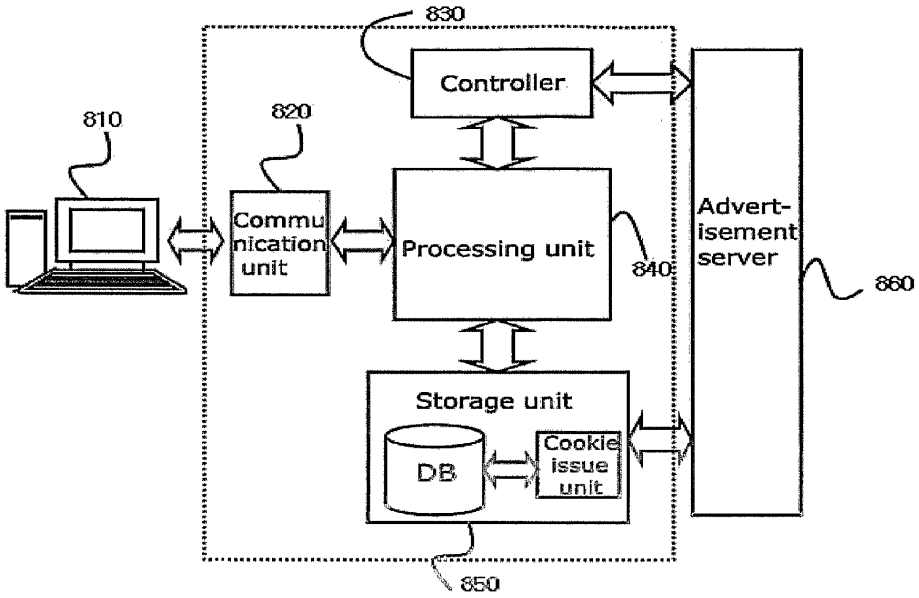
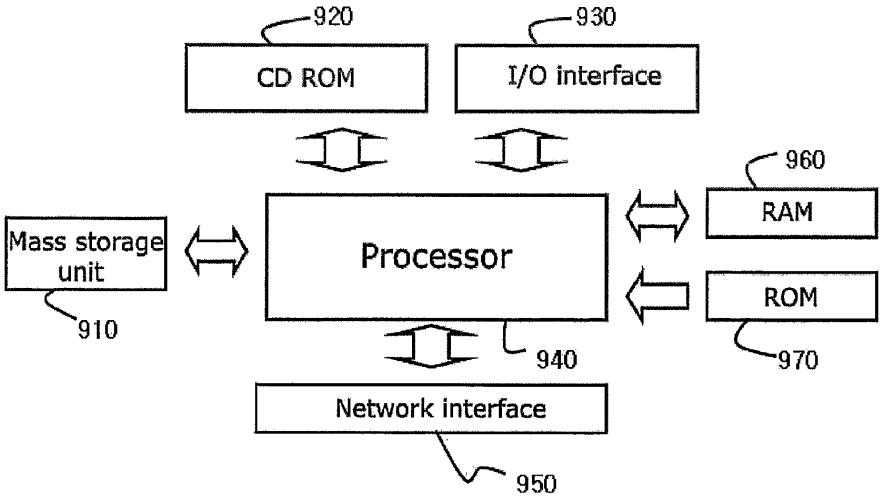

830
Controller
810
820
Commu nication unit
Processing unit
840
Advert-isement server
860
Storage unit
DB
Cookie issue unit
850

FIG.9


920
CD ROM
930
I/O interface
960
RAM
Mass storage unit
Processor
ROM
910
940
970
Network interface
950

INTERNATIONAL SEARCH REPORT

International application No.
PCT/KR2004/000415

A. CLASSIFICATION OF SUBJECT MATTER

IPC7 G06F 17/60

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)
IPC7 G06F17/60

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
Korean patents and applicatoins for inventions since 1975

Electronic data base consulted during the intertnational search (name of data base and, where practicable, search terms used)

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	KR 2002-30383 A (ADIEN CORP.) 25 APR. 2002 SEE THE WHOLE DOCUMENTS	1-27
Y	KR 2003-6426 A (COWEN CORP.) 23 JAN. 2003 SEE THE WHOLE DOCUMENTS	1-27
A	KR 2002-62382 A (NAM GYOUNG-SIK ETR.) 26 JUL. 2002 SEE THE WHOLE DOCUMENTS	1-27
A	KR 2001-106936 A (PARK BONG-GWAN) 7 DEC. 2001 SEE THE WHOLE DOCUMENTS	1-27

☐ Further documents are listed in the continuation of Box C. ☐ See patent family annex.

* Special categories of cited documents:
"A" document defining the general state of the art which is not considered to be of particular relevance
"E" earlier application or patent but published on or after the international filing date
"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of citation or other special reason (as specified)
"O" document referring to an oral disclosure, use, exhibition or other means
"P" document published prior to the international filing date but later than the priority date claimed
"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents,such combination being obvious to a person skilled in the art
"&" document member of the same patent family

Date of the actual completion of the international search	Date of mailing of the international search report
09 JUNE 2004 (09.06.2004)	11 JUNE 2004 (11.06.2004)

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Title of Invention	SYSTEM, DEVICE, AND METHOD FOR OFFERING TARGET AD BASED ON RECENTNESS OF KEYWORD RESPONSE, AND COMPUTER-READABLE RECORDING MEDIUM IMPLEMENTING THE SAME
Title of Invention(KPA)	SYSTEM, DEVICE, AND METHOD FOR OFFERING TARGET AD BASED ON RECENTNESS OF KEYWORD RESPONSE, AND COMPUTER-READABLE RECORDING MEDIUM IMPLEMENTING THE SAME

Abstract(KPA)

PURPOSE: A system, a device, and a method for offering a target AD(ADvertisement) based on recentness of keyword response, and a computer-readable recording medium implementing the same are provided to induce revisit by recognizing a keyword clicked by an Internet user in a web site and offering the target AD.

CONSTITUTION: A media server(400) provides a web page to a connected user computer terminal(450) and provides the AD information provided from an advertiser through the web page. A target link server(430) forms history information with keyword information for a corresponding link when the user clicks the link having a target linking function on the web page. If the user is exposed to a target linked AD tag by connecting to the web page of the web site including the target linked AD tag and the same keyword is present in the history information, the target link server provides the AD corresponding to the keyword to the user computer terminal.

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Abstract

The present invention relates to the method for target advertising at a website, in which the step clicking the *** link, the step comprising the keyword, the step that when the target link advertisement tag which an advertiser sets up is included in the web page, and the step that the keyword included in the stuck out history information as described above provides the thing right included in the index of keyword of an advertiser, and the advertisement about the corresponding keyword are included while a user visits the web site and the web surfing is done as to the method for providing the targeted advertisement based on especially, the recency of the keyword action. The step comprising the keyword clicks in case the particular key word link is set up in the link clicked as described above with history data. As to the step that when the target link advertisement tag which an advertiser sets up is included in the web page, a user connects, reads out the stored history information as described above.

Representative drawing

Fig. 4

Keyword(s)

The targeted advertisement, keyword, recency, target link, tag, history.

Description

■ Brief explanation of the drawing

Figure 1 is a drawing showing the advertisment method through the banner insertion in the web browser display according to prior art.

Figure 2 is a drawing showing the searching method by the internet portal site in the web browser display according to prior art.

Figure 3 is a drawing showing the method for displaying advertisement-information according to the moving of mouse pointer according to prior art through the provisional assisted window.

Figure 4 is a drawing showing the system for providing the target advertisement based on the recency of the keyword action according to a preferred embodiment of the present invention.

Figure 5 is a block diagram showing the detail structure of the target link server in system according to a preferred embodiment of the present invention.

Figure 6 is a drawing showing data organization of the cookie information according to a preferred embodiment of the present invention.

Figure 7 is flowchart showing the procedure of storing the cookie information according to the keyword action according to a preferred embodiment of the present invention.

Figure 8 is flowchart showing the procedure of providing the targeted advertisement according to the target link exposure according to a preferred embodiment of the present invention.

Figure 9 is a drawing showing the web-page display in which a client according to a preferred embodiment of the present invention clicks the *** keyword in the web page.

Figure 10 is a drawing showing the construction of the reaction database in the keyword click of the client visiting in a site according to a preferred embodiment of the present invention.

Figure 11 is a drawing the target advertisement exposure according to the target link tag re-expose is shown according to the embodiment of the present invention.

Figure 12 is a drawing showing the application of the charging plan which is discriminative based on the recency of database according to a preferred embodiment of the present invention.

The description Ė of the denotation about ö main part.

110, 110, 120: banner ad 210, 200: the keyword in which it has link.

220: targeted advertisement 310: mouse pointer.

320: provisional assisted window 400: media server.

410: advertisement enterprise server 420: internet.

430: target link server 440: CDR server.

450: user PC 510: user reaction determining unit.

520: link alternation part 530: advertisement sender.

540: keyword comparison unit 550: keyword transform unit.

560: database of advertising information.

570: user log file informaton database.

580: user cookie information database.

590: keyword database of link information.

600: cookie information data 610: keyword information field.

620: time information field.

■ Background Art

The present invention relates to the method for target advertising at a website, more particularly, to the recording medium can read from the system for providing the target advertisement, based on the recency of the keyword action providing the targeted advertisement based on the recency of the internet user the apparatus, and a method and a computer for implementing the same.

In the modern information-oriented society, computer and internet appeared as the media delivering the various information as the essential tool of the new communication. Computer according to the above and internet users ask for the fast adaptation according to the rapid environmental change as well as the magnetism protection and the continuous and new change from all kinds of the bad

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effects and inverse function of the computerization runing counter to each other in the convenience according to computerization etc.

Moreover, computer and computer serve as as to internet, than meaning called the connected network as the new media making enterprise and individual, and the mutual communications of the Person to Person and individual possible. Accordingly, the concern about all kinds of the advertisements on internet increase.

Generally, in the conventional internet-ads is a main with two kinds of mode of the target and nontarget and search result page and major sub-page, an advertisement is inserted to the banner and text form. The mode of operation is handled to the mode of the rolling two kinds of and proprietary. And an advertisement is made since an advertiser demands the result page about the specific keyword retrieval.

By using one click advertisement or the exposure advertisement and e-mail on internet the various advertisement technique used in the current computer or internet around the banner advertisement technique, the target advertisement of the randomizing distribution or the specific person opposite side was most to the unspecified individuals. It takes advertisement techniques using the broker advertisement using the pop up (Pop-up) technique which recently uses the internet-ads web browser engine or the hardware (mouse, keyboard etc) which becomes with special production and pop-up window technique etc. set up the driving drive.

In the meantime, the above-described banner ad refers to the advertisement made in the internet home page etc. with the strip-like shape and it adheres. And the advertisement is implemented as the graphic image which adheres name or the content of the specific web site to one side of the home page having with phosphorus group and publicized. 'banner' is called by A;POSS name among since this looking like March, banner. By using the moving picture file etc. for the standard predetermining, it reports advertisement and the banner ad is used in the advertising enterprise to the form paying the predetermined advertising rates to the homepage manager. Moreover, in order to analyze the advertizing effect, the times in which banner is seen to users or the times in which the banner graphic for schedule duration is downloaded is counted and the times informs advertiser of something, or the advertising rates is charged. In initial, it started with the simple form informing the rectangular shape of domain and business contents. But the form is varied to the method of the etc. which it implements in order to be fixable arranged in screen recently if it puts in the moving picture into the banner ad or it opens the home page.

It usually very much uses the banner ad in the form of the GIF (Graphics Interchange Format) file format by using all kinds of the graphic tools. These days, the banner ad manufactured to the flash of a form very much appears but this means that the banner ad which was a multimedia various became possible while the speed problem of an internet was solved. But it unsatisfactorily considers the home page of a mostly that the loading long hangs due to the banner of a client. Therefore, when inserting the banner ad, the capacity is limited so that the capacity be large and the capacity is used.

In this way, the advertiser banner ad of the band form exposed to a part of website is the most efficient method for drawing out the large-scale traffic in website. There can be the fixed static banner in which the advertisement content is not changed of form, the animated banner, which circulates in banner graphic and letter are changed the interactive banner etc. reacts to the mouse of recipient and moves or can exchange user and data as the type of the banner ad.

The disadvantage the of bringing about a limit and the low click rate of the advertisement message disadvantage has the advantage without the cheap manufacture cost and the technical limit, has the static banner. The animated banner has the problem that it has the advantage it enhances the click ratio, of conveying many message, the file size is big. Moreover, the disadvantage the that the loading speed is delayed disadvantage has the advantage that the participation of a recipient is high and various campaigns of developments is possible, has the interactive banner.

Moreover, there can be the model of the advertising intermediation technique using the CPC (Cost Per Click) model technique, the CPM (Cost Per Mill) model technique, and the popup window of the web browser and CPA (Cost Per Action) model technique as all kinds of the advertisement techniques used in computer or internet.

The CPC model technique is the mode in which advertiser makes payment of the advertisement expense according to the advertisement technique, using the indirect publicity material including banner or the text sentence etc. the times in which for advertisement publicity booklet is clicked. Moreover, the CPM model technique is the mode paying the advertisement cost according to the advertisement technique, using the indirect publicity material including banner etc. the times in which the publicity booklet is exposed. It is the mode paying the cost as unit generated around the transactions including the purchase of the advertisement technique which *** is assigned according to the result of action of user the real user or join etc. advertiser does not engage in impression, that is, the advertisement exposure.

It is the restrictive advertisment method in which the internet user visits the web site the model of the advertising intermediation technique using the popup window of the web browser or which the internet user *** just loads as the advertisement mediation technique which runs the pop up program of the specific advertisement agency while the popup window of the web browser is opened by compulsively using the web browser engine to the compulsory advertisement technique for advertisement among the web page retrieval process at the window to the web browser of advertiser in case of attempting movement with other place.

Moreover, the banner ad or the button advertisement in which the conventional internet-ads gets mixed in the advertisment method using the above-described internet in one frame of the web browser with the internet information and having the size of the small area occupies a most.

Figure 1 is a drawing showing the advertisment method through the banner insertion in the web browser display according to prior art.

Referring to Figure 1, in the internet portal site etc. general, banner ads (100, 110, 120) are randomly inserted and it is provided to the displayed original idea given area. By taking away the mouse pointer on banner ads (100, 110, 120) and clicking, and banner ads (100, 110, 120) move to the target page linked with an advertisement-information.

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But because the advertisement part outputted in the form of the banner ad or the button advertisement of the small size which pays attention to such advertisement only the info block in which the internet user desires and existing in the same in-frame of the web browser does not have concern, the effect of advertisement falls down. In fact, the exposure (impression) comparison click ratio of the conventional banner or the button advertisement is unable to reach 1%.

In the meantime, according to the mouse movement as the above-described method for displaying advertisiments and other method, it has the advertisment method using the provisionally generated provisional assisted window.

Figure 2 is a drawing showing the searching method by the internet portal site in the web browser display according to prior art.

Referring to Figure 2, if it searches by inputting the search keyword through the search window (200) at the general internet portal site, advertisement (210) about the specific company are preferentially inserted as the information searching result according to the cost payment of advertiser. At this time, as shown in Figure 3, when specific advertisement (300) are the mouse pointer (310) positioned in the corresponding domain, the predetermined set provisional assisted window (320) (that is, the child window) is generated and the information or the additional advertisement-information is displayed in briefly. Moreover, the provisional assisted window (320) disappears if the mouse pointer (310) deviates from the corresponding domain. In this way, it has the effect that the advertisement penetrance of user can be raised by doing. And it controls the use of the effective application about the restricted display screen and the indiscriminate pop-up window.

As described above, this the advertisement in which the advertisement has a correlation with the keyword retrieval or the selection of the conventional targeted advertisement user is provided the various method of supplying advertisement through the internet web site had been being till now proposed have the problem that an advertisement is provided by the fragmentary information according to the selection it has no concern with a concern or the continuous inclination of the internet user. Therefore, it is insufficient to materially draw attention.

Moreover, it was limited to the keyword inputted to the search word input window and the keyword was provided. And the keyword has the limit of not being applied on the website providing the general and various information which is not search engine.

■ Technical Task

An object of the present invention is to provide the system for providing the target advertisement, based on the recency of the keyword action which induces recall the internet user provides the targeted advertisement in website it regards the keyword clicked in preexistence the apparatus, and method and the computerlegiable medium in which this is programed and given mention.

Moreover, an object of the present invention are to provide the advertisement exposed to the web page of the internet user and the system for providing the target advertisement, based on the recency of the keyword action settling the charging of the advertising rates with *** of the keyword action the apparatus, and method and the computerlegiable medium in which this is programed and given mention.

■ Structure & Operation of the Invention

The system for providing the target advertisement which the system of the present invention to achieve above object is based on the recency of the keyword action is characterized by including the media server which provides the advertisement-information which the advertising enterprise provides through the web page it provides the web page to the user computer terminal connecting to oneself and the target link server which a user clicks the specific link in which the target link function is established in the web page; a user comprises the history information with the information of the keyword about the corresponding link; it reads out the history information which is pre-stored in case of being exposed to set target link advertisement tag by connecting to the specific page of the website in which the target link advertisement tag is included, and the same keyword exists; and provides the advertisement about the corresponding keyword to the computer terminal of a user.

The target link server apparatus which the apparatus of the present invention to achieve above object provides the targeted advertisement based on the recency of the keyword action is characterized by including the user reaction determining unit: advertisement sender which receives the keyword value which clicks from the user reaction determining unit; the identical with the comparison result of the link alternation part: link alternation part compares the keyword value clicked as described above with set keyword link information keyword exists; the keyword transform unit: user comprising the history information with the keyword information is exposed to the target link advertisement tag among the web surfing; it receives the corresponding tag information according to exposure from the user reaction determining unit; and transmits the advertisement about the corresponding keyword in case the comparison result of the keyword comparison unit and the keyword comparison unit: which compares with the history information of the pre-stored user, and the same keyword exist. Determines the keyword action by click the computer terminal clicks the specific link in which the target link function within the target web page is established it connects to the predetermined website in the computer terminal of user.

The method which the method of the present invention to achieve above object provides the targeted advertisement based on the recency of the keyword action is characterized by including the step clicking the *** link, the step comprising: the keyword, the step that the target link advertisement tag which advertiser sets up is included in the web page, and the step that the keyword included in the stuck out history information as described above provides the thing right included in the index of keyword of advertiser, and the advertisement about the corresponding keyword user visits the web site and the web surfing is done; the step comprising the keyword clicks in case the particular key word link is set up in the link clicked as described above with history data; and as to the step that the target link advertisement tag which advertiser sets up is included in the web page, user connects; and reads out the stored history information as described above.

In the meantime, the information for being provided the targeted advertisement based on the recency of the keyword action can be stored in the recording medium can read from the server computer. This recording medium provides the recording medium in which the

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program and data are stored in order to be read with the computer system of all kinds. For example, it has the ROM (Read Only Memory), the RAM (Random Access Memory), the CD (Compact Disk), the DVD (Digital Video Disk) -ROM, the magnetic tape, the floppy disk, the optical data storage device etc. And it is included to be implemented in the form of moreover, the carier wave (for example, the electrical transmission through an internet). Moreover, this recording medium is dispersed in the computer system connected to a network. The code which a computer can read from the distribution method can be stored and the code be performed.

When the present invention clicks the specific link in which the internet user performs function in website, the click information about the corresponding link is stored to the history information. The method in which the afterward internet user provides advertisement comparing the index of keyword about the corresponding tag the set up target link advertisement tag is met with the pre-stored history information as described above, in case the corresponding keyword exists is proposed. Moreover, the time information is together stored as the click information about the corresponding link. The effective advertisement is provided according to *** toward the keyword action of the afterward user, or the method paying the charging of the gradation according to *** is proposed. Therefore, it is preferable that the history information comprises with the keyword corresponding to the specific link and the time information clicking the corresponding link.

Moreover, it is preferable that the history information stores in the terminal (that is, the client personal computer) of the corresponding internet user as the cookie information. When it meets the target link advertisement tag established with the afterward above statement, it reads out and it compares. But the history information is not stored as other method in the terminal of the corresponding internet user. In order to store in the separate server (for example, the target link server) and it uses the terminal can implement.

In the meantime, here, in order to perform function while being positioned in the predetermined location within the web page the specific link means the part linked with the particular key word. And it can implement as text or image. That is, it reacts to the corresponding text keyword link if the internet user clicks the text link. And with responding to the keyword which corresponds to the target image if it clicks the image link and is set up it can pay.

Moreover, the present invention can put the discrimination in the charging plan according to the reaction time of a user by using the history information. For example, it has the number which expensively sets the advertisement money about the target advertisement as it is the user reacting within the time to be short. Therefore, in this way, the user group which clicks the specific link within the web page by doing, is classified according to the targeting object discriminated according to the pass of the time and the online promotion is implemented.

It says to be below, and the present invention 'target link system' this. The target link system is the concept expanding the existing keyword advertisement. When by the internet user inputs the search word (keyword) in the search engine (for example, for example, neighbor, next etc) and it desires, to obtaining the colour result, the search engine showing the search result to user and showing the advertisement related to the corresponding search word at the same time as described above, the keyword advertisement withdrawal is the profit of advertisement form. At this time, advertiser pays the corresponding search word the fixed cost to the search engine and advertiser purchases the advertisement about the particular key word. This keyword purchase and system for advertisement are possible in the time when user inputs the search word and the search result is exposed to screen.

But the insistence it is not with the only bay at the moment when performing search the man inputting the predetermined search word but thereafter that the concern about the corresponding search word is high is resonable. Therefore, the target link system suggested in the present invention is the system for advertisement which is not keyword advertisement selling using the search result but executed based on the recency about the search word.

According to the preferred embodiment of below the present invention is illustrated with reference to attached drawings. In case the concrete description to the notification function which relates in illustrating below the present invention or the configuration is gist of the present invention determined because of being gratuitously cloudy, detailed description will be omitted.

Firstly, referring to figs. 4 and 5, the system for and apparatus is illustrated.

Figure 4 is a drawing showing the system for providing the target advertisement based on the recency of the keyword action according to a preferred embodiment of the present invention.

Referring to Figure 4, system according to a preferred embodiment of the present invention can be comprised of the media server (400), advertisement enterprise server (410), internet (420), target link server (430), CDR server (440) and one or more user computer terminal (450) etc.

User connects to the media server (400) through the computer terminal (450) connected with the internet (420). At this time, the media server (400) means the server providing the web page as the host system through the predetermined web server to the user terminal. For example, the predetermined website is provided on internet. It is the server providing the advertisement-information which is according to the present invention provided from the advertisement enterprise server (410). That is, provided is web pages including the internet portal site or the search engine etc. the media server (400) manages the information provider role of providing the predetermined information to the user computer terminal (450) through the home page etc.

At this time, according to the present invention, in the web page provided to the media server (400), if the specific link in which the target link function is established is clicked, the history information is comprised of the information of the keyword about the corresponding link on the target link server (430) and it transmits with the computer terminal (450) of user. Here, as described above, the specific link can be implemented in the web page in the form of text or image. That is, if link is clicked in case the specific link is text, the history information the corresponding text to keyword is generated and link is transmitted to the user computer terminal (450). And if link is clicked in case the specific link is image, the history information is produced to the keyword which becomes in image with mapping and it transmits with the computer terminal (450) of user. At this time, according to the present invention, the transmitted history information as described above is desirable to be comprised of the time information when clicking with the clicked keyword information as described above. And it can be stored in the computer terminal (450) of user as the cookie file.

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A user connects to the media server (400) as the computer terminal (450). When set target link advertisement tag as described above is met by connecting to the specific page of the website in which according to the present invention, the target link advertisement tag is included, history information (A keyword and the time information which that is, a user already chooses) pre-stored in the computer terminal (450) of a user are read out in the target link server (430). A user compares with the index of keyword of the advertiser requested from the advertisement enterprise server (410) in advance. When the keyword which the comparison result is same as those exists, the advertisement provided concerning the corresponding keyword to the advertisement enterprise server (410) is provided through the media server (400) as the web page to the computer terminal (450) of the corresponding user.

At this time, according to the present invention, the targeting method discriminated according to the pass of the time responding to the keyword of a user can be implemented. That is, in the history information stored in the user computer terminal (450), the keyword information and the time information clicked are together stored. And when the computer terminal (450) of a user is exposed to the target link advertisement tag, the difference of the time exposed to the target link advertisement tag and the time clicking the link about a keyword is produced with the time information. The discriminated advertisement which is provided according to the time difference from the advertisement enterprise server (410) is provided to the computer terminal (450) of a user, or a charging is performed according to the time difference with the CDR server (440). Accordingly, the user group clicking the specific link in site is classified according to the targeting object discriminated according to the pass of the time and the online promotion is executed.

In the meantime, according to the present invention, it includes within the media server (400) and the target link server (430) providing the targeted advertisement by the recency of the keyword action can implement. And it includes the media server (400) or the target link server (430) etc. and the advertisement enterprise server (410) or the CDR server (440) can implement.

In order to help understanding, for example, advertiser purchases keyword called 'vehicle' from the media (that is, the media server (400)), while the corresponding to keyword advertisement is transmitted to media, the target link server (430) recognizes the user clicking the specific link in which the car key word is set up, the target link advertisement corresponding to the keyword of the link which it clicks when moving of media is exposed to as to user,, the concept of the time is applied to the reaction which user clinks and such target link advertisement particularly at this time at the same time thereafter targets the car key word against the man who purchases keyword called vehicle only the user who previously clicks with 24 hour to object if it targets, the is yesterday concerned man utilizes this feature Moreover, it has the effect that the media former page is spanned in comparision with the keyword advertisement limited to the conventional search result screen and the keyword advertisement can sell.

Moreover, it receives the keyword which user clinks from media and the target link server (430) stores this in the user cookie. In order to leave the cookie publication history through log and the media performance is measured through the afterward analysis according to the extent of the recency about each keyword and the sales policy is formulated it helps.

More concretely, each functions processed at the target link server (430) for below, and above-described implementation of the present invention referring to Figure 5, decide to be illustrated.

Figure 5 is a block diagram showing the detail structure of the target link server (430) in a system according to a preferred embodiment of the present invention.

Referring to Figure 5, target link server (430) according to a preferred embodiment of the present invention can be comprised of the user reaction determining unit (510), link alternation part (520), advertisement sender (530), keyword comparison unit (540), keyword transform unit (550) and keyword database of link information (590) etc. According to the target link server (430) is embodiment of the present invention, the targeted advertisement transmit function according to the target link advertisement tag exposure is performed after the function of the history information storage according to a click and time-out. Firstly, the history information storing function is as follows: if the history information storing function according to a click is explained.

As described above, in the computer terminal (450) of a user, it connects to the predetermined website. If the specific link in which the target link function within the target web page is established is clicked, the keyword action by a click is determined in the user reaction determining unit (510) and the corresponding keyword is transmitted with the link alternation part (520).

In the link alternation part (520), whether set or not of the target link function is determined in the corresponding link and new linked data which according to the present invention, are instead of provided with linked data are provided according to a click are provided. More concretely, the keyword value clicked is compared with keywords stored in the keyword database of link information (590). When it is determined as the keyword (the keyword connected to that is, the specific link) in which the corresponding keyword is registered, according to the present invention, the history information is comprised of the keyword information and it stores in the user cookie information database (580). At this time, in case of being the keyword in which the corresponding keyword of the clicked link is registered the keyword information is transmitted with the keyword transform unit (550). History data are comprised of the time information in which the information and keyword of a keyword are clicked on the keyword transform unit (550) and it transmits with the user cookie information database (580). It is preferable that transmitted history data as described above stores in the user cookie information database (580) to each website unit-by-unit visited in the form of the cookie file. As described above, it is included in each corresponding user computer terminal (450) or it includes in the external device etc. and the user cookie information database (580) can implement.

For example, advertiser purchased the keyword link called 'vehicle'. The link A hanging on 'vehicle' menu of in site the registration (that is, the storage in the keyword database of link information (590)) and is given with the keyword 'vehicle' to system to the corresponding menu. Replaces this. Therefore, the corresponding website sets up the link B provided to system on 'vehicle' menu. After moving to the link B at this time, if user clicks 'vehicle' link, user is connected to the link A which is the destination location. Here, the specific address of this system becomes the link B. And as described above, by the registered keyword being comprised of history data through the address and transmitting the corresponding keyword and time information are stored in the user cookie (that is, the user cookie information database (580)).

In the meantime, the form inputting a keyword to a cookie can use the method for converting the corresponding keyword character into

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the number value through the hash algorithm and storing. That is, for example, 0 and mapped to be a keyword inherent in each keyword 2^{32}It can change to the number value of interval. In this way, the storage capacity of keyword and size of transmitted-data are reduced by doing. At this time, if the number value is changed again to the hexadecimal value, the keyword value expresses in the hexadecimal number of four-digit. Moreover, in the present invention, the targeting stores in order to provide the targeting according to the time. Therefore, it converts into the time information into the second unit and the targeting expresses in the hexadecimal value of four-digit. In this way, in order to store one keyword by doing,, history data of the hexadecimal number eight-digit is generated. And each sexadecimal digit is expressed in text and history data stores according to each website in the comprised corresponding cookie file. Therefore, as shown in Figure 6, history data of 8 byte is stored in cookie whenever the corresponding keyword is once clicked. That is, referring to Figure 6, it is transmitted to the user cookie information (580) and it can know that the history data (600) stored in the cookie file can be comprised of the keyword information (610) of 4byte and time information (620) of 4byte. In this way, when all keywords are expressed in 8 byte and it stores, the maintenance of the index of keyword is facilitated at user. And it prevents from keyword data being mixed.

In the meantime, by using the cookie file stored in the computer terminal of user in the conventional internet web site visit, it can comprise with the cookie file. It can comprise by producing other separate file.

In the target link server (430) with the or more, the history archiving facility according to the link click was explained. Next, the targeted advertisement transmit function according to the target link advertisement tag exposure is explained.

A user connects to the media server (400) (that is, a website) through the computer terminal (450) connected with the internet (420) and a user is provided the predetermined web page. At this time, when a user is the target link advertisement tag in the specific page of a site is compared with the index of keyword of the advertiser according to the index of keyword which if meets, it follows to describe in detail and is pre-stored in the user cookie information database (580). And target link advertisement tag, when the same keyword exists, the targeted advertisement about the corresponding keyword is provided to the computer terminal (450) of a user.

More concretely, if the computer terminal (450) of user meets the target link advertisement tag among the web surfing, this is sensed from the user reaction determining unit (510) and the corresponding tag information is transmitted with the keyword comparison unit (540).

In the keyword comparison unit (540), the history information of the cookie file stored in the user cookie information database (580) is read out and a keyword and corresponding time of the link which a user clinks are stored in the form of an arrangement. At this time, as described above, when one history information is stored as 8 byte, it cuts with 8 byte and it stores. In the meantime, generally, a cookie is with the hypertext transfer protocol (Hypertext Transfer Protocol: HTTP) protocol from a user to a server the automatic transfer. Therefore, the cookie information read out procedure at the keyword comparison unit (540) can be automatically performed by the general HTTP protocol.

Next, in the keyword comparison unit (540), it successively compares with the index of keyword of the advertiser which is requested with the keyword in which user already clinks and which is stored according to the stuck out history information as described above and inserts the target link advertisement tag. When the identical with comparison result keyword exists, the advertisement about the corresponding keyword is transmitted.

That is, when the identical with the comparison result of the keyword comparison unit (540) keyword exists, the advertisement-information provided is read out from the advertising enterprise (that is, an advertiser) stored in the database of advertising information (560) in the advertisement sender (530) and it transmits with the corresponding computer terminal (450).

At this time, the result according to the advertisement providing is stored in the user log file information database (570). The information about the information about the time difference of the click time about the corresponding keyword stored in a cookie as the information and advertisement providing and target advertisement can be stored as a result of being stored in the user log file information database (570). Therefore, advertisement providing result information as described above uses only in the charging about the afterward each advertising enterprise stored in the user log file information database (570). That is, according to the present invention, in order to implement the discriminated targeting according to the pass of the time, the discriminated charging is given to the advertising enterprise according to the time difference of the click time about a keyword and advertisement providing. For example, it is possible that it implements in order to pay the advertisement money which is more than the recording in which the time difference of the click time about a keyword and advertisement providing are short.

Referring to figs. 7 and 8, referring to figs. 7 and 8, and advertisement offering process are afterward illustrated.

Figure 7 is flowchart showing the cookie information stored procedure according to the keyword action according to a preferred embodiment of the present invention.

Referring to Figure 7, firstly, while user website the visit (S701) and doing the web surfing, user does ***. Here, as described above, text or the image information can become link.

At this time, in case the specific link (that is, the keyword link) that according to the present invention, is provided to the link clicked as described above is set up, the link (that is, the link B) is as described above in the world in (S703) the offer (S704). The keyword clicked is comprised of history data according to link and history data transmitted to the user computer terminal with the electrical transmission (S705) are stored as the cookie information of the user computer terminal with above statement. Next, it becomes the original link connected to link with the offer (S706).

In case the specific link (that is, the keyword link) that according to the present invention, is provided to the other side, and the link clicked as described above is not set up, it originally links in (S703) like convention with the offer (S706).

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In the meantime, in the side of a user, it is possible to confirm that the cookie information is stored according to a link in the world but at the same time, since the offer of a link is originally made with above statement, it does not have to be inconvenient of the user side according to the keyword storage.

Figure 8 is flowchart showing the procedure of providing the targeted advertisement according to the target link exposure according to a preferred embodiment of the present invention.

Referring to Figure 8, when it becomes in the web page of the corresponding site with the exposure (S801) while user does the web surfing, it does with the determination (S802) whether the target link advertisement tag which advertiser sets up is included in the target web page.

When the decision result, and the target link advertisement tag exist, the history information stored in the user cookie file stored according to the procedure of fig. 7 is done with the read out (S803). Next, when the index of keyword and comparison (S804) one Hoo of advertiser, and the same keyword do with the presence (S805), the advertisement about the corresponding keyword is told about. At this time, as described above, in the history information stored in the cookie file, since the time information clicking the corresponding keyword is stored, it distinguishes according to difference with the time exposed to the target link advertisement tag and it charges to advertiser.

Below, and the example in which referring to figs. 9 through 12, the present invention is implemented in the web page in fact are illustrated.

Figure 9 is a display drawing showing the method in which a client according to a preferred embodiment of the present invention clicks the *** keyword in the web page.

Referring to Figure 9, after the internet user visits site, the *** keyword (in other words, title) is clicked. For example, the link information which corresponds to by clicking the keyword in which concern has user among many links which provide to website to mouse, is provided. At this time, as described above, it can textize from link. It can be imaged. For example, as shown in Figure 9, is provided in which user including 'musical instrument', 'vitamin' etc. clicks the *** keyword and which is linked.

In the meantime, when it is the link clicked as described above is set up specific link, with providing the corresponding link, the keyword information mapped in a link is transmitted with the cookie file of a user and a user stores.

Figure 10 is a drawing showing the construction of the reaction database in the keyword click of the client visiting in a site according to a preferred embodiment of the present invention. Referring to Figure 10, as shown in Figure 9, in a website, when a keyword including 'the musical instrument', in which the specific link is set up 'A notebook' 'A vitamin' etc. is clicked, the information of the corresponding keyword is stored in a database according to the reaction (for example, the click of the corresponding link) toward the keyword of the client visiting in a site as the history information.

Figure 11 is a drawing the target advertisement exposure according to the target link tag re-expose is shown according to the embodiment of the present invention.

Referring to Figure 11, in the specific web site, the recall message utilizing the preexistence keyword database for set target link tag based on the database comprised according to the keyword action illustrated in fig. 10 in a re-expose is exposed by the advertisement type. At this time, the exposed website can be implemented in different medias approving the target link advertisement exposure.

For example, when advertiser called 'interpark' is 'notebook' in the predetermined website, 'musical instrument', and 'vitamin' are compared with the target link advertisement keyword which when set up the target link advertisement as keyword, the man visiting in the corresponding site is previously the user clicking the specific link about 'notebook' or 'musical instrument' or 'vitamin' and reacts, and if it is the case, is the pre-stored history information set up according to the reaction in website, the target advertisement is provided.

That is, provided is the advertisement like 'interpark [notebook] 5% discount ticket' user is exposed to the target link advertisement tag for to providing advertisement concerning [notebook] keyword among the web surfing the keyword about [notebook] is clicked and the corresponding keyword information is stored in its own cookie. Moreover, provided is the advertisement like 'the Interpark [the musical instrument] thank-you event' user is exposed to the target link advertisement tag for to providing advertisement concerning [the musical instrument] keyword among the web surfing the keyword about [the musical instrument] is clicked and the corresponding keyword information is stored in its own cookie. Similarly, provided is the advertisement like 'the Interpark [vitamin] regular discount' user is exposed to the target link advertisement tag for to providing advertisement concerning [vitamin] keyword among the web surfing the keyword about [vitamin] is clicked and the corresponding keyword information is stored in its own cookie.

Figure 12 is a drawing showing the application of the charging plan which is discriminative based on the recency of a database according to a preferred embodiment of the present invention.

Referring to Figure 12, the present invention is to provide a charging based on the recency of the keyword action. And that is, as shown in Figure 11, when an advertiser called 'interpark' is 'notebook' in the predetermined website, 'musical instrument', and 'vitamin' are compared with the target link advertisement keyword which when set up the target link advertisement as a keyword, the man visiting in the corresponding site is previously the user clicking the specific link about 'notebook' or 'musical instrument' or 'vitamin' and reacts, and if it is the case, is the pre-stored history information set up according to the reaction in a website, the target advertisement is provided.

At this time, when the user responding to keyword called 'notebook' this is exposed to the web page in which the target link

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advertisement tag about the day appointed corresponding keyword (that is, notebook) is set up, it charges to advertiser of 500 won. And when the user responding to keyword called 'musical instrument' is exposed to the web page in which the target link advertisement tag about the corresponding keyword (that is, the musical instrument) is set up after 1 week, it charges to advertiser of 400 won. And when being exposed to the web page in which the target link advertisement tag about the corresponding keyword (that is, vitamin) is set up after 2 week, the user responding to keyword called 'vitamin' this implements the discriminated charging policy charged of 300 won to advertiser.

This kind of charging plan based on the recency toward the reaction of user. As it is recent, the advertizing effect of the time showing the concern about the corresponding keyword is more more therefore more resonable with size to distinguish with the present invention according to the advertizing effect although advertiser provide the same advertisement to user and charge.

In the meantime, in embodiment of the present invention, it illustrated about a preferred embodiment. But concrete it is *** that many transformation is possible in the limit which it does not deviate from scope of the present invention. Therefore, while being limited to the explained embodiment and not being determined, the scope of the present invention determines with the range of not only the range of the patent claim which will be described later but also this patent claim and the equal things.

■ Effects of the Invention

According to the present invention, the concept of the time is applied to a keyword and the advertisement about the corresponding keyword is targeted only the user previously concerned with specific duration to an object. Moreover, target against the man who purchases the corresponding keyword if the is yesterday concerned man utilizes this feature

Moreover, it has the effect that it is not the keyword advertisement limited to the result screen according to the keyword retrieval and the media former page is spanned and the keyword advertisement can sell.

Additionally, the target link server has the advantage that when set specific link is clicked, the keyword about link is passed and it receives and this is stored in the user cookie. The cookie publication history is left through log and the media performance is measured through the afterward analysis according to the extent of the recency about each keyword and the sales policy is formulated.

Scope of Claims

■ Claim 1:

The system for providing the target advertisement that is based on the recency of the keyword action, said system for providing the target advertisement is comprised of the media server which provides the advertisement-information which the advertising enterprise provides through the web page it provides the web page to the user computer terminal connecting to oneself and the target link server which when a user clicks the specific link in which the target link function is established in the web page, a user comprises the history information with the information of the keyword about the corresponding link, and when it reads out the history information which is pre-stored in case of being exposed to set target link advertisement tag by connecting to the specific page of the website in which the target link advertisement tag is included, and the same keyword exists, provides the advertisement about the corresponding keyword to the computer terminal of a user.

■ Claim 2:

The system for providing the target advertisement based on the recency of the keyword action of claim 1, wherein it is one or greater selected between text, and the stopping picture image and moving picture image.

■ Claim 3:

The system for providing the target advertisement based on the recency of the keyword action of claim 1, wherein the history information is further comprised of the time information clicking the specific link.

■ Claim 4:

The system for providing the target advertisement based on the recency of the keyword action of claim 1, wherein the history information is transmitted to the computer terminal of user and the computer terminal is stored as the cookie file.

■ Claim 5:

The system for providing the target advertisement based on the recency of the keyword action of claim 1, wherein the keyword information comprising the history information is transformed to the it each keyword and one-to-one is mapped digitally and it comprises.

■ Claim 6:

The target link server apparatus for providing the targeted advertisement that is based on the recency of the keyword action, said target link server apparatus for providing the targeted advertisement is comprised of the user reaction determining unit: advertisement sender receiving the keyword value which clicks from the user reaction determining unit, and when the identical with the comparison result of the link alternation part: link alternation part compares the keyword value clicked as described above with set keyword link information keyword exists, when the keyword transform unit: user comprising the history information with the keyword information is

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exposed to the target link advertisement tag among the web surfing, receives the corresponding tag information according to exposure from the user reaction determining unit, and transmits the advertisement about the corresponding keyword in case the comparison result of the keyword comparison unit and the keyword comparison unit: which compares with the history information of the pre-stored user, and the same keyword exist. Determines the keyword action by click the computer terminal clicks the specific link in which the target link function within the target web page is established it connects to the predetermined website in the computer terminal of user.

■ Claim 7:

The target advertising providing apparatus based on the recency of the keyword action of claim 6, wherein the specific link is one or greater selected between text, and the stopping picture image and moving picture image.

■ Claim 8:

The target advertising providing apparatus based on the recency of the keyword action of claim 6, wherein the history information is further comprised of the time information clicking the specific link.

■ Claim 9:

The target advertising providing apparatus based on the recency of the keyword action of claim 6, wherein the history information is transmitted to the computer terminal of a user and the computer terminal is stored as the cookie file.

■ Claim 10:

The target advertising providing apparatus based on the recency of the keyword action of claim 6, wherein the keyword information comprising the history information is transformed to the it each keyword and one-to-one is mapped digitally and it comprises.

■ Claim 11:

The method for providing the targeted advertisement that is based on the recency of the keyword action, said method for providing the targeted advertisement is comprised of the step clicking the *** link, the step comprising the keyword, the step that when the target link advertisement tag which an advertiser sets up is included in the web page, and the step that the keyword included in the stuck out history information as described above provides the thing right included in the index of keyword of an advertiser, and the advertisement about the corresponding keyword a user visits the web site and the web surfing is done. The step comprising the keyword clicks in case the particular key word link is set up in the link clicked as described above with history data. As to the step that when the target link advertisement tag which an advertiser sets up is included in the web page, a user connects, reads out the stored history information as described above.

■ Claim 12:

The target advertising providing method based on the recency of the keyword action of claim 11, wherein the specific link is one or greater selected between a text, and the stopping picture image and moving picture image.

■ Claim 13:

The target advertising providing method based on the recency of the keyword action of claim 11, wherein the history information is further comprised of the time information clicking the specific link.

■ Claim 14:

The target advertising providing method based on the recency of the keyword action of claim 11, wherein the history information is transmitted to the computer terminal of user and the computer terminal is stored as the cookie file.

■ Claim 15:

The target advertising providing method based on the recency of the keyword action of claim 11, wherein the keyword information comprising the history information is transformed to the it each keyword and one-to-one is mapped digitally and it comprises.

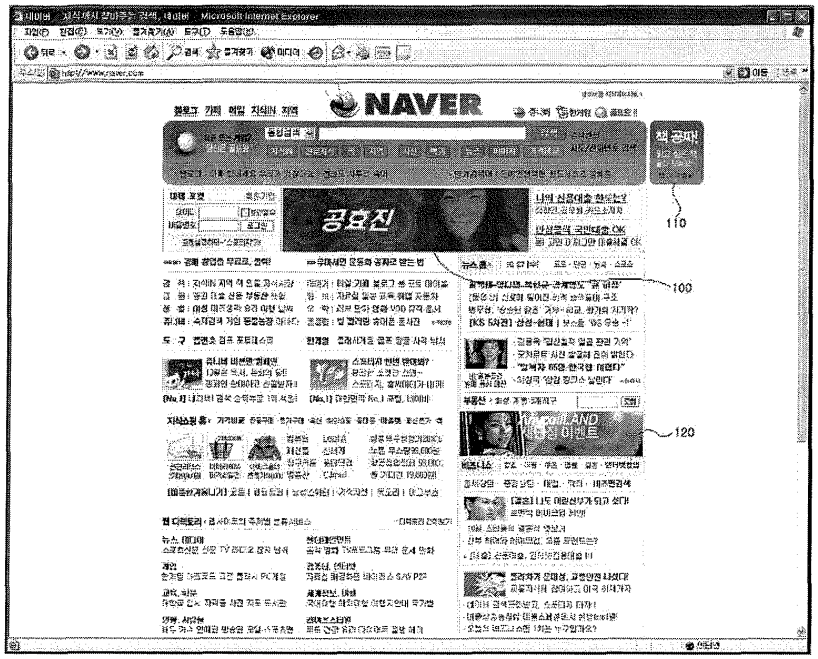
■ Claim 16:

The computerlegiable medium in which the program performing the method according to selected one term is carried among the claims 11 through 15.

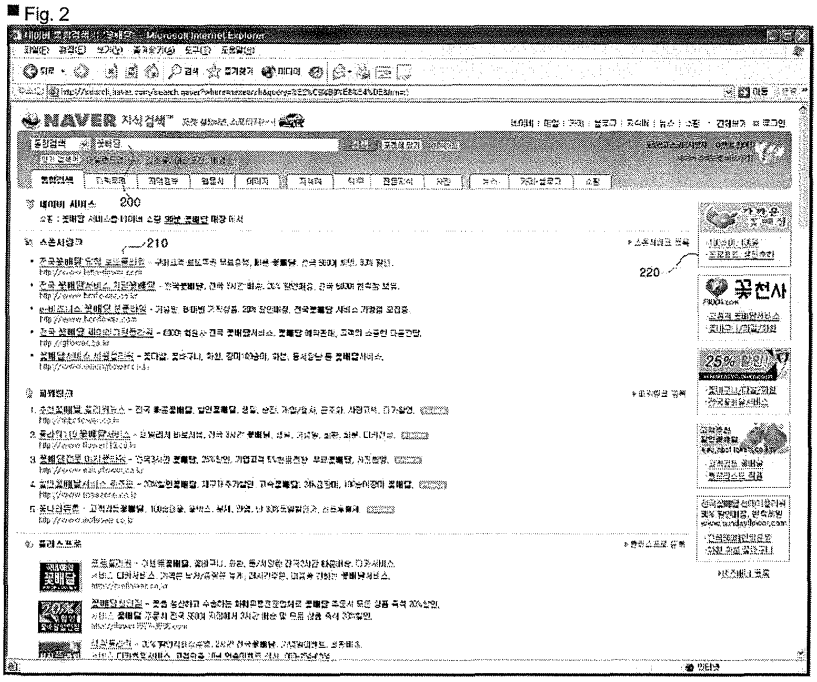
Drawing

■ Fig. 1

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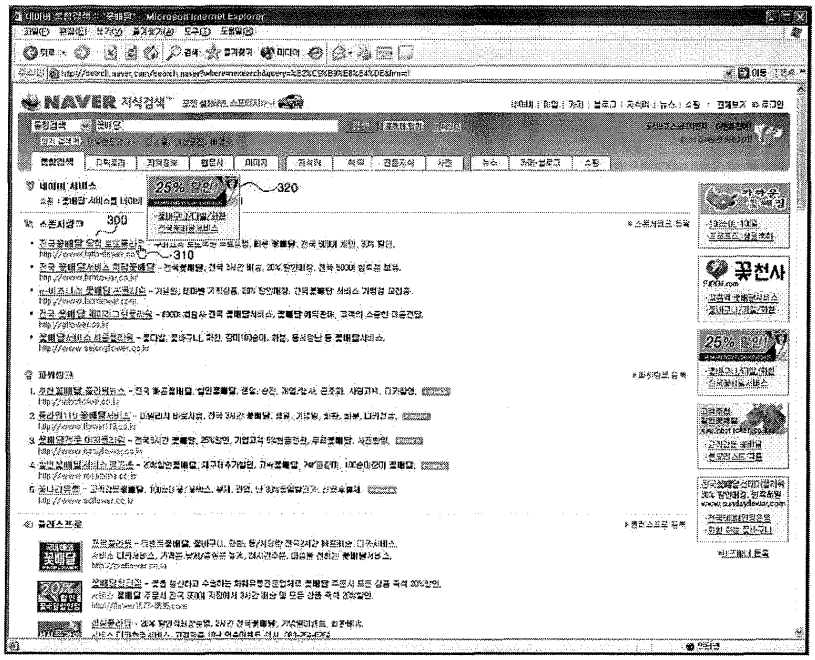


■ Fig. 2

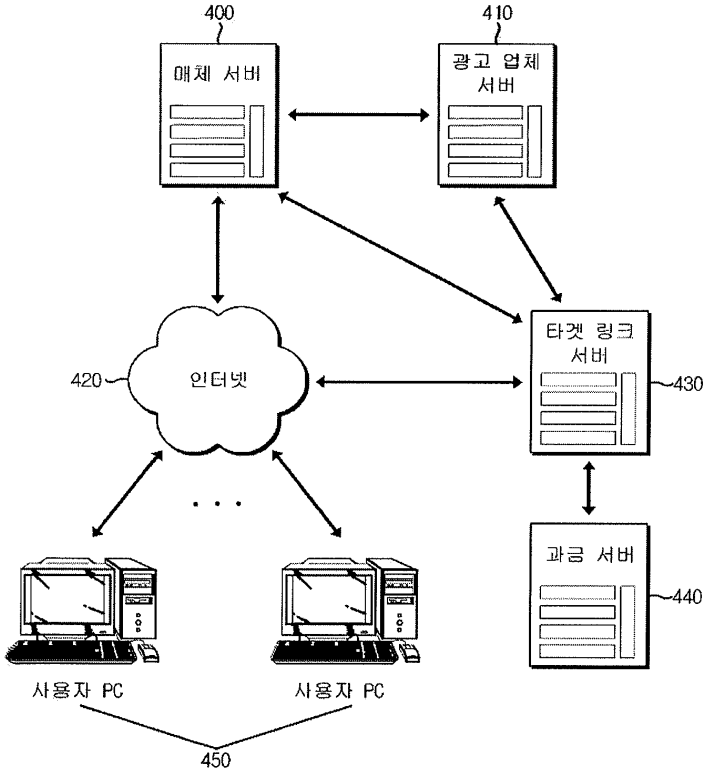


■ Fig. 3

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Exhibit 1003
Page 102

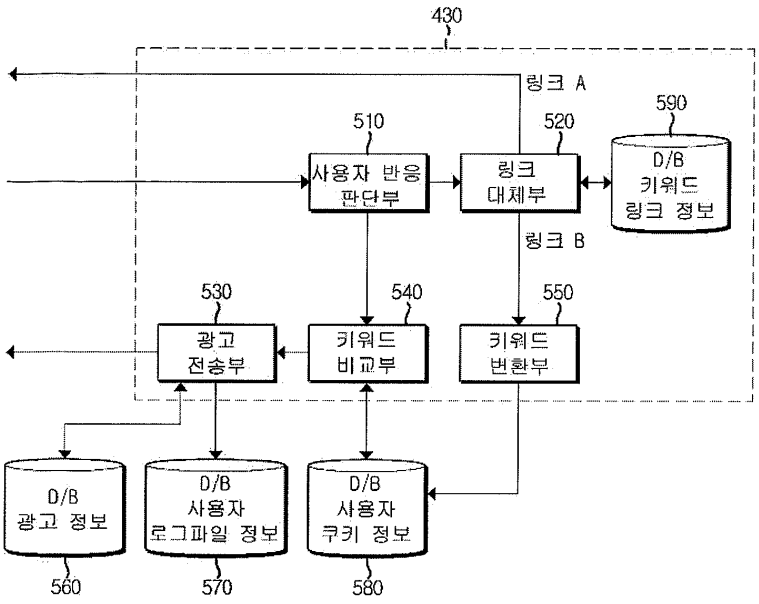


■ Fig. 4



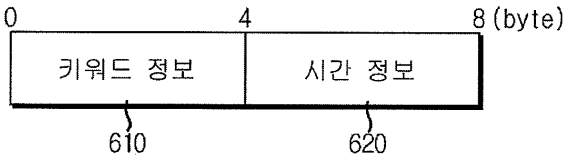
■ Fig. 5

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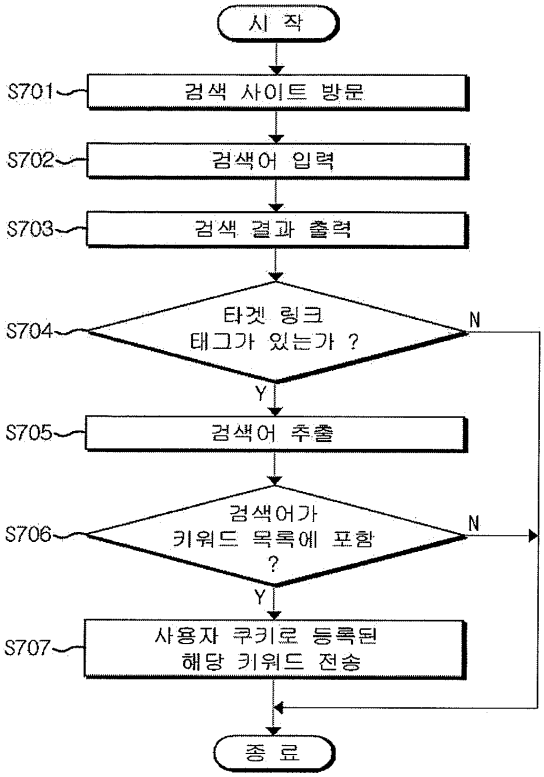


■ Fig. 6

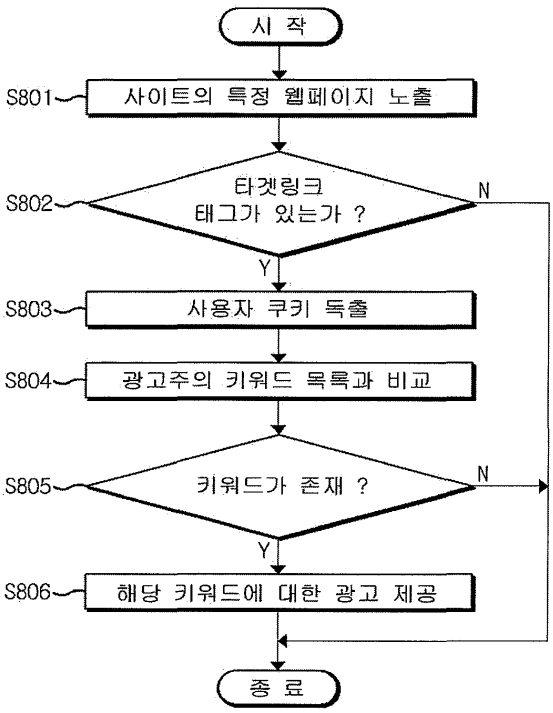
600



■ Fig. 7


시 작
S701
검색 사이트 방문
S702
검색어 입력
S703
검색 결과 출력
S704
타겟 링크
태그가 있는가 ?
N
Y
S705
검색어 추출
S706
검색어가
키워드 목록에 포함
?
N
Y
S707
사용자 쿠키로 등록된
해당 키워드 전송
종 료

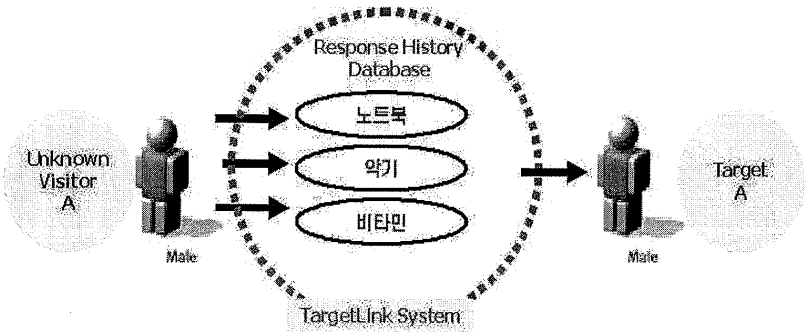
■ Fig. 8


시 작
S801
사이트의 특정 웹페이지 노출
S802
타겟링크
태그가 있는가 ?
N
Y
S803
사용자 쿠키 독출
S804
광고주의 키워드 목록과 비교
S805
키워드가 존재 ?
N
Y
S806
해당 키워드에 대한 광고 제공
종 료

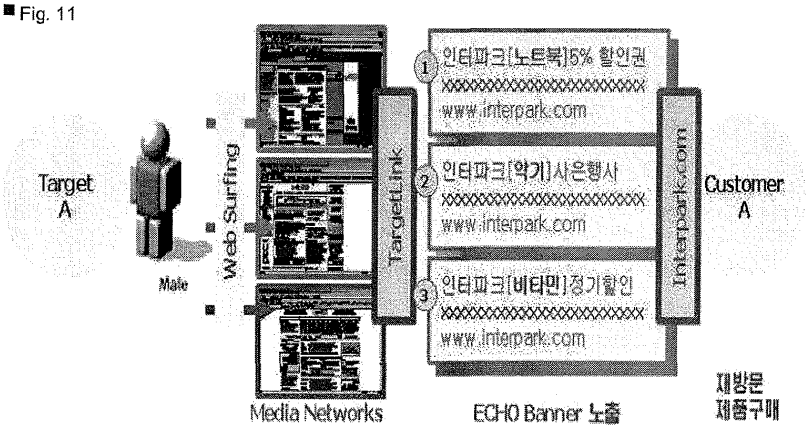
■ Fig. 9


Client's Web Pages (www.interpark.com)
Unknown Visitor A
Male

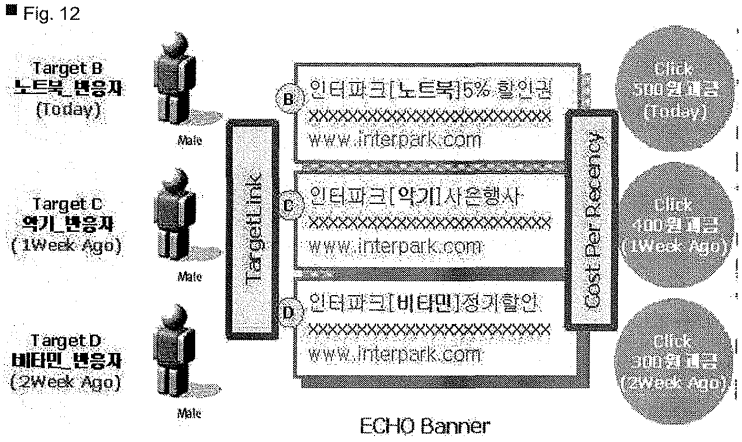
■ Fig. 10



■ Fig. 11



■ Fig. 12



Legal Status

Date	Type of Document	Status
20041103	Patent Application	Received
20050829	Amendment of Bibliography	Received
20060426	Notice of Submission of Opinion	Delivery Completed
20060626	Written Opinion	Received
20060626	Amendment including Specification etc.	Received
20061226	Notice of Final Rejection	Delivery Completed

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Electronic Acknowledgement Receipt

EFS ID:	2898736
Application Number:	11765433
International Application Number:	
Confirmation Number:	7471
Title of Invention:	PROVIDING COLLECTED PROFILES TO MEDIA PROPERTIES HAVING SPECIFIED INTERESTS
First Named Inventor/Applicant Name:	Roy Shkedi
Customer Number:	26362
Filer:	Louis J. Hoffman/Donald Hertz
Filer Authorized By:	Louis J. Hoffman
Attorney Docket Number:	14-PP
Receipt Date:	22-FEB-2008
Filing Date:	19-JUN-2007
Time Stamp:	16:22:25
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	Information Disclosure Statement (IDS) Filed	08-02-22-PP-SuppIDS.pdf	57194 6dd108da3a1d4774c79e1d515821c6cd8aea2657	no	1
Warnings:					
Information:					

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2	NPL Documents	WO04084109-NHN_Corp.pdf	2242426 e7dc98af2f62752f69bec5b732ba52ae9bfa7fb9	no	40
Warnings:					
Information:					
3	NPL Documents	KR200499222.pdf	2157849 409a3298bd1537237871c98912fe674d85e782b0	no	17
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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.

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

Serial No.: 11/765,433
Applicant: Shkedi, Roy
Filed: 06/19/2007
Art Unit: 2154
Conf. No.: 7471

U.S. PATENT DOCUMENTS

Examiner Initials	Item	Document Number	Publication Date	Name of Patentee or Applicant	Filing Date (if appropriate)
	1	5710884	1/20/1998	Dedrick	
	2	5717923	2/10/1998	Dedrick	
	3	5724521	3/3/1998	Dedrick	
	4	5752238	5/12/1998	Dedrick	
	5	5794210	8/11/1998	Goldhaber et al.	
	6	5855008	12/29/1998	Goldhaber et al.	
	7	5918014	6/29/1999	Robinson	
	8	5948061	9/7/1999	Merriman et al.	
	9	6026368	2/15/2000	Brown et al.	
	10	6055513	4/25/2000	Katz et al.	
	11	6073241	6/6/2000	Rosenberg et al.	
	12	6141010	10/31/2000	Hoyle	
	13	6216129	4/10/2001	Eldering	
	14	6285987	9/4/2001	Roth	
	15	6324519	11/27/2001	Eldering	
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	17	6385592	5/7/2002	Angles et al.	
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	19	6487538	11/26/2002	Gupta et al.	
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	21	7013290	3/14/2006	Ananian	
	22	7039594	5/2/2006	Gersting	
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	25	7065550	6/20/2006	Raghunandan	
	26	7155508	12/26/2006	Sankuratripati et al.	
	27	7194424	3/20/2007	Greer et al.	
	28	7343354	3/11/2008	Hennessey	
	29	7346615	3/18/2008	Bem	
	30	7373599	5/13/2008	McElfresh et al.	

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Serial No.:	11/765,433
Applicant:	Shkedi, Roy
Filed:	06/19/2007
Art Unit:	2154
Conf. No.:	7471

U.S. PATENT DOCUMENTS

Examiner Initials	Item	Document Number	Publication Date	Name of Patentee or Applicant	Filing Date (if appropriate)
	31	7428493	9/23/2008	Shkedi	
	32	7454364	11/18/2008	Shkedi	
	33	7546249	6/9/2009	Main	
	34	7558795	7/7/2009	Malik	
	35	20010020242	9/6/2001	Gupta et al.	
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	37	20020029267	03/07/2002	Sankuratripati	
	38	20020072965	6/13/2002	Merriman et al.	
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	60	20060116924	6/1/2006	Angles et al.	

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Applicant:	Shkedi, Roy
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U.S. PATENT DOCUMENTS

Examiner Initials	Item	Document Number	Publication Date	Name of Patentee or Applicant	Filing Date (if appropriate)
	61	20060122879	6/28/2006	O'Kelley	
	62	20070294401	12/20/2007	Shkedi	
	63	20080010155	1/10/2008	Shkedi	
	64	20080313194	12/18/2008	Shkedi	
	65	20090094119	4/9/2009	Shkedi	

FOREIGN PATENT DOCUMENTS

Examiner Initials	Item	Document Number	Publication Date	Country	Name of Patentee	Translation Yes / No
	66	WO2005/046237	5/19/2005		Gutta et al.	n/a

OTHER ART

Examiner Initials	Item	Author, Title, Date, Pertinent Pages, Etc.
	67	Engage Technologies, Inc.; Form S-1A; filed with the SEC; pp. 36-50; July 19, 1999.
	68	"The e-Marketing Report"; Morgan Stanley Dean Whitter; May, 2000; portions.

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(71) Applicant *(for AE only)*: **U.S. PHILIPS CORPORATION** [US/US]; 1251 Avenue of the Americas, New York, NY 10020 (US).

(72) Inventors; and

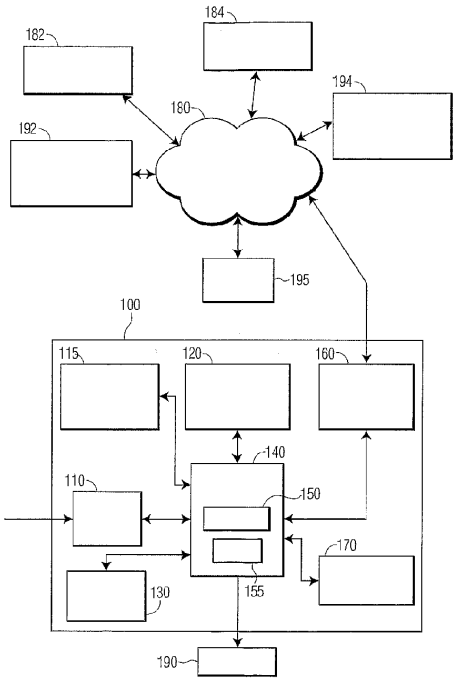
(75) Inventors/Applicants *(for US only)*: **GUTTA, Srinivas** [NL/NL]; Groenewoudseweg 1, NL-5621 BA Eindhoven (NL). **MEULEMAN, Petrus, G.** [NL/NL]; Groenewoudseweg 1, NL-5621 BA Eindhoven (NL). **VERHAEGH, Wilhelmus, F.J.** [NL/NL]; Groenewoudseweg 1, NL-5621 BA Eindhoven (NL).

(74) Common Representative: **KONINKLIJKE PHILIPS ELECTRONICS, N.V.**; c/o THORNE, Gregory L., P.O. Box 3001, Briarcliff Manor, NY 10510-8001 (US).

(81) Designated States *(unless otherwise indicated, for every kind of national protection available)*: AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM,

[Continued on next page]

(54) Title: PROVIDING ADDITIONAL INFORMATION



(57) Abstract: Commercials (200) such as television commercials are augmented by obtaining additional information (300) regarding an advertised product or service from a remote server (182, 184, 192, 194, 195) via a computer network (180) such as the Internet. Commercials are identified and descriptive information is extracted (170). The descriptive information may indicate, e.g., the type of commercial. A user provides preferences (400, 500) regarding commercials via an interface. The preferences may indicate a desired level of detail (500) for the additional information. For commercials whose descriptive information corresponds with the user preference, the computer network is searched to located additional information, e.g., in the form of a web page or link (300). The additional information may relate to promotions, availability, and specifications of an advertised product or service.

WO 2005/046237 A1

TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

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Declarations under Rule 4.17:

— *as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii)) for the following designations AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, UZ, VC, VN, YU, ZA, ZM, ZW, ARIPO patent (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IS, IT, LU, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG)*

— *as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii)) for all designations*

Published:

— *with international search report*

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

PROVIDING ADDITIONAL INFORMATION

The invention relates generally to television and commercials and, more particularly, to a method and apparatus for providing additional information to a user, such as web page information, regarding the product or service advertised in a commercial.

Advertisers use commercials to generate interest among potential consumers. They are usually displayed or played on TV or radio during the breaks of regular programs. Advertisements also pop up on the web as we navigate through the Internet. During the commercial, some producers provide the price of the product, and information for ordering the product, such as a telephone number for a mail order product. However, in most cases, commercials do not provide much specific information regarding an advertised product or service, for example, such as where the product or service can be purchased, the price, and the availability of the product or service. Commercials may avoid giving specific information because the same commercial is typically broadcast nationally and therefore cannot provide information that may be location-specific. Moreover, it would be expensive to modify the commercials for limited-time promotions.

Accordingly, it would be desirable to provide a method and apparatus for augmenting the information that is provided by a commercial that addresses the above and other issues.

In a particular aspect of the invention, a method is provided for obtaining information to augment commercials in a data stream. The method includes obtaining preference information from at least one user via a user interface, extracting descriptive information from commercials in the data stream, and determining, for each of the commercials, whether the extracted descriptive information corresponds with the preference information. Responsive to the determining step, the method further includes locating information from an external source, such as a server, via a computer network regarding at least one of the commercials whose extracted descriptive information corresponds with the preference information.

A related apparatus and program storage device are also provided.

In the drawings:

Fig. 1 illustrates an embodiment of an apparatus for obtaining information to augment commercials;

Fig. 2 illustrates an example commercial;

Fig. 3 illustrates an example display of information from a computer network that augments the commercial of Fig. 2;

Fig. 4 illustrates an example user interface for entering commercial preferences;

Fig. 5 illustrates an example user interface for selecting information detail; and

Fig. 6 illustrates an embodiment of a method for obtaining information to augment commercials.

In all the Figures, corresponding parts are referenced by the same reference numerals.

Fig. 1 illustrates an embodiment of an apparatus for obtaining information to augment commercials. In one possible approach, the invention is implemented using components within a television set-top box receiver that receives a television signal and outputs a signal for display on a television. However, the invention is generally applicable to any type of device that receives video and/or audio programs. For example, the invention may be implemented in a computer that receives video programs from a network such as the Internet, e.g., by downloading, streaming or broadcasting, such as webcasting. The video programs typically include an audio track although this is not required. Moreover, the invention can be used with audio-only programs such as those provided via the Internet, e.g., as webcasts, or via radio broadcasts, including terrestrial and satellite radio broadcasts.

In one approach, the receiver 100 demultiplexes and decodes the received programs at a demultiplexer/decoder 110. The programs may be provided in a digital or analog multiplex that is transmitted by cable, satellite, or terrestrial broadcast, for example. Generally, one of the programs is decoded based on a channel selection made by the user/viewer via a user interface 130. The decoded program may be communicated to a display device 190 via a CPU 140, which includes a working memory 150, or stored locally for subsequent display, e.g., at a video storage device 115. In one possible design, the working memory 150 is a program storage device that stores software that is executed by the CPU 140 to achieve the functionality described herein. However, resources for storing and processing instructions such as software to achieve the desired functionality may be provided using any known techniques.

A commercial extracter 170 scans the data stream carrying the selected video program to identify the location of commercials in the data stream, and to extract descriptive information from the commercials. This may be achieved using various techniques. For

example, U.S. patent app. no. 09/945,871 to Agnihotri et al., published March 13, 2003 as US 2003/0050926, entitled "Method of using transcript information to identify and learn commercial portions of a program" and incorporated herein by reference, discusses a method for using transcript information, such as the closed-caption signal, to identify and learn commercial portions of a program. U.S. patent 6,469,749 to Dimitriva et al., issued October 22, 2002, entitled "Automatic signature-based spotting, learning and extracting of commercials and other video content", incorporated herein by reference, identifies segments in a video signal that are likely to be associated with a commercial. The extracted descriptive information could include the type of commercial – slow vs, fast; and category of commercial, such as a specific category of products or services, e.g., automobiles, restaurants, movies, etc. The user provides preference information, e.g., preferences, via a user interface 130 regarding characteristics of commercials in which the user is interested, as discussed further below. The extracted descriptive information of each commercial is compared to the preference information to determine if they correspond. For example, if the commercial has the word "coffee" spoken by an announcer, as determined by an audio-to-text conversion, a correspondence may exist when the user has expressed a preferences for coffee or coffee houses or a similar category of products, e.g., hot drinks, drinks with caffeine, or breakfast foods. Various artificial intelligence techniques may be used to determine whether the descriptive information of a commercial corresponds with the user preferences. If there is such a correspondence, an agent 155 is triggered, e.g., by implementing appropriate software in the CPU 140, to use a computer network interface 160 to obtain additional information regarding the commercial from an external source such as at least one remote server via a remote computer network 180 such as the Internet. Agent technology is well established and numerous techniques are available for locating information on the web or other computer networks. The additional information, as well as the commercial, may be stored at a commercial information storage device 120 such as a hard disk.

Various information sources communicate via the computer network 180. These may include servers provided by the advertisers for the commercials. For example, an advertiser "A" server 182 may provide information regarding a product or service "A", while an advertiser "B" server 184 may provide information regarding a product or service "B". The advertiser servers 182, 184 may be operated on behalf of an entity such as the manufacturer or producer

of an advertised product or service, an advertising agency, or other intermediary.

Additionally, in another option, entities that supply the products or services that are advertised in the commercials may provide information such as availability and pricing. For example, a product/service supplier "X" server 192 and a product/service supplier "Y" server 194 may be used. These are examples only. Additional servers may be employed, and one or more servers may consolidate information from other servers. For example, a product/supplier server may have information regarding different geographically dispersed locations such as individual retail stores in a chain of such stores where the advertised product or service can be purchased.

The agent 155 can obtain information from the network 180 in different ways. In one possible approach, the agent 155 provides information identifying the product or service "A" that was advertised in the commercial to the advertiser "A" server 182. In response, the advertiser "A" server 182 returns information such as specifications of the product or service, warranty information, a user's manual, health and safety warnings, pricing and special promotions, user testimonials, and the like, as applicable. Different information would be provided depending on the type of product, e.g., food vs. a household appliance. For example, the agent may identify the product as "Java brand coffee", in which case the advertiser "A" server 182 may be operated on behalf of the Java brand company. The agent 155 may use intelligence that allows it to locate a specific advertiser's server based on the product name. The intelligence may be provided locally to the agent 155 or receiver 100 and/or at a location in the remote network 180. For example, the agent may connect to a specified agent server 195 that processes the agent's information to locate the associated server of the advertiser or product/service supplier. For instance, if the agent 155 provides the information "Java brand coffee" to the agent server 195, the agent server 195 may use a lookup table to identify the manufacturer, e.g., "General Coffee Corp." and an associated URL of a web page that provide appropriate information to return to the agent 155. The web page may be provided by the advertiser "A" or "B" servers 182, 184, for example.

In another approach, the agent 155 provides information identifying the product or service "A" that was advertised in the commercial to one of the product/service supplier server 192, 194, along with information identifying the user's location, such as zip code or street address. This may be achieved directly or by using the agent server 195 as discussed above. For instance, if

the agent 155 provides the information "Java brand coffee," the agent server 195 may use a lookup table to identify the product supplier, e.g., "A&P Grocery Stores" and an associated URL of a web page that provides appropriate information to return to the agent 155. The web page may be provided by the product/service supplier "X" or "Y" servers 192, 194, for example. The product/service supplier "X" server 192, for instance, may provide information regarding a retail grocery store at which the product/service can be purchased, driving directions and driving time, store hours, distance from the user's home, and so forth. The product/service supplier "X" server 192 may access inventory information to inform the agent of whether the advertised product is in stock. Information regarding the availability of products at a retail store can be maintained using a computerized inventory system. Similarly, the product/service supplier "X" server 192 may access scheduling information to inform the agent 155 of when an appointment for a service, such as for car repair or hair cutting, is available. Note that preferred product/service suppliers may be identified based on a fee agreement so that their information is provided to the user via the agent.

Note that the configuration shown in Fig. 1 is an example only. Moreover, the various components that store and process information need not be distinct components but their functions can be combined and carried out by common processing and storage elements.

Fig. 2 illustrates an example commercial 200 that is displayed on the display 190. The commercial advertises a product with the slogan "Buy Java brand coffee". Assuming the extracted descriptive information of the commercial corresponds with the user preferences, the agent 155 may be triggered to locate information via the network 180 to augment the commercial. The located information may be displayed as the display 300 of Fig. 3.

Fig. 3 illustrates an example display of information from a computer network that augments the commercial of Fig. 2. Here, the information that is returned includes the message that "Java brand coffee is on sale for $2.99 per pound at stores A and B, which are at distances of 1 and 2 miles, respectively, from the user's home or other location. The information may be displayed in the form of one or more HTML web pages on the display 190, for example. A link to one or more web sites may be provided that the user can select to obtain further information. It is also possible for the agent 155 to receive the additional information regarding a commercial in the form of a multimedia file so that the information is provided in an entertaining video/audio presentation. Note that the agent 155 may locate

information on the advertised product/service from competing entities, such as different grocery stores, so that the user can comparison shop. Different entities may be promoted over others based on fee agreements.

The additional information regarding a commercial that may be provided to the user includes: price of the product/service, ordering information for mail orders, where the product or service can be purchased, price, financing/credit terms, availability of the product or service, schedule availability for services such as car repair, hair cutting, dentist office visits, etc., colors/patterns/styles, special promotions being offered by a retail store or by the manufacturer, dates of promotions, distance from user's home to closest retail store with driving directions, identity of the manufacturer and place of manufacture, service information such as maintenance and cleaning requirements, warranty information, health/safety warnings, return policy, product/service ratings, and product/service reviews.

Fig. 4 illustrates an example user interface 400 for entering commercial preferences. The user interface 400 allows the user to enter preference information regarding characteristics of commercials in which the user is interested. Characteristics that are undesired can be indicated as well. A degree of interest or disinterest can also be indicated. The user may optionally provide weights indicating the relative importance of various characteristics of the commercials.

For example, the user may enter preferences by commercial type, keyword, music, performer, and sample. The commercial type or category may be a tempo or energy level of the commercial, such as slow, medium or fast, or a type of product or service, e.g., automobiles, clothing, food, restaurants and movies, for instance. The keyword can be one or more keywords identifying a product or service of interest, e.g., "Mercedes Benz" or "coffee", for instance. Text can be obtained from the commercials by converting an audio portion of the commercials to text, or by using the closed caption text, and using any type of text matching technique. The music can be a music track in the commercial, such as the name of a song or musical group. The music can be matched to the preferences by converting the words, if any, to text and performing a text comparison to a library of songs, or by matching the notes to a song library, or by other known techniques. See, e.g., H. Harb et al., A Query By Example Music Retrieval Algorithm, Maths-Info Dept., Ecole Centrale de Lyon, France, http://citeseer.je.nec.com/583447.html (2001).

The performer can be the name of a performer such as an actor that is in the commercial. The performer can be recognized if the name is spoken and converted to text, or is indicated in the closed caption text. Or, to detect an actor in a commercial, one can use face recognition. Recognition of people via faces is well known in the art. To recognize a face, the user has to first give a sample image of the face, and the system needs to be trained. Once it is trained, it can detect and recognize faces in a commercial. See, e.g., Srinivas Gutta and Harry Wechsler, Face Recognition Using Hybrid Classifiers, Pattern Recognition, Vol. 30, No. 4. (1997), incorporated herein by reference.

The sample can be examples of commercials (video and/or audio samples) that the user has identified in the past as being of interest. If the user provides samples of commercials, then the system first extracts descriptive information about the commercial then formats the descriptive information to fill the user interface. For example, the user may use an interface to designate, over a period of days, for instance, commercials that the user likes. The identified commercials can be stored and analyzed, such as by analyzing their closed caption data or by converting the audio to text. Artificial intelligence techniques are used to determine, e.g., which words are important and classify the commercials accordingly. For example, a commercial for a car can be analyzed to obtain the model name and manufacturer, type of background music played, if any, as well as characteristics of the commercial such as its pace, e.g., fast paced or slow paced. The information from the various identified commercials can be aggregated and averaged over time to determine the user's preferences.

Generally, any type of available artificial intelligence can be used for providing the user preference information and the descriptive information from the commercials, and determining whether there is a correspondence.

Fig. 5 illustrates an example user interface 500 for selecting information detail. The interface 500 allows the user to select a level of detail, or amount of information, regarding the information that is located to augment the commercial. For example, if the advertised product is an automobile, a basic level of detail may provide overview information such as base price, available body styles, mileage, etc. The moderate level of detail may provide further information such as important safety and convenience features. The detailed level of detail may provide further information such as optional equipment and prices, and warranty details. Or, the level of detail may be provided on a 1 to 5 scale, where 5 represent the most detail.

Various other criteria can be entered by the user to customize the display of information. For example, the user may designate preferred product/service suppliers and a maximum distance that the user is willing to travel so that locations outside this distance are not displayed to the user.

Fig. 6 illustrates an embodiment of a method for obtaining information to augment commercials. At block 600 ("obtain user preferences"), the user preferences are obtained regarding desired or undesired characteristics of the commercials. At block 610 ("scan data stream to detect commercials"), the received data stream (e.g., video and/or audio data stream) is scanned to detect all commercials in the data stream. The system may continuously scan the video and/or audio content for commercials. If a commercial is detect (block 620 – "commercial detected?"), then descriptive information about the commercial is extracted (block 630 – "extract descriptive information"), and it is determined whether the extracted descriptive information matches or otherwise corresponds with the user preference information (block 640 - "descriptive information corresponds with user preferences?"). If no commercial is detected (block 620), or the extracted descriptive information does not correspond with the user preference information (block 640), the data stream continues to be scanned (block 610).

If there is a correlation (block 640), then additional information about the commercial is searched for from a remote server via a computer network 180 such as the web. In particular, the agent 155 locates information via the computer network 180 to augment the commercial (block 650 – "location information via computer network"). As discussed previously, relevant information that may be retrieved includes the stores at which the product is sold, discounts offered, the expiration date of the discounts, price, warranty information, manufacturer information, how far the store is from the user's location, return information, product ratings, product reviews, etc. At block 660 ("display and/or store information and/or link"), the retrieved information and/or a link to the information may be displayed and/or stored. For example, the retrieved information may be displayed to the user as a link such as a hyperlink, or it could automatically create a web page and store it, e.g., at the commercial information storage device 120, along with the commercial, or provide it for viewing on a dynamically-created commercial channel.

While there has been shown and described what are considered to be preferred embodiments of the invention, it will, of course, be understood that various modifications and changes in form or detail could readily be made without departing from the spirit of the invention. It is therefore intended that the invention not be limited to the exact forms described and illustrated, but should be construed to cover all modifications that may fall within the scope of the appended claims.

CLAIMS:

1. A method for obtaining information to augment commercials in a data stream, comprising:

obtaining preference information from at least one user via a user interface (130, 400, 500);

extracting descriptive information from commercials (200) in the data stream;

determining, for each of the commercials, whether the extracted descriptive information corresponds with the preference information; and

responsive to the determining step, locating information from an external source via a computer network (180) regarding at least one of the commercials whose extracted descriptive information corresponds with the preference information.

2. The method of claim 1, wherein:

the external source comprises at least one server (182, 184, 192, 194, 195).

3. The method of claim 1, wherein:

the data stream comprises at least one video program.

4. The method of claim 1, wherein:

the data stream comprises at least one audio program.

5. The method of claim 1, further comprising:

displaying the located information to the at least one user on a display device (190).

6. The method of claim 1, further comprising:

displaying a link to the located information to the at least one user on a display device (190).

7. The method of claim 1, further comprising:

storing the located information on a storage device (120) for subsequent retrieval by the at least one user.

8. The method of claim 1, wherein:

the located information comprises information regarding a product or service advertised in the at least one of the commercials whose extracted descriptive information corresponds with the preference information.

9. The method of claim 1, further comprising:

scanning the video stream to detect the commercials;

wherein the extracting descriptive information step is performed for commercials detected in the scanning step.

10. The method of claim 1, wherein:

the obtaining preference information step comprises obtaining a user input (500) indicating an amount of information that is desired to be obtained from the external source for the at least one of the commercials whose extracted descriptive information corresponds with the preference information.

11. The method of claim 1, wherein:

the obtaining preference information step comprises obtaining information (400) identifying at least one category of commercials.

12. The method of claim 1, wherein:

the obtaining preference information step comprises obtaining information (400) identifying at least one music track.

13. The method of claim 1, wherein:

the obtaining preference information step comprises obtaining information (400) identifying at least one performer.

14. The method of claim 1, wherein:

the obtaining preference information step comprises identifying at least one sample commercial by the at least one user via the user interface (400), and extracting descriptive information from the at least one sample commercial.

15. The method of claim 1, wherein:

the obtaining preference information step comprises obtaining at least one keyword from the at least one user via the user interface (400);

the extracting descriptive information step comprises extracting text from the commercials; and.

the extracted descriptive information corresponds with the preference information when the extracted text corresponds with the at least one keyword.

16. The method of claim 15, wherein:

the extracting text from the commercials comprises extracting text from closed captioned data of the commercials.

17. The method of claim 15, wherein:

the extracting text from the commercials comprises converting an audio portion of the commercials to text.

18. An apparatus for obtaining information to augment commercials in a data stream, comprising:

means (130, 400, 500) for obtaining preference information from at least one user;

means (170) for extracting descriptive information from commercials (200) in the data stream;

means (140) for determining, for each of the commercials, whether the extracted descriptive information corresponds with the preference information; and

means (155), responsive to the determining step, for locating information from an external source via a computer network (180) regarding at least one of the commercials whose extracted descriptive information corresponds with the preference information.

19. The apparatus of claim 18, wherein:

the external source comprises at least one server (182, 184, 192, 194, 195).

20. A program storage device tangibly embodying a program of instructions executable by a machine to perform a method for obtaining information to augment commercials in a data stream, the method comprising:

obtaining preference information from at least one user via a user interface (130, 400, 500);

extracting descriptive information (170) from commercials (200) in the data stream;

determining, for each of the commercials, whether the extracted descriptive information corresponds with the preference information; and

responsive to the determining step, locating information (300) from an external source via a computer network (180) regarding at least one of the commercials whose extracted descriptive information corresponds with the preference information.

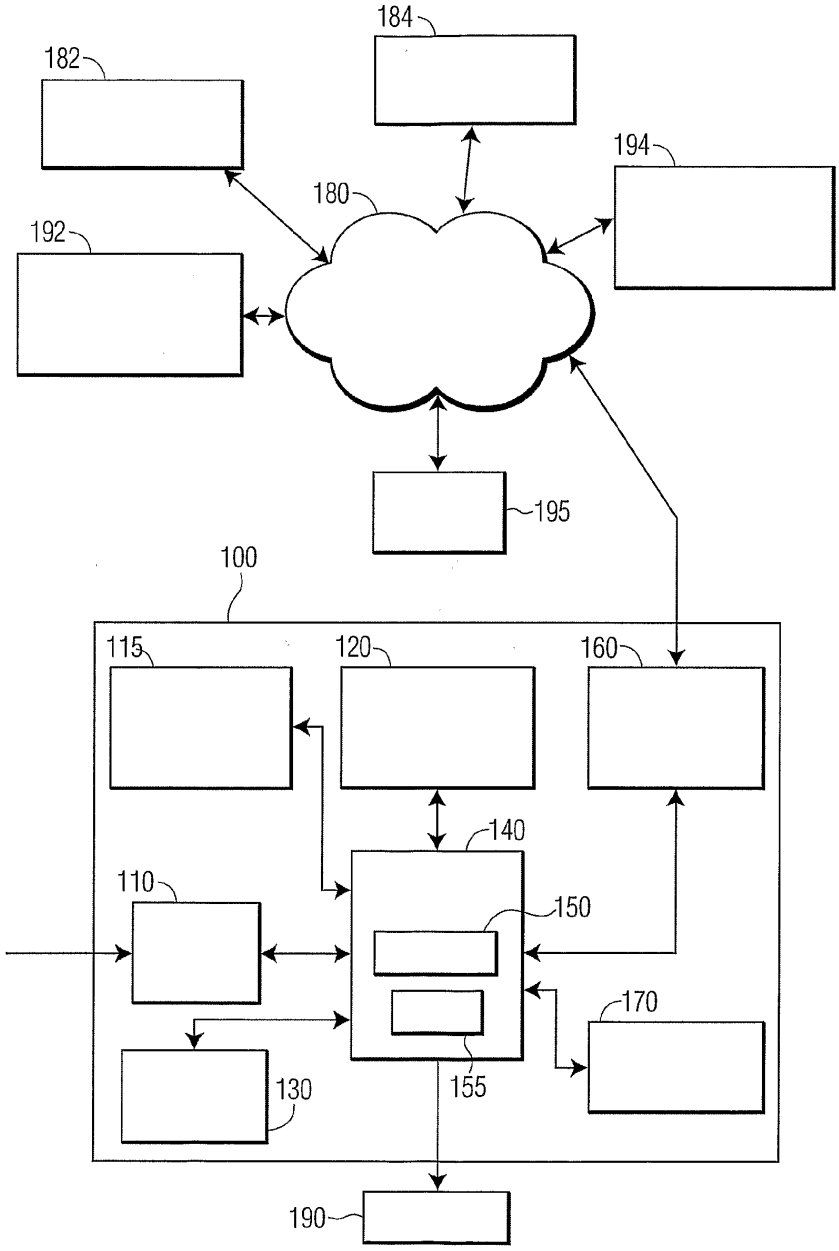

184
182
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155
190

FIG. 1

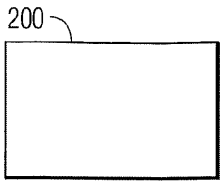


FIG. 2

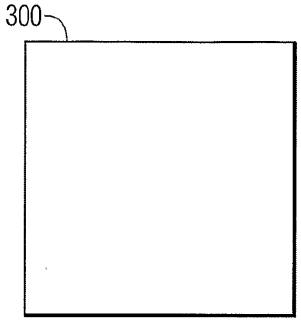


FIG. 3

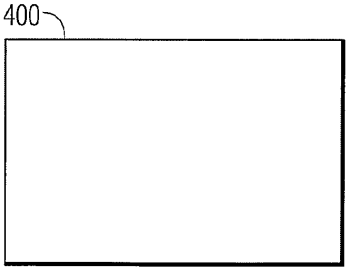


FIG. 4

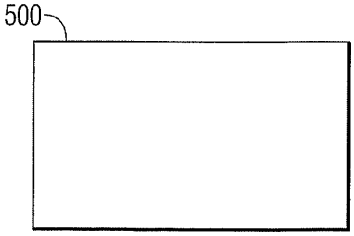


FIG. 5

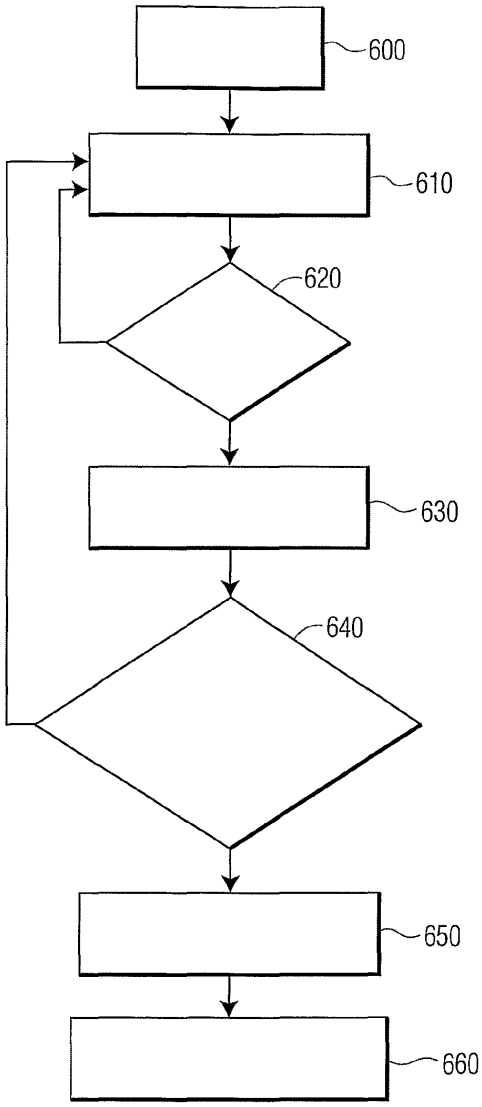


FIG. 6

INTERNATIONAL SEARCH REPORT

International Application No
PCT/IB2004/052338

A. CLASSIFICATION OF SUBJECT MATTER
IPC 7 H04N7/173 H04N5/76

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)
IPC 7 H04N

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practical, search terms used)
EPO-Internal

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	WO 01/15036 A (DIGITAL CONVERGENCE COM INC) 1 March 2001 (2001-03-01)	1-8,10, 12-14, 18-20
Y	page 4, line 2 - line 11 page 7, line 9 - line 10 page 16, line 10 - line 30 page 19, line 4 - line 9 page 19, line 22 - page 20, line 2 page 20, line 10 - page 21, line 17; figure 14 page 34, line 28 - page 35, line 2 page 35, line 6 - line 13 page 36, line 11 - line 14 page 39, line 10 - line 13 page 42, line 15 - line 18; figure 29	9,11, 15-17

-/--

[X] Further documents are listed in the continuation of box C.

[X] Patent family members are listed in annex.

* Special categories of cited documents:

"A" document defining the general state of the art which is not considered to be of particular relevance

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"P" document published prior to the international filing date but later than the priority date claimed

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"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone

"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art.

"&" document member of the same patent family

Date of the actual completion of the international search	Date of mailing of the international search report
21 January 2005	27/01/2005

Name and mailing address of the ISA	Authorized officer
European Patent Office, P.B. 5818 Patentlaan 2 NL – 2280 HV Rijswijk Tel. (+31-70) 340-2040, Tx. 31 651 epo nl, Fax: (+31-70) 340-3016	Dockhorn, H

Form PCT/ISA/210 (second sheet) (January 2004)

INTERNATIONAL SEARCH REPORT

International Application No
PCT/IB2004/052338

C.(Continuation) DOCUMENTS CONSIDERED TO BE RELEVANT

Category °	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 2003/050926 A1 (AGNIHOTRI LALITHA ET AL) 13 March 2003 (2003-03-13) cited in the application	9,11, 15-17
A	abstract paragraphs '0018!, '0019!, '0036!	1,18,20
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Form PCT/ISA/210 (continuation of second sheet) (January 2004)

INTERNATIONAL SEARCH REPORT

Information on patent family members

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		US 6020883 A	01-02-2000
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		US 5734720 A	31-03-1998
		US 5754938 A	19-05-1998
		US 5754939 A	19-05-1998
		US 5835087 A	10-11-1998
		US 6088722 A	11-07-2000
		US 6029195 A	22-02-2000

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Electronic Acknowledgement Receipt	
EFS ID:	6556781
Application Number:	11765433
International Application Number:	
Confirmation Number:	7471
Title of Invention:	PROVIDING COLLECTED PROFILES TO MEDIA PROPERTIES HAVING SPECIFIED INTERESTS
First Named Inventor/Applicant Name:	Roy Shkedi
Customer Number:	26362
Filer:	Louis J. Hoffman/Donald Hertz
Filer Authorized By:	Louis J. Hoffman
Attorney Docket Number:	14-PP
Receipt Date:	02-DEC-2009
Filing Date:	19-JUN-2007
Time Stamp:	14:36:31
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	Transmittal Letter	09-12-02-Almondnet-PP-Supp_IDS_Cover.pdf	19921 ea615ef94149679da1568a8847603dc59a00f673	no	2
Warnings:					
Information:					

2	Information Disclosure Statement (IDS) Filed (SB/08)	09-12-02-Almondnet-PP-FORM_1449.pdf	35472 e1583a043611b6cc82241f082e69e9f38b63743b	no	3
Warnings:					
Information:					
This is not an USPTO supplied IDS fillable form					
3	Foreign Reference	WO05046237.pdf	822260 818272d03154a7b80d174414bc43a974bad13b96	no	21
Warnings:					
Information:					
4	NPL Documents	Engage_S1A_pp36-50.pdf	151937 3583cf3bae0c38f0e252121ec58037d9cf411ca3	no	16
Warnings:					
Information:					
5	NPL Documents	e-MarketingReport.pdf	2446827 0131db2ba00dd4bade3c7ea1073eb469adeea578	no	10
Warnings:					
Information:					
		Total Files Size (in bytes):	3476417		

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.

<u>New Applications Under 35 U.S.C. 111</u>
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.

<u>National Stage of an International Application under 35 U.S.C. 371</u>
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.

<u>New International Application Filed with the USPTO as a Receiving Office</u>
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.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	:	Shkedi, Roy	Art Unit:	:	2154
Serial No.	:	11/765,433	Examiner:	:	_____
Filing Date	:	06/19/2007			
Title	:	Providing collected profiles to media properties having specified interests			

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

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Dear Sir:

Assignee discloses the references listed on form PTO-1449 attached to this document. Pursuant to Office rules, copies of the U.S. Patent references are not included.

Assignee also wishes to direct the Examiner to the following co-pending applications, as well as the references cited therein:

Serial No.	Filing Date	Earliest Parent Filing Date
10/996,491	11/24/2004	(parent 11/28/2000)
11/736,544	04/17/2007	
11/763,286	06/14/2007	(prov. 6/16/2006)
11/968,107	12/31/2007	
11/986,117	12/31/2007	
12/131,798	06/02/2008	
12/131,824	06/02/2008	
12/186,918	08/06/2008	(parent 6/14/2000)
12/257,386	10/23/2008	
12/273,478	11/18/2008	(parent 12/28/1999)
12/536,451	08/05/2009	
61/144,969	01/15/2009	

The Examiner should pay particular attention to application Serial Nos. 11/763,286 and 12/536,451 because those applications disclose related subject matter.

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

Respectfully submitted,

ALMONDNET, INC.

by its attorney

Dated: December 2, 2009

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

LOUIS J. HOFFMAN, P.C.
11811 North Tatum Boulevard
Suite 2100
Phoenix, Arizona 85028
(480) 948-3295

PTO/SB/20KR (05-10)
Approved for use through 01/31/2012. OMB 0651-0058
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 displays a valid OMB control number.

REQUEST FOR PARTICIPATION IN THE PATENT PROSECUTION HIGHWAY (PPH) PROGRAM BETWEEN THE KOREAN INTELLECTUAL PROPERTY OFFICE (KIPO) AND THE USPTO

Application No.:	11/765,433	Filing Date:	06/19/2007
First Named Inventor:	Shkedi, Roy		
Attorney Docket No.:	14-PP		
Title of the Invention:	Providing collected profiles to media properties having specified interests		

THIS REQUEST FOR PARTICIPATION IN THE PPH PROGRAM ALONG WITH THE REQUIRED DOCUMENTS MUST BE SUBMITTED VIA EFS-WEB. INFORMATION REGARDING EFS-WEB IS AVAILABLE AT HTTP://WWW.USPTO.GOV/EBC/EFS_HELP.HTML.

APPLICANT HEREBY REQUESTS PARTICIPATION IN THE PATENT PROSECUTION HIGHWAY (PPH) PROGRAM AND PETITIONS TO MAKE THE ABOVE-IDENTIFIED APPLICATION SPECIAL UNDER THE PPH PROGRAM.

The above-identified application (1) validly claims priority under 35 U.S.C. 119(a) and 37 CFR 1.55 to one or more corresponding KIPO application(s) or to a PCT application that does not contain any priority claim, or (2) is a national stage entry of a PCT application that does not contain any priority claim.

The KIPO/PCT application number(s) is/are: PCT/US2007/071608

The filing date of the KIPO/ PCT application(s) is/are: 06/19/2007

I. List of Required Documents:

a. **A copy of all KIPO office actions which are relevant to patentability (excluding "Decision to Grant a Patent"*) in the above identified KIPO application(s)**

☑ Is attached.

☐ Is not attached because the KIPO application was allowed in a first office action.

*It is not necessary to submit a copy of the "Decision to Grant a Patent" and an English translation thereof.

b. **A copy of all claims which were determined to be patentable by the KIPO in the above-identified KIPO applicatio n(s)**

☑ Is attached.

c. **English translations of the documents in a. and b. above along with a statement that the English translations are accurate are attached (if the documents are not in the English language).**

d. **(1) An information disclosure statement listing the documents cited in the KIPO office actions**

☑ Is attached.

☑ Has already been filed in the above-identified U.S. application on 02/22/2008

(2) Copies of all documents (except for U.S. patents or U.S. patent application publications)

☑ Are attached.

☑ Have already been filed in the above-identified U.S. application on 02/22/2008

This collection of information is required by 35 U.S.C. 119, 37 CFR 1.55, and 37 CFR 1.102(d). The information is required to obtain or retain a benefit by the public, which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 2 hours 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.

REQUEST FOR PARTICIPATION IN THE PATENT PROSECUTION HIGHWAY (PPH) PROGRAM BETWEEN THE KOREAN INTELLECTUAL PROPERTY OFFICE (KIPO) AND THE USPTO

(continued)

Application No.:	11/765,433
First Named Inventor:	Shkedi, Roy

II. Claims Correspondence Table:

Claims in US Application	Patentable Claims in KIPO Application	Explanation regarding the correspondence
1-33	1-33	Same claim set, in same order.
		NOTE: The U.S. application claims domestic priority to an
		application (S.N. 60/805,114) that forms the basis for the
		priority claim in the PCT application.

III. All the claims in the US application sufficiently correspond to the patentable/allowable claims in the KIPO application.

Signature /Louis J. Hoffman/	Date 06/01/2010
Name (Print/Typed) Louis J. Hoffman	Registration Number 38,918

PATENT COOPERATION TREATY

From the INTERNATIONAL SEARCHING AUTHORITY

To:

Hoffman, Louis J.

LOUIS J. HOFFMAN, P.C. 11811 North Tatum Boulevard
Suite 2100 Phoenix Arizona 85028 USA

PCT

NOTIFICATION OF TRANSMITTAL OF THE INTERNATIONAL SEARCH REPORT AND THE WRITTEN OPINION OF THE INTERNATIONAL SEARCHING AUTHORITY,OR THE DECLARATION

(PCT Rule 44.1)

	Date of mailing *(day/month/year)* 28 DECEMBER 2007 (28.12.2007)
Applicant's or agent's file reference 14-PP	**FOR FURTHER ACTION** See paragraphs 1 and 4 below
International application No. **PCT/US2007/071608**	International filing date *(day/month/year)* **19 JUNE 2007 (19.06.2007)**
Applicant **AlmondNet, Inc. et al**	

1. ☒ The applicant is hereby notified that the international search report and the written opinion of the International Searching Authority have been established and are transmitted herewith.

Filing of amendments and statement under Article 19:

The applicant is entitled, if he so wishes, to amend the claims of the international application (see Rule 46):

When? The time limit for filing such amendments is normally two months from the date of transmittal of the international search report.

Where? Directly to the International Bureau of WIPO, 34 chemin des Colombettes 1211 Geneva 20, Switzerland, Facsimile No.: +41 22 338 82 70

For more detailed instructions, see the notes on the accompanying sheet.

2. ☐ The applicant is hereby notified that no international search report will be established and that the declaration under Article 17(2)(a) to that effect and the written opinion of the International Searching Authority are transmitted herewith.

3. ☐ **With regard to the protest** against payment of (an) additional fee(s) under Rule 40.2, the applicant is notified that:

☐ the protest together with the decision thereon has been transmitted to the International Bureau together with the applicant's request to forward the texts of both the protest and the decision thereon to the designated Offices.

☐ no decision has been made yet on the protest; the applicant will be notified as soon as a decision is made.

4. **Reminders**

Shortly after the expiration of **18 months** from the priority date, the international application will be published by the International Bureau. If the applicant wishes to avoid or postpone publication, a notice of withdrawal of the international application, or of the priority claim, must reach the International Bureau as provided in Rules 90bis.1 and 90bis.3, respectively, before the completion of the technical preparations for international publication.

The applicant may submit comments on an informal basis on the written opinion of the International Searching Authority to the International Bureau. The International Bureau will send a copy of such comments to all designated Offices unless an international preliminary examination report has been or is to be established. These comments would also be made available to the public but not before the expiration of 30 months from the priority date.

Within **19 months** from the priority date, but only in respect of some designated Offices, a demand for international preliminary examination must be filed if the applicant wishes to postpone the entry into the national phase **until 30 months** from the priority date (in some Offices even later); otherwise, the applicant must, **within 20 months** from the priority date, perform the prescribed acts for entry into the national phase before those designated Offices.

In respect of other designated Offices, the time limit of **30 months**(or later) will apply even if no demand is filed within 19 months.

See the Annex to Form PCT/IB/301 and, for details about the applicable time limits, Office by Office, see the *PCT Applicant's Guide*, Volume II, National Chapters and the WIPO Internet site.

Name and mailing address of the ISA/KR Korean Intellectual Property Office 920 Dunsan-dong, Seo-gu, Daejeon 302-701, Republic of Korea	Authorized officer COMMISSIONER
Facsimile No. 82-42-472-7140	Telephone No. 82-42-481-8552

Form PCT/ISA/220 (October 2005)

NOTES TO FORM PCT/ISA/220

These Notes are intended to give the basic instructions concerning the filing of amendments under Article 19. The Notes are based on the requirements of the Patent Cooperation Treaty, the Regulations and the Administrative Instructions under that Treaty. In case of discrepancy between these Notes and those requirements, the latter are applicable. For more detailed information, see also the PCT Applicant's Guide, a publication of WIPO.

In these Notes, "Article", "Rule" and "Section" refer to the provisions of the PCT, the PCT Regulations and the PCT Administrative Instructions, respectively.

INSTRUCTIONS CONCERNING AMENDMENTS UNDER ARTICLE 19

The applicant has, after having received the international search report and the written opinion of the International Searching Authority, one opportunity to amend the claims of the international application. It should however be emphasized that, since all parts of the international application (claims, description and drawings) may be amended during the international preliminary examination procedure, there is usually no need to file amendments of the claims under Article 19 except where,e.g. the applicant wants the latter to be published for the purposes of provisional protection or has another reason for amending the claims before international publication. Furthermore, it should be emphasized that provisional protection is available in some States only (see PCT Applicant's Guide, Volume I/A, Annexes B1 and B2).

The attention of the applicant is drawn to the fact that ammendments to the claims under Article 19 are not allowed where the International Searching Authority has declared, under Article 17(2), that no international search report would be established (see PCT Applicant's Guide, Volume I/A, paragraph 296).

What parts of the international application may be amended ?

Under Article 19, only the claims may be amended.

During the international phase, the claims may also be amended (or further amended) under Article 34 before the International Preliminary Examining Authority. The description and drawings may only be amended under Article 34 before the International Preliminary Examination Authority.

Upon entry into the national phase, all parts of the international application may be amended under Article 28 or, where applicable, Article 41.

When ? Within 2 months from the date of transmittal of the international search report or 16 months from the priority date, whichever time limit expires later. It should be noted, however, that the amendments will be considered as having been received on time if they are received by the International Bureau after the expiration of the applicable time limit but before the completion of the technical preparations for international publication (Rule 46.1).

Where not to file the amendments ?

The amendments may only be filed with the International Bureau and not with the receiving Office or the International Searching Authority (Rule 46.2).

Where a demand for international preliminary examination has been/is filed, see below.

How ? Either by cancelling one or more entire claims, by adding one or more new claims or by amending the text of one or more of the claims as filed.

A replacement sheet must be submitted for each sheet of the claims which, on account of an amendment or amendments, differs from the sheet originally filed.

All the claims appearing on a replacement sheet must be numbered in Arabic numerals. Where a claim is cancelled, no renumbering of the other claims is required. In all cases where claims are numbered, they must be renumbered consecutively (Section 205(b)).

The amendments must be made in the language in which the international application is to be published.

What documents must/may accompany the amendments ?

Letter (Section 205(b)):

The amendments must be submitted with a letter.

The letter will not be published with the international application and the amended claims. It should not be confused with the "Statement under Article 19(1)" (see below,under "Statement under Article 19(1)").

The letter must be in English or French, at the choice of the applicant. However, if the language of the international application is English, the letter must be in English; if the language of the international application is French, the letter must be in French.

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NOTES TO FORM PCT/ISA/220 (continued)

The letter must indicate the differences between the claims as filed and the claims as amended. It must, in particular, indicate, in connection with each claim appearing in the international application (it being understood that identical indications concerning several claims may be grouped), whether

(i) the claim is unchanged;
(ii) the claim is cancelled;
(iii) the claim is new;
(iv) the claim replaces one or more claims as filed;
(v) the claim is the result of the division of a claim as filed.

The following examples illustrate the manner in which amendments must be explained in the accompanying letter:

1. [Where originally there were 48 claims and after amendment of some claims there are 51]:
   "Claims 1 to 29, 31, 32, 34, 35, 37 to 48 replaced by amended claims bearing the same manners; claims 30, 33 and 36 unchanged; new claims 49 to 51 added."
2. [Where originally there were 15 claims and after amendment of all claims there are 11]:
   "Claims 1 to 15 replaced by amended claims 1 to 11."
3. [Where originally there were 14 claims and the amendments consist in canceling some claims and in adding new claims]:
   "Claims 1 to 6 and 14 unchanged; claims 7 to 13 cancelled; new claims 15, 16 and 17 added." or
   "Claims 7 to 13 cancelled; new claims 15, 16 and 17 added; all other claims unchanged."
4. [Where various kinds of amendments are made]:
   "Claims 1 - 10 unchanged; claims 11 to 13, 18 and 19 cancelled; claims 14, 15 and 16 replaced by amended claim 14; claim 17 subdivided into amended claims 15, 16 and 17; new claims 20 and 21 added."

"Statement under Article 19(1)" (Rule 46.4)

The amendments may be accompanied by a statement explaining the amendments and indicating any impact that such amendments might have on the description and the drawings (which cannot be amended under Article 19(1)).

The statement will be published with the international application and the amended claims.

It must be in the language in which the international application is to be published.

It must be brief, not exceed 500 words if in English or if translated into English.

It should not be confused with and does not replace the letter indicating the differences between the claims as filed and as amended. It must be filed on a separate sheet and must be indentified as such by a heading, preferably by using the words "Statement under Article 19(1)."

It may not contain any disparaging comments on the international search report or the relevance of citations contained in that report. Reference to citations, relevant to a given claim, contained in the international search report may be made only in connection with an amendment of that claim.

Consequence if a demand for international preliminary examination has already been filed

If, at the time of filing any amendments and any accompanying statement, under Article 19, a demand for international preliminary examination has already been submitted, the applicant must preferably, at the time of filing the amendments (and any statement) with the International Bureau, also file with the International Preliminary Examining Authority a copy of such amendments (and of any statement) and, where required, a translation of such amendments for the proceduer before that Authority (see Rule 55.3(a) and 62.2, first sentence). For further information, see the Notes to the demand form (PCT/IPEA/401).

If a demand for international preliminary examination is made, the written opinion of the International Searching Authority will, except in certain cases where the International Preliminary Examining Authority did not act as International Searching Authority and where it has notified the International Bureau under Rule 66.1bis(b), be considered to be a written opinion of the International Preliminary Examining Authority. If a demand is made, the applicant may submit to the International Preliminary Examining Authority a reply to the written opinion together, where appropriate, with amendments before the expiration of 3 months from the date of mailing of Form PCT/ISA/220 or before the expiration of 22 months from the priority date, whichever expires later (Rule 43bis.1(c)).

Consequence with regard to translation of the international application for entry into the national phase

The applicant's attention is drawn to the fact that, upon entry into the national phase, a translation of the claims as amended under Article 19 may have to be furnished to the designated/elected Offices, instead of, or in addition to , the translation of the claims as filed.

For further details on the requirements of each designated/elected Office, see the PCT Applicant's Guide, Volume II.

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PATENT COOPERATION TREATY

From the
INTERNATIONAL SEARCHING AUTHORITY

To:
Hoffman, Louis J.

LOUIS J. HOFFMAN, P.C. 11811 North Tatum Boulevard
Suite 2100 Phoenix Arizona 85028 USA

PCT

WRITTEN OPINION OF THE INTERNATIONAL SEARCHING AUTHORITY

(PCT Rule 43bis.1)

Date of mailing *(day/month/year)*	**28 DECEMBER 2007 (28.12.2007)**
Applicant's or agent's file reference 14-PP	**FOR FURTHER ACTION** See paragraph 2 below

International application No.	International filing date *(day/month/year)*	Priority date *(day/month/year)*
PCT/US2007/071608	**19 JUNE 2007 (19.06.2007)**	19 JUNE 2006 (19.06.2006)

International Patent Classification (IPC) or both national classification and IPC

G06Q 30/00(2006.01)i, G06F 17/00(2006.01)i, G06Q 90/00(2006.01)i

Applicant

AlmondNet, Inc. et al

1. This opinion contains indications relating to the following items:

- [x] Box No. I Basis of the opinion
- [ ] Box No. II Priority
- [ ] Box No. III Non-establishment of opinion with regard to novelty, inventive step and industrial applicability
- [ ] Box No. IV Lack of unity of invention
- [x] Box No. V Reasoned statement under Rule 43bis.1(a)(i) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement
- [ ] Box No. VI Certain documents cited
- [ ] Box No. VII Certain defects in the international application
- [ ] Box No. VIII Certain observations on the international application

2. **FURTHER ACTION**

If a demand for international preliminary examination is made, this opinion will be considered to be a written opinion of the International Preliminary Examining Authority ("IPEA") except that this does not apply where the applicant chooses an Authority other than this one to be the IPEA and the chosen IPEA has notified the International Bureau under Rule 66.1bis(b) that written opinions of this International Searching Authority will not be so considered.

If this opinion is, as provided above, considered to be a written opinion of the IPEA, the applicant is invited to submit to the IPEA a written reply together, where appropriate, with amendments, before the expiration of 3 months from the date of mailing of Form PCT/ISA/220 or before the expiration of 22 months from the priority date, whichever expires later.
For further options, see Form PCT/ISA/220.

3. For further details, see notes to Form PCT/ISA/220.

Name and mailing address of the ISA/KR	Date of completion of this opinion	Authorized officer
Korean Intellectual Property Office 920 Dunsan-dong, Seo-gu, Daejeon 302-701, Republic of Korea Facsimile No. 82-42-472-7140	28 DECEMBER 2007 (28.12.2007)	KIM, Soo Seob Telephone No.82-42-481-8377

WRITTEN OPINION OF THE INTERNATIONAL SEARCHING AUTHORITY

International application No.
PCT/US2007/071608

Box No. I Basis of this opinion

1. With regard to the **language**, this opinion has been established on the basis of :

   ☒ the international application in the language in which it was filed

   ☐ a translation of the international application into _____ , which is the language of a translation furnished for the purposes of international search (Rules 12.3(a) and 23.1(b))

2. ☐ This opinion has been established taking into account the **rectification of an obvious mistake** authorized by or notified to this Authority under Rule 91 (Rule 43*bis*.1(a))

3. With regard to any **nucleotide and/or amino acid sequence** disclosed in the international application, this opinion has been established on the basis of:

   a. type of material
   - ☐ a sequence listing
   - ☐ table(s) related to the sequence listing

   b. format of material
   - ☐ on paper
   - ☐ in electronic form

   c. time of filing/furnishing
   - ☐ contained in the international application as filed.
   - ☐ filed together with the international application in electronic form.
   - ☐ furnished subsequently to this Authority for the purposes of search.

4. ☐ In addition, in the case that more than one version or copy of a sequence listing and/or table relating thereto has been filed or furnished, the required statements that the information in the subsequent or additioanl copies is identical to that in the application as filed or does not go beyond the application as filed, as appropriate, were furnished.

5. Additional comments:

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WRITTEN OPINION OF THE INTERNATIONAL SEARCHING AUTHORITY

International application No.
PCT/US2007/071608

Box No. V Reasoned statement under Rule 43bis.1(a)(i) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement

1. Statement

Novelty (N)	Claims	1-33	YES
	Claims	NONE	NO
Inventive step (IS)	Claims	1-33	YES
	Claims	NONE	NO
Industrial applicability (IA)	Claims	1-33	YES
	Claims	NONE	NO

2. Citations and explanations :

Reference is made to the following documents:

D1 : WO 2004/084109 A1 (NHN CORPORATION. et al.) 30 September 2004
D2 : KR 10-2004-0026167 A (INTERNATIONAL BUSINESS MACHINES CORPORATION) 30 March 2004

Claims 1-33 of the present invention relate to a method for providing and receiving collected profiles. The method includes automatically selecting a media property based on a comparison of the profile information received about the visitor with a previously received request for specific profiles of interest to the media property, and automatically arranging for electronic storage of a tag that is associated with the visitor and that is readable by the selected media property.

D1 discloses a method for providing information via the Internet. The method includes receiving a predetermined event from a user, classifying the event by a predetermined category, recording history information of the event, linking the event and predetermined information, and providing the linked information to the user.

D2 discloses a device for increasing an AD effect by understanding user's interest with the URL/keyword information which users have inputted. The device comprises a storing unit, a detecting unit, a searching unit, and an AD obtaining/displaying unit. The device offers the users with the AD attracting the user's interest.

(Continued on the supplemental box)

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Supplemental Box

In case **the space in any of the preceding boxes is not sufficient.**
Continuation of :

(Continuation of Box No.V)

(1) Novelty

Claims 1-33 of the present invention and D1 are similar in the aspect of for providing collected profiles, whereas they are different in that the claimed invention includes automatically selecting a media property and arranging for electronic storage of a tag that is associated with the visitor and that is readable by the selected media property. Therefore, the subject matter of claims 1-33 is novel under PCT Article 33(2).

(2) Inventive Step

Claims 1-33 of the present invention disclose a method and server for providing and receiving collected profiles. The method includes automatically selecting a media property based on a comparison of the profile information received about the visitor with a previously received request for specific profiles of interest to the media property, and automatically arranging for electronic storage of a tag that is associated with the visitor and that is readable by the selected media property.
On the other hand, D1 discloses a method for providing information via the Internet. The method includes receiving a predetermined event from a user, classifying the event by a predetermined category, recording history information of the event, linking the event and predetermined information, and providing the linked information to the user. D2 discloses a device for increasing an AD effect. The device comprises a storing unit, a detecting unit, a searching unit, and an AD obtaining/displaying unit. The device offers the user with the AD attracting the user's interest.
It does not suggest automatically selecting a media property and arranging for electronic storage of a tag that is associated with the visitor and that is readable by the selected media property. Therefore, the present invention cannot be easily derived from D1 and D2 and has an inventive step.

(3) Industrial Applicability

Claims 1-33 of the present invention are considered to be industrially applicable under PCT Article 33(4).

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PATENT COOPERATION TREATY

PCT

INTERNATIONAL SEARCH REPORT

(PCT Article 18 and Rules 43 and 44)

Applicant's or agent's file reference	**FOR FURTHER ACTION**	see Form PCT/ISA/220 as well as, where applicable, item 5 below.
14-PP		
International application No.	International filing date *(day/month/year)*	(Earliest) Priority Date *(day/month/year)*
PCT/US2007/071608	**19 JUNE 2007 (19.06.2007)**	19 JUNE 2006 (19.06.2006)
Applicant		
AlmondNet, Inc. et al		

This International search report has been prepared by this International Searching Authority and is transmitted to the applicant according to Article 18. A copy is being transmitted to the International Bureau.

This international search report consists of a total of 3 sheets.

☐ It is also accompanied by a copy of each prior art document cited in this report.

1. **Basis of the report**
   a. With regard to the **language,** the international search was carried out on the basis of :
      ☒ the international application in the language in which it was filed
      ☐ a translation of the international application into _____, which is the language of a translation furnished for the purposes of international search (Rules 12.3(a) and 23.1(b))
   b. ☐ This international search report has been established taking into account the **rectification of an obvious mistake** authorized by or notified to this Authority under Rule 91 (Rule 43.6*bis*(a)).
   c. ☐ With regard to any **nucleotide and/or amino acid sequence** disclosed in the international application, see Box No. I.
2. ☐ **Certain claims were found unsearchable** (See Box No. II)
3. ☐ **Unity of invention is lacking** (See Box No. III)
4. With regard to the **title,**
   ☒ the text is approved as submitted by the applicant.
   ☐ the text has been established by this Authority to read as follows:
5. With regard to the **abstract,**
   ☒ the text is approved as submitted by the applicant.
   ☐ the text has been established, according to Rule 38.2, by this Authority as it appears in Box No. IV. The applicant may, within one month from the date of mailing of this international search report, submit comments to this Authority.
6. With regard to the drawings,
   a. the figure of the **drawings** to be published with the abstract is Figure No. 2
      ☒ as suggested by the applicant.
      ☐ because the applicant failed to suggest a figure.
      ☐ because this figure better characterizes the invention.
   b. ☐ none of the figure is to be published with the abstract.

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INTERNATIONAL SEARCH REPORT

International application No.
PCT/US2007/071608

A. CLASSIFICATION OF SUBJECT MATTER

G06Q 30/00(2006.01)i, G06F 17/00(2006.01)i, G06Q 90/00(2006.01)i

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

IPC 8 G06Q 30/00

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Korean utility models and applications for utility models since 1975.
Japanese utility models and applications for utility models since 1975.

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

e-KIPASS(KIPO internal) "advertisement, tag, profile, media, property"

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	WO 2004/084109 A1 (NHN CORPORATION. et al.) 30 September 2004 See abstract; figures 1-9; claims 1-27.	1-33
A	KR 10-2004-0026167 A (INTERNATIONAL BUSINESS MACHINES CORPORATION) 30 March 2004 See abstract; figures 1-9; claims 1-18.	1-33
A	KR 10-2004-0099222 A (ECHO MARKETING CO., LTD.) 26 November 2004 See abstract; figures 1-12; claims 1-16.	1-33

☐ Further documents are listed in the continuation of Box C.

☒ See patent family annex.

* Special categories of cited documents:
"A" document defining the general state of the art which is not considered to be of particular relevance
"E" earlier application or patent but published on or after the international filing date
"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of citation or other special reason (as specified)
"O" document referring to an oral disclosure, use, exhibition or other means
"P" document published prior to the international filing date but later than the priority date claimed
"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents,such combination being obvious to a person skilled in the art
"&" document member of the same patent family

Date of the actual completion of the international search	Date of mailing of the international search report
28 DECEMBER 2007 (28.12.2007)	**28 DECEMBER 2007 (28.12.2007)**
Name and mailing address of the ISA/KR Korean Intellectual Property Office 920 Dunsan-dong, Seo-gu, Daejeon 302-701, Republic of Korea Facsimile No. 82-42-472-7140	Authorized officer KIM, Soo Seob Telephone No. 82-42-481-8377

INTERNATIONAL SEARCH REPORT

Information on patent family members

International application No.
PCT/US2007/071608

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
WO2004084109A1	30.09.2004	CN1761972A	19.04.2006
		JP18520939	14.09.2006
		KR100447526B1	27.08.2004
KR2004026167A	30.03.2004	JP2004118838A2	15.04.2004
		US20040059632A1	25.03.2004
KR2004099222A	26.11.2004	NONE	

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I claim:

1. A method for providing collected profiles comprising:

(a) responsive to receiving profile information about an electronic visitor to a profile supplier, automatically selecting a media property based on a comparison of the profile information received about the visitor with a previously received request for specific profiles or kinds of profiles of interest to the media property; and

(b) automatically arranging for electronic storage of a tag that is associated with the visitor and that is readable by the selected media property.

2. The method of claim 1 wherein part (a) comprises automatically selecting a plurality of media properties, based on a comparison of the profile information received about the visitor with each request of a set of requests, at least one of which requests was previously received from each of the media properties, each request being for specific profiles or kinds of profiles.

3. The method of claim 1 wherein performing part (a) responsive to receiving profile information about an electronic visitor to a profile supplier comprises performing part (a) responsive to receiving a redirect of a visitor along with the visitor's profile from the profile supplier.

4. The method of claim 1 wherein part (a) further comprises categorizing the profile information received about the visitor into a category of profiles.

5. The method of claim 1 further comprising recording a fee to the profile supplier in exchange for the profile information received from the profile supplier.

6. The method of claim 1 wherein the tag comprises personally identifiable information identifying the visitor.

7. The method of claim 1 wherein automatically arranging for electronic storage of the tag comprises arranging for electronic storage of the profile information in the tag.

8. The method of claim 1 wherein automatically arranging for electronic storage of the tag comprises arranging for electronic storage of the profile information in a database locatable through the tag.

9. The method of claim 1 wherein automatically arranging for electronic storage of the tag comprises redirecting the visitor to the selected media property with a request to have the selected media property tag the visitor.

10. The method of claim 1 further comprising, after parts (a) and (b), electronically receiving a report from the selected media property containing information about usage of the profile in association with a visit by the profiled visitor to the selected media property.

11. The method of claim 10 further comprising, based on the report, recording an amount owed by the selected media property for profile usage.

12. The method of claim 11 further comprising calculating fees owed to a plurality of profile suppliers based on respective contributions of said profile suppliers to the profile identified in the report as having been used.

13. The method of claim 10 wherein the report contains information about usage of the profile in association with a profile-based advertisement delivered to the profiled visitor by the selected media property.

14. The method of claim 11 wherein the report comprises a redirection of the visitor from the selected media property when the selected media property utilizes the profile to deliver the advertisement.

15. The method of claim 14 wherein the redirection occurs by incorporating a redirection instruction into the advertisement.

16. The method of claim 1 wherein the profile supplier operates in a different media than the selected media property.

17. The method of claim 16 wherein the profile supplier operates in the Internet and the selected media property operates in a television media.

18. The method of claim 1 wherein part (a) comprises automatically selecting a media property based on a comparison of the profile information received about the visitor with a plurality of requests, previously received from the media property, each request being for a specific profile or kind of profiles.

19. The method of claim 18 further comprising, after parts (a) and (b), electronically receiving a report from the selected media property containing information about usage of the profile in association with a visit by the profiled visitor to the selected media property, and wherein the report further contains information identifying which profile or kind of profiles the selected media property used in connection with usage of the profile.

20. The method of claim 19 wherein the report comprises a redirection of the visitor from the selected media property when the selected media property utilizes the

profile to deliver the advertisement, and wherein the information identifying which profile or kinds of profiles the selected media property used is contained in the URL to which the visitor is redirected.

21. The method of claim 1:

(i) wherein performing part (a) responsive to receiving profile information about an electronic visitor to a profile supplier comprises performing part (a) responsive to receiving a redirect of a visitor along with the visitor's profile from the profile supplier;

(ii) wherein part (a) further comprises categorizing the profile information received about the visitor into a category of profiles;

(iii) wherein part (a) comprises automatically selecting at least one of a plurality of media properties, based on a comparison of the profile information received about the visitor with each request of a set of requests, at least one of which requests was previously received from each of the media properties, each request being for specific profiles or kinds of profiles;

(iv) wherein automatically arranging for electronic storage of the tag comprises redirecting the visitor to the selected media property with a request to have the selected media property tag the visitor.

(v) further comprising, after parts (a) and (b), electronically receiving a report from the selected media property containing information about usage of the profile in association with a visit by the profiled visitor to the selected media property;

(vi) wherein the report contains information about usage of the profile in association with a profile-based advertisement delivered to the profiled visitor by the selected media property; and

(vii) further comprising, based on the report, recording (A) an amount owed by the selected media property for profile usage, and (B) a fee owed to the profile supplier for providing the profile information that was used by the selected media property.

22. A computer server programmed to implement a method for providing collected profiles comprising:

(a) responsive to receiving profile information about an electronic visitor to a profile supplier, automatically selecting a media property based on a

comparison of the profile information received about the visitor with a previously received request for specific profiles or kinds of profiles of interest to the media property; and

(b) automatically arranging for electronic storage of a tag that is associated with the visitor and that is readable by the selected media property.

23. The computer server of claim 22 wherein the server is further programmed to implement a method for providing collected profiles:

(i) wherein performing part (a) responsive to receiving profile information about an electronic visitor to a profile supplier comprises performing part (a) responsive to receiving a redirect of a visitor along with the visitor's profile from the profile supplier;

(ii) wherein part (a) further comprises categorizing the profile information received about the visitor into a category of profiles;

(iii) wherein part (a) comprises automatically selecting at least one of a plurality of media properties, based on a comparison of the profile information received about the visitor with each request of a set of requests, at least one of which requests was previously received from each of the media properties, each request being for specific profiles or kinds of profiles;

(iv) wherein automatically arranging for electronic storage of the tag comprises redirecting the visitor to the selected media property with a request to have the selected media property tag the visitor.

(v) further comprising, after parts (a) and (b), electronically receiving a report from the selected media property containing information about usage of the profile in association with a visit by the profiled visitor to the selected media property;

(vi) wherein the report contains information about usage of the profile in association with a profile-based advertisement delivered to the profiled visitor by the selected media property; and

(vii) further comprising, based on the report, recording (A) an amount owed by the selected media property for profile usage, and (B) a fee owed to the profile supplier for providing the profile information that was used by the selected media property.

24. A method for receiving collected profiles comprising:

(a) providing to a profile owner a request for specific profiles or kinds of profiles of interest along with a request for the profile owner to automatically arrange for electronic storage of a tag that is associated with visitors to a first media property having profile information matching the requested profiles or kinds of profiles; and

(b) later, automatically checking visitors to a second media property for the tag and, when found, automatically causing the delivery of a profile-dependent advertisement to the tagged visitors.

25. The method of claim 24 further comprising, after part (a) and before part (b), automatically tagging visitors redirected by the profile owner.

26. The method of claim 24 further comprising, after parts (a) and (b), electronically reporting to the profile owner information about delivery of the advertisement to the tagged visitors.

27. The method of claim 26 wherein electronically reporting comprises automatically redirecting tagged visitors to the profile owner along with delivery of the advertisement.

28. The method of claim 27 wherein automatically redirecting comprises delivering an advertisement containing a redirection instruction.

29. The method of claim 26 wherein reporting further comprises automatically electronically identifying to the profile owner one of a plurality of profiles or kind of profiles used in association with delivery of the advertisement.

30. The method of claim 29 wherein electronically reporting comprises automatically redirecting tagged visitors to the profile owner along with delivery of the advertisement and identifying comprises redirecting tagged visitors to one of a plurality of URLs depending on which of the plurality of profiles or kinds of profiles was used in association with delivery of the advertisement.

31. The method of claim 24 further comprising, after parts (a) and (b), paying a fee to the profile owner as a result of delivery of the ad to the tagged visitors.

32. The method of claim 24 wherein the act of automatically causing delivery of a profile-dependent advertisement in part (b) is performed only when a price for delivery of the profile-dependent advertisement to the tagged visitor is higher than a

price for delivery to the tagged visitor of an advertisement based on content adjacent to the ad space into which the advertisement is delivered.

33. The method of claim 32 further comprising:

(i) after part (a) and before part (b), automatically tagging visitors redirected by the profile owner;

(ii) after parts (a) and (b), automatically electronically reporting to the profile owner information about delivery of the advertisement to the tagged visitors, which information includes identifying to the profile owner one of a plurality of profiles or kind of profiles used in association with delivery of the advertisement; and

(iii) after parts (a) and (b), paying a fee to the profile owner as a result of delivery of the advertisement to the tagged visitors.

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 1 of 1

Complete if Known	
Application Number	11/765,433
Filing Date	06/19/2007
First Named Inventor	Shkedi, Roy
Art Unit	3688
Examiner Name	Champagne, Donald
Attorney Docket Number	14-PP

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		US-			
		US-			
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FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Foreign Patent Document Country Code[3]-Number[4]-Kind Code[5] (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T[6]
		KR10-2004-0026167	03-30-2004	IBM Corporation		✓
		KR10-2004-0099222A	11-26-2004	Echo Marketing Co., Ltd.		✓

Examiner Signature		Date Considered	

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. [1] Applicant's unique citation designation number (optional). [2] See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. [3] Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). [4] For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. [5] Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. [6] Applicant is to place a check mark here if English language Translation is attached.

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 2 hours 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, 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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서울특별시은평구증산동219-1034/4

(74) 대리인 신영무
이용미

심사청구 : 없음

(54) 사용자가 입력한 유알엘 및/또는 검색어에 근거하여광고를 제공하는 방법 및 장치

요약

사용자가 입력한 URL 및/또는 검색어에 기반하여 광고를 제공하는 방법 및 장치가 제공된다. 본원 발명에 따라 인터넷을 통해 사용자에게 광고를 제공하는 방법은 다수의 웹페이지 URL 및 검색어 각각에 연관된 광고정보를 제1 서버로부터 획득하여 로컬 저장소에 저장하는 단계와, 사용자에 의해 웹브라우저상에 입력된 URL 및 검색어를 검출하는 단계와, 상기 검출된 URL 및 검색어에 연관된 광고정보를 상기 로컬 저장소로부터 검색하는 단계와, 상기 검색된 광고 정보에 따라 광고를 제2 서버로부터 광고데이터를 판독하여 사용자에게 표시해주는 단계를 포함한다. 광고정보는 광고 데이터가 저장된 광고 어드레스를 포함하고 있으며, 상기 광고 어드레스로부터 광고 데이터를 판독하여 사용자에게 표시해준다.

대표도

도 1

색인어

광고, URL, 검색어

명세서

도면의 간단한 설명

도 1은 본원발명에 따른 실시예를 구현한 시스템 개략도.

도 2는 본원발명에 따라 사용자 컴퓨터(110) 상에서 실행되는 광고제공프로그램의 구성요소를 도시한 블럭도.

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도 3은 본원발명의 일실시예에 따른 광고참조DB의 테이블 구조를 도시한 도면.

도 4는 본원발명의 일실시예에 따른 광고표시정보DB의 테이블 구조를 도시한 도면.

도 5는 본원발명의 일실시예에 따른 광고제공프로그램의 수행절차를 도시한 흐름도.

도 6a는 현재 이용되고 있는 다양한 종류의 URL들을 열거한 도면.

도 6b는 일반적인 URL의 구조를 도시한 도면.

도 6c는 일반적으로 많이 이용되는 HTTP 프로토콜 URL의 구성을 도시한 도면.

도 7은 검색기능을 구비한 웹사이트의 페이지를 예시한 도면.

도 8은 본원발명에 따라 웹브라우저 각각의 일정한 위치에 광고가 표시된 예를 도시한 도면.

도 9는 본원발명에 따라 웹브라우저 외부에 광고가 표시된 예를 도시한 도면.

발명의 상세한 설명

발명의 목적

발명이 속하는 기술 및 그 분야의 종래기술

본원발명은 인터넷상에서 사용자에게 광고를 제공하는 방법 및 장치에 관한 것으로서, 구체적으로는 사용자가 입력한 URL 및/또는 검색어에 기반하여 광고를 제공하는 방법 및 장치에 관한 것이다.

인터넷 사용자가 급증함에 따라 인터넷을 통해 사용자에게 광고를 제공하는 것이 보편화되고 있다. 광고를 제공하는 대표적인 방법은 다수의 사용자들이 즐겨 찾는 포탈 사이트 또는 검색사이트의 웹페이지상에 배너 또는 팝업 방식 등으로 광고를 표시해줌으로써 해당 사이트를 방문한 사용자들이 광고를 볼 수 있도록 하는 것이다. 그러나, 이러한 광고 방법은 사용자가 반드시 해당 사이트의 특정 페이지를 방문하여야만 광고를 볼 수 있다는 점에서 광고주는 가능한 한 많은 웹사이트와의 제휴를 통해 해당 웹사이트의 페이지에 자사의 광고를 삽입하여야만 하는 부담이 있다. 이러한 문제점을 해결하기 위해, 본 출원과 동일인에 의해 출원된 한국특허출원 제 2001-64641호(Attorney Docket No. JP9-2001-0343))는 사용자가 특정 웹사이트를 방문하지 않더라도 사용자의 웹브라우저 일정 부분에 광고주가 제공하는 광고를 지속적으로 표시해줄 수 있는 광고 시스템 및 광고 방법을 제시하고 있다. 그러나, 이러한 광고방법은 사용자의 인터넷 사용 의도와는 무관한 광고를 제공해줌으로써 사용자의 광고에 대한 흥미를 떨어뜨리고 충분한 광고 효과를 발생시키지 못한다는 단점이 있다.

따라서, 사용자의 인터넷 사용 의도를 파악하여 이에 관련된 광고를 제공해줄 수 있는 광고 방법 및 장치가 필요하다.

발명이 이루고자 하는 기술적 과제

따라서, 본원 발명의 목적은 사용자가 방문코자 하는 웹사이트의 URL을 관찰하고 해당 웹사이트에 관련된 광고를 제공하는 방법 및 장치를 제공하는 것이다.

본원 발명의 또다른 목적은 사용자가 방문코자 하는 웹사이트의 URL 및 해당 웹사이트를 통해 검색하고자 하는 검색어를 관찰하고 이에 관련된 광고를 제공하는 방법 및 장치를 제공하는 것이다.

발명의 구성 및 작용

본원 발명의 일 측면에 따르면, 인터넷을 통해 사용자에게 광고를 제공하는 방법은,다수의 웹페이지 URL 및 각각의 URL에 연관된 광고정보를 제1 서버로부터 획득하여 로컬 저장소에 저장하는 단계와, 사용자에 의해 웹브라우저상에 입력된 URL을 검출하는 단계와, 상기 검출된 URL에 연관된 광고정보 - 상기 광고정보는 광고데이터가 저장된 광고

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어드레스를 포함함- 를 로컬 저장소로부터 검색하는 단계와, 상기 검색된 광고 정보에 포함된 광고 어드레스의 광고 데이터를 제2 서버로부터 판독하여 사용자에게 표시해주는 단계를 포함한다.

본원 발명의 또다른 측면에 따르면, 인터넷을 통해 사용자에게 광고를 제공하는 방법은, 다수의 웹페이지 URL 및 검색어 및 이들 각각에 연관된 연관된 광고정보를 제1 서버로부터 획득하여 로컬 저장소에 저장하는 단계와, 사용자에 의해 웹브라우저상에 입력된 URL 및 검색어를 검출하는 단계와, 상기 검출된 URL 및 검색어에 연관된 광고정보-상기 광고정보는 광고데이터가 저장된 광고 어드레스를 포함함- 를 상기 로컬 저장소로부터 검색하는 단계와, 상기 검색된 광고 정보에 포함된 광고 어드레스의 광고데이터를 제2 서버로부터 판독하여 사용자에게 표시하는 단계를 포함한다. 상기 다수의 웹페이지 URL 및 검색어는 정규식으로 표현되어 로컬 저장소에 저장된다. 또한, 광고정보는 상기 광고의 표시유효기간 및 표시위치 정보를 더 포함할 수 있다.

이하, 도면 제1도 내지 제9도를 참조하여 본원발명의 특징 및 장점을 살펴보기로 한다. 도면에 도시된 실시예는 단지 본원발명을 설명하기 위한 예시에 불과하며, 이에 의해 본원발명이 한정되는 것은 아님을 이해할 수 있을 것이다.

도 1을 참조하면, 본원발명에 따른 실시예를 구현한 시스템 개략도가 도시되어 있다. 도 1에 도시된 바와 같이, 사용자 컴퓨터(110), 다수의 웹서버(130), 다수의 광고서버(140) 및 광고제어서버(150)가 인터넷(120)을 통해 연결되어 있다.

사용자 컴퓨터(110)상에는, 인터넷 접속에 필요한 웹브라우저 프로그램(112)과 광고제공프로그램(114)이 실행되며, URL 및/또는 검색어별 광고정보를 포함하는 광고참조DB(116) 및 광고별 광고 데이터의 위치정보 등을 포함하는 광고표시정 보DB(118)가 저장되어 있다.

웹브라우저(112)는 사용자 컴퓨터에서 인터넷 액세스를 위해 필요한 프로그램으로서, 마이크로소프트사에서 제공하는 인터넷 익스플로러(Internet Explorer) 또는 네스케이프사에서 제공하는 네스케이프 네비게이터(Netscape Navigator)등이 그 예가 될 수 있으며, 이에 국한되는 것은 아니다.

광고제공프로그램(114)은 본원발명의 일실시예에 따라 사용자가 입력한 URL 및/또는 검색어에 따라 그에 연관된 광고를 사용자에게 제공해주기 위한 프로그램이다. 구체적으로, 광고제공프로그램(114)은 사용자가 브라우저(112)를 통해 특정 웹서버(130)의 웹페이지를 방문할 때마다, 브라우저(112)와 통신함으로써 사용자가 입력하는 웹페이지의 URL 및/또는 사용자가 해당 웹사이트에서 검색하고자 하는 검색어를 검출하여 이에 관련된 광고를 사용자에게 제공해주는 기능을 한다. 도면상에는, 광고제공프로그램(114)이 브라우저(112)와 별도로 실행되는 프로그램으로 도시되어 있으나, 실시예에 따라서는 브라우저(112)에 플러그인(plug-in) 형태로 추가될 수 있다.

도 2를 참조하면, 본원 발명의 일실시예에 따른 광고제공프로그램(114)의 구성요소들을 개략적으로 도시한 블럭도가 도시되어 있다. 도 2에 도시된 바와 같이, 광고제공프로그램(114)은 다수의 URL 및/또는 사용자에 의해 웹브라우저상에 입력되는 웹페이지 URL 및/또는 검색어를 검출하는 역할을 수행하는 URL/검색어 검출 유닛(210)과, 검출된 URL 및/또는 검색어에 기초하여 광고참조DB(116)로부터 관련 광고정보를 검색하고 광고표시정보DB(118)로부터 관련광고의 광고표시정보를 검색 하는 역할을 수행하는 광고검색유닛(220)과, 검색된 광고표시정보에 포함된 광고데이터의 위치로부터 광고데이터를 판독하여 사용자에게 표시해주는 광고획득및광고표시유닛(230)을 포함한다. 또한, 도면에는 도시되어 있지 않지만, 광고제공프로그램(114)은 광고제어서버(150)로부터 광고참조DB(116) 및 광고표시정보DB(118)를 주기적으로 다운로드받아 로컬저장소에 저장하는 광고정보저장유닛을 또한 포함할 수 있다.

다시 도 1을 참조하면, 웹서버(130)는 사용자가 브라우저의 주소란에 URL(Universal Resource Locator) 어드레스를 입력하거나 브라우저의 즐겨찾기 기능을 이용하여 방문하는 웹페이지들을 제공하는 역할을 하는데, 본 발명에서는 특히 사용자들이 자주 방문하는 포털 사이트 또는 검색 사이트를 운영하는 서버들이 이에 해당할 것이다. 또한, 웹서버(130)는 검색엔진을 포함하고 있어서 사용자가 해당 사이트에서 특정 단어를 검색하고자 하는 경우에 해당 검색어에 관련된 웹페이지를 검색해주는 기능을 제공하는 것이 일반적이다.

광고서버(140)는 특정제품이나 서비스를 광고하는 광고 페이지들을 제공하는 일종의 웹서버에 해당하나, 본명세서에서는 사용자가 URL을 직접 입력함으로써 방문하는 웹페이지를 제공하는 웹서버와 구별하기 위해, 본원발명에 따라 사용자에게 제공될 광고페이지를 저장하고 있는 서버를 "광고서버"라 구별하여 지칭한다.

광고제어서버(150)는 전술한 바와 같이 광고제공프로그램(114)의 작동을 위해 필요한 광고참조DB(156) 및 광고표시정보DB(158)를 생성하고, 저장하며, 주기적으로 갱신하는 역할을 한다. 도면상에 도시되어 있지는 않지만, 광고참조DB 및 광고표시정보DB 내에 엔트리를 입력하고, 수정하고, 추가 및 변경하는데 필요한 일의의 데이터베이스 관리 프로그램이 광고제어서버(150)상에서 실행될 것이다. 공지되어 있는 다수의 상용 데이터베이스 관리 프로그램들이 있으므로, 이에 대한 상세한 설명은 생략하기로 한다. 또한, 도면에 도시된 실시예에서는 광고서버(140) 및 광고제어서버(150)가 별도의 서버로 구현되어 있지만, 대안적으로 광고서버(140) 및 광고제어서버(150)는 동일한 서버로 구

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현될 수도 있다.

본원발명의 일실시예에 따르면, 광고참조DB(156) 및 광고표시정보DB(158)의 사본은 광고제공프로그램(114)이 설치된 사용자 컴퓨터에 다운로드되어 사용자에 의해 입력된 URL 어드레스 및 검색어에 관련된 광고검색 및 표시에 이용된다. 또한, 광고참조DB(156) 및 광고표시정보DB(158)는 사용자 컴퓨터 상에 다운로드된 이후에도 주기적으로 갱신될 수 있으므로, 갱신된 DB들이 사용자 컴퓨터상에 또한 주기적으로 갱신되거나 사용자 요청에 의해 갱신될 수 있다.

구체적으로, 본원발명의 일실시예에 따른 광고참조DB(156)의 테이블 구조가 도 3에 도시되어 있다. 도시된 바와 같이, 광고참조DB(156)는 "프로토콜", "호스트주소", "포트" 및 "리소스절대경로", "검색어 패턴", "유사검색어", "광고 식별자"등의 필드로 이루어진다. 이중에서, "프로토콜", "호스트주소", "포트" 및 "리소스절대경로"는 사용자 입력에서 추출된 URL 어드레스와 패턴 매칭이 이루어지는 필드들이다. "검색어 패턴"은, 사용자가 입력한 검색어가 있는 경우에, 입력된 검색어와 패턴 매칭이 이루어지는 필드이며, "유사검색어"는, 예를 들어, 사용자가 "꽃집" 이라는 검색어를 입력한 경우뿐만 아 니라 "장미"라는 검색어를 입력한 경우에도, 사용자에게 동일한 광고를 제공하여 줄 수 있도록, 유사범위에 속하는 검색어를 나열해두는 필드이다. "광고식별자"는 사용자가 입력한 URL 및 검색어에 관련되는 광고의 식별정보를 저장해두는 필드이다.

전술한 바와 같이, 소정의 URL, 검색어 또는 이들의 조합에 의해 특정 광고가 정해지는데, 예를 들어, 도 3의 레코드(310 내지 330)는 URL에 기반하여 광고가 결정되는 것을 나타낸 것이고, 레코드(340 및 350)는 URL 및 검색어의 조합에 기반하여 광고가 결정되는 것을 나타낸 것이며, 레코드(350)는 단지 검색어에만 의존하여 광고가 결정될 수 있음을 나타낸 것이다.

한편, 본원 발명의 일실시예에 따르면, 패턴매칭의 효율성을 위해 '*', '?' 등과 같은 문자등으로 표현되는 정규식(regular expression)을 이용하여 필드들의 정보를 표현할 수 있다. 가령, 리소스 절대경로를 'Science/History/*'로 표시함으로써 'science/histroy'까지 매칭이 이루어지면 그 후에 어떠한 문자열이 오더라도 패턴 매칭이 이루어진 것으로 간주된다.

이제까지 도 3을 참조하여 광고참조DB 구조의 일실시예를 살펴보았지만, 이러한 구조에 의해 본원발명이 한정하는 것은 아니며, 본원발명을 벗어나지 않고 다양한 필드의 변형 및 추가가 가능함을 당업자는 이해할 수 있을 것이다.

도4를 참조하면, 본원발명의 일실시예에 따른 광고표시정보DB의 구조가 도시되어 있다. 도시된 바와 같이, 광고표시정보DB는 "광고식별자", "광고표시시작일시", "광고표시종료일시", "광고표시시간", "광고표시위치", "광고 위 치" 등의 필드로 구성된다. "광고표시시작일시" 및 "광고표시종료일시"는 광고가 사용자에게 제공되는 기간을 나타내는 정보로서, 광고의 유효성을 판단하는데 이용된다. "광고표시시간"은 광고가 사용자에게 제공되는 시간대를 나타내는 정보로서, 이 정보를 이용하여 사용자로부터 동일한 URL 및 검색어가 입력되더라도 시간대에 따라 다양한 광고를 제공해줄 수 있다. "광고표시위치"는 광고를 웹브라우저별로 표시할지 또는 사용자 단말기 스크린의 일정부분에 표시할지를 나타내는 정보이다. "웹브라우저"라 표시된 것은 웹브라우저 내의 일정 부분이 표시된다는 것을 의미하는 것인 반면에, "단말기"라 표시된 것은 웹브라우저 외부의 스크린의 일정 부분에 표시한다는 것을 의미한다. 또다른 실시예에서는, 전술한 표시정보외에, 광고의 크기 및 상/하/좌/우 등과 같은 보다 구체적인 광고표시위치에 대한 정보도 포함할 수 있을 것이다. "광고 위치"는 사용자에게 제공될 광고데이터가 실제로 저장된 "광고 어드레스 정보(예를 들면, 광고페이지의 URL)로서, 광고제공프로그램은 지정된 광고 어드레스로부터 광고데이터를 액세스하여 표시할 것이다. 도 4에 도시된 광고표시정보DB의 구조 역시 본원 발명을 한정하고자 하는 것은 아니며, 다양한 필드의 변경 및 추가가 가능한 것이다. 또한, 상기 실시예에서는 광고에 따라서는 광고의 표시유효기간 및 위치 등이 자주 갱신될 수 있기 때문에 광고참조DB 및 광고표시정보DB를 분리하여 구성하는 것으로 설명하였지만, 이는 단지 DB 설계상의 선택사항이며, 이들 DB를 하나의 DB로 구성하는 것도 충분히 가능하다는 것이 당업자들에게 쉽게 이해될 것이다.

이제 도 5를 참조하면, 본원 발명의 일실시예에 따른 광고제공프로그램이 수 행하는 절차가 흐름도로 도시되어 있다.

우선, 단계(510)에서, 광고제공프로그램은 광고제어서버로부터 광고참조DB 및 광고표시정보DB의 사본을 다운로드받아 로컬 저장소에 저장한다. 광고참조DB 및 광고표시정보DB는 광고제어서버에서 주기적으로 갱신될 수 있으므로, 광고제공프로그램도 이들 DB를 주기적으로 다운로드받을 필요가 있다. 일실시예에서는 광고참조DB 및 광고표시정보DB 전체가 다운로드될 수 있지만, 다른 실시예에서는, 필요시마다, 예를 들면, 사용자가 입력한 URL 및 검색어에 해당하는 광고가 검색되지 않거나, 광고표시 유효기간이 경과된 광고가 검색된 경우에 해당 광고에 대한 정보만을 광고제어서버에 요청하여 다운로드받을 수도 있을 것이다.

단계(520)에서, 사용자에 의해 웹브라우저상에 입력된 URL 및/또는 검색어를 검출한다. 사용자는 웹브라우저의 주소란에 자신이 방문코자 하는 웹사이트의 URL을 직접 입력하거나 브라우저의 즐겨찾기 기능을 통해 URL을 선택할 수 있다.

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도 6a를 참조하면, 현재 이용되고 있는 다양한 종류의 URL들이 예시되어 있는데, 본원발명에서 이용되는 URL은 이외에도 새로운 리소스가 계속적으로 개발됨에 따라 생성되는 새로운 종류의 URL들도 포함하는 것으로 해석될 것이다.

도 6b를 참조하면, 일반적인 URL의 구조가 도시되어 있다. URL은 스킴(scheme)부와 스킴-지정부(scheme-specific part)로 나뉘는데, 스킴부는 프로토콜을 지정하는 부분이고 스킴-지정부는 네트워크상의 웹서버에 존재하는 특정 리소스를 지정하는 부분이다.

도 6c에는 일반적으로 많이 이용되는 HTTP 프로토콜 URL의 구성이 도시되어 있다. HTTP 프로토콜 URL의 스킴-지정부를 살펴보면, 호스트주소, 포트번호, 리소스절대경로, 쿼리(query)가 있는 경우에 쿼리 문자열로 구성됨을 알 수 있다.

사용자는 자신이 입력한 URL에 해당하는 웹사이트가 검색기능을 제공하는 사이트인 경우에, 해당 웹사이트의 검색어 입력란에 자신이 찾고자 하는 검색어를 입력할 수 있다. 예를 들어, 도 7에 도시된 바와 같이, 예를 들어, 사용자는 브라우저 주소란(710)에 "http://www.yahoo.com '을 입력하여 야후 웹사이트를 방문한 후에, 검색란(720)에 'flower shop'이라는 검색어를 입력한다.

전술한 바와 같이 사용자에 의해 입력된 URL 및/또는 검색어는, 해당 웹사이트로 전송됨과 동시에, 이에 연관된 광고를 검색하기 위해 광고제공프로그램에 의해 검출될 것이다. HTTP 프로토콜의 경우에 검색어는 GET 방식과 POST 방식 두가지 방식으로 전송될 수 있는데, 본 발명에 따른 광고제공프로그램은 이러한 전송방식에 상관없이 모든 검색어를 검출할 수 있도록 구현되어 있다.

다시, 도 5를 참조하면, 단계(530)에서는, 전단계에서 검출된 URL 및/또는 검색어를 이용하여 이에 가장 부합하는 광고를 광고참조DB로부터 검색한다. 사용자가 입력한 URL은 구분자(delimeter)에 해당하는 '/'에 의해 프로토콜, 호스트주소, 리소스경로 등으로 구별될 것이다. 구분자에 의해 구별된 각각의 URL정보와 광고참조DB의 해당 필드에 저장되어있는 정보를 비교함으로써, 입력된 URL에 최대한 부합하는 광고 엔트리가 검색된다. 또한, 사용자가 검색어를 입력한 경우에, 입력된 검색어와 광고참조DB의 "검색어 패턴" 및 "유사검색어" 필드 정보를 또한 비교함으로써, URL 뿐만 아니라 검색어에 부합하는 광고가 검색될 것이다. 소정의 광고가 검색되면, 해당 광고에 대한 실제 광고 데이터가 저장되어 있는 위치 및 광고 유효성 및 표시위치 판단을 위해 광고표시정보DB로부터 해당 광고에 대한 표시정보를 검색한다. 광고 표시정보에는 기본적으로 실제 광고 데이터가 저장된 광고서버의 어드레스가 포함되어 있으며, 이외에도 부가적으로 광고의 유효표시기간 및 광고표시위치가 포함될 수 있다.

단계(540)에서는, 검색된 광고표시정보를 참조하여 사용자에게 광고를 표시해준다. 우선, 광고유효표시기간 및 표시시간이 종료되었는지를 판단하고, 아직 광고 표시가 유효하다고 판단되면, 지정된 광고 어드레스로부터 광고 데이터를 판독하여 사용자컴퓨터에 표시한다. 광고를 표시하는 방법에는 광고표시위치 정보에 따라 웹브라우저의 소정의 위치에 표시하거나 웹브라우저와는 별도로 컴퓨터 스크린의 일정부분에 표시할 수 있다.

도 8에는 브라우저별로 브라우저의 일정한 위치에 광고(810, 820)를 표시한 예가 도시되어 있으며, 도 9에는 브라우저의 외부에 스크린의 일정 부분에 광고(910)를 표시한 예가 도시되어 있다.

전술한 절차를 통해, 본원발명에 따른 광고제공프로그램은 사용자에 의해 입력된 URL 및/또는 검색어가 있는 경우에는 검색어에 관련된 광고를 사용자에게 제공해줄 수 있으며, 이러한 광고제공프로그램은 브라우저의 실행에는 영향을 미치지 않는다.

또한, 본 기술분야의 당업자라면 본원발명은 본원발명의 절차를 수행하기 위한 명령어들이 저장된 다양한 종류의 컴퓨터판독가능매체의 형태로서 배포될 수 있 으며, 이러한 매체의 형태로는 기록형 플로피 디스크, 하드 디스크드라이브, RAM, CD-ROM 및 디지털 및 아날로그 통신 링크와 같은 전송형 매체들이 모두 포함될 수 있음을 이해할 것이다.

발명의 효과

본원발명에 따르면, 사용자가 입력한 ULR/검색어 정보를 활용하여 사용자의 관심도를 파악하고, 사용자가 관심을 가질 수 있는 광고를 사용자에게 제공해줌으로써 광고 효과를 증대시킬 수 있다.

(57) 청구의 범위

청구항 1.

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인터넷을 통해 사용자에게 광고를 제공하는 방법에 있어서,

다수의 웹페이지 URL 및 각각의 URL에 연관된 광고정보를 제1 서버로부터 획득하여 로컬 저장소에 저장하는 단계와,

사용자에 의해 웹브라우저상에 입력된 URL을 검출하는 단계와,

상기 검출된 URL에 연관된 광고정보 - 상기 광고정보는 광고데이터가 저장된 광고 어드레스를 포함함- 를 로컬 저장소로부터 검색하는 단계와,

상기 검색된 광고 정보에 포함된 광고 어드레스의 광고데이터를 제2 서버로부터 판독하여 사용자에게 표시해주는 단계

를 포함하는 광고제공방법.

청구항 2.
인터넷을 통해 사용자에게 광고를 제공하는 방법에 있어서,

다수의 웹페이지 URL 및 검색어 및 이들 각각에 연관된 연관된 광고정보를 제1 서버로부터 획득하여 로컬 저장소에 저장하는 단계와,

사용자에 의해 웹브라우저상에 입력된 URL 및 검색어를 검출하는 단계와,

상기 검출된 URL 및 검색어에 연관된 광고정보-상기 광고정보는 광고데이터가 저장된 광고 어드레스를 포함함- 를 상기 로컬 저장소로부터 검색하는 단계와,

상기 검색된 광고 정보에 포함된 광고 어드레스의 광고데이터를 제2 서버로부터 판독하여 사용자에게 표시하는 단계

를 포함하는 광고제공방법.

청구항 3.
제1항에 있어서, 상기 다수의 웹페이지 URL 각각에 연관된 광고정보를 로컬 저장소에 저장하는 단계는 웹페이지 URL을 정규식으로 표현하여 저장하는 단계를 포함하는 광고제공방법.

청구항 4.
제2항에 있어서, 상기 다수의 웹페이지 URL 및 검색어 각각에 연관된 광고정보를 로컬 저장소에 저장하는 단계는 상기 URL 및 검색어를 정규식으로 표현하여 저장하는 단계를 포함하는 광고제공방법.

청구항 5.
제1항 또는 제2항에 있어서, 상기 광고정보는 상기 광고의 표시유효기간 및 표시위치 정보를 더 포함하는 광고제공방법.

청구항 6.
제5항에 있어서, 상기 광고를 표시하는 단계는 상기 광고의 표시유효기간이 종료되었는지를 판단하는 단계를 더 포함하는 광고제공방법.

청구항 7.
제5항에 있어서, 상기 광고를 표시하는 단계는 상기 광고의 표시위치정보에 따라 상기 광고를 웹브라우저내에 표시할지 웹브라우저의 외부에 표시할지를 판단하는 단계를 더 포함하는 광고제공방법.

청구항 8.
제1항 또는 제2항에 있어서, 상기 제1 서버 및 제2 서버는 동일한 서버인 광고제공방법.

청구항 9.
인터넷을 통해 사용자에게 광고를 제공하기 위한 시스템에 있어서,

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다수의 웹페이지 URL 및 이들 각각에 연관된 광고정보를 제1 서버로부터 획득하여 로컬저장소에 저장하도록 CPU를 작동시키는 저장작동유닛과,

사용자에 의해 웹브라우저상에 입력된 URL을 검출하도록 CPU를 작동시키는 검출작동유닛과,

상기 검출된 URL에 연관된 광고정보- 상기 광고정보는 광고데이터가 저장된 광고어드레스를 포함함-를 상기 로컬저장소로부터 검색하도록 CPU를 작동시키는 검색작동유닛과,

상기 검색된 광고 정보에 포함된 광고어드레스의 광고데이터를 제2 서버로부터 판독하여 사용자에게 표시해주도록 CPU를 작동시키는 광고획득및표시유닛

을 포함하는 광고제공시스템.

청구항 10.
인터넷을 통해 사용자에게 광고를 제공하기 위한 시스템에 있어서,

다수의 웹페이지 URL 및 검색어 및 이들 각각에 연관된 광고정보를 제1 서버로부터 획득하여 로컬저장소에 저장하도록 CPU를 작동시키는 저장작동유닛과,

사용자에 의해 웹브라우저상에 입력된 URL 및 검색어를 검출하도록 CPU를 작동시키는 검출작동유닛과,

상기 검출된 URL 및 검색어에 연관된 광고정보- 상기 광고정보는 광고데이터가 저장된 광고어드레스를 포함함-를 상기 로컬저장소로부터 검색하도록 CPU를 작동시키는 검색작동유닛과,

상기 검색된 광고 정보에 포함된 광고어드레스로부터 광고데이터를 제2 서버로부터 판독하여 사용자에게 표시해주도록 CPU를 작동시키는 광고획득및표시유닛

을 포함하는 광고제공시스템.

청구항 11.
제9항에 있어서, 상기 로컬 저장소에 저장되는 웹페이지 URL은 정규식으로 표현되는 광고제공시스템.

청구항 12.
제10항에 있어서, 상기 로컬 저장소에 저장되는 웹페이지 URL 및 검색어는 정규식으로 표현되는 광고제공시스템.

청구항 13.
제9항 또는 제10항에 있어서, 상기 광고정보는 상기 광고의 표시유효기간 및 표시위치 정보를 더 포함하는 광고제공시스템.

청구항 14.
제13항에 있어서, 상기 광고획득및표시유닛은 상기 광고의 표시유효기간이 종료되었는지를 판단하도록 CPU를 작동시키는 광고유효판단유닛을 더 포함하는 광고제공시스템.

청구항 15.
제13항에 있어서, 상기 광고획득및표시유닛은 상기 광고의 표시위치정보에 따라 상기 광고를 웹브라우저내에 표시할지 웹브라우저의 외부에 표시할지를 판단하도록 CPU를 작동시키는 광고표시위치판단유닛을 더 포함하는 광고제공시스템.

청구항 16.
제9항 또는 제10항에 있어서, 상기 제1 서버 및 제2 서버는 동일한 서버인 광고제공시스템.

청구항 17.
인터넷을 통해 사용자에게 광고를 제공하는 방법을 수행하기 위해 컴퓨터에 의해 실행가능한 프로그램 명령어가 저장된 컴퓨터판독가능매체에 있어서, 상기 방법은,

다수의 웹페이지 URL 및 각각의 URL에 연관된 광고정보를 서버로부터 획득하여 로컬 저장소에 저장하는 단계와,

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사용자에 의해 웹브라우저상에 입력된 URL을 검출하는 단계와,

상기 검출된 URL에 연관된 광고정보 - 상기 광고정보는 광고데이터가 저장된 광고 어드레스를 포함함- 를 로컬 저장소로부터 검색하는 단계와,

상기 검색된 광고 정보에 포함된 광고 어드레스로부터 광고데이터를 판독하여 사용자에게 표시해주는 단계

를 포함하는 컴퓨터판독가능매체.

청구항 18.

인터넷을 통해 사용자에게 광고를 제공하는 방법을 수행하기 위해 컴퓨터에 의해 실행가능한 프로그램 명령어가 저장된 컴퓨터판독가능매체에 있어서, 상기 방법은,

다수의 웹페이지 URL 및 검색어 및 이들 각각에 연관된 연관된 광고정보를 서버로부터 획득하여 로컬 저장소에 저장하는 단계와,

사용자에 의해 웹브라우저상에 입력된 URL 및 검색어를 검출하는 단계와,

상기 검출된 URL 및 검색어에 연관된 광고정보-상기 광고정보는 광고데이터가 저장된 광고 어드레스를 포함함- 를 상기 로컬 저장소에 저장스하는 단계와,

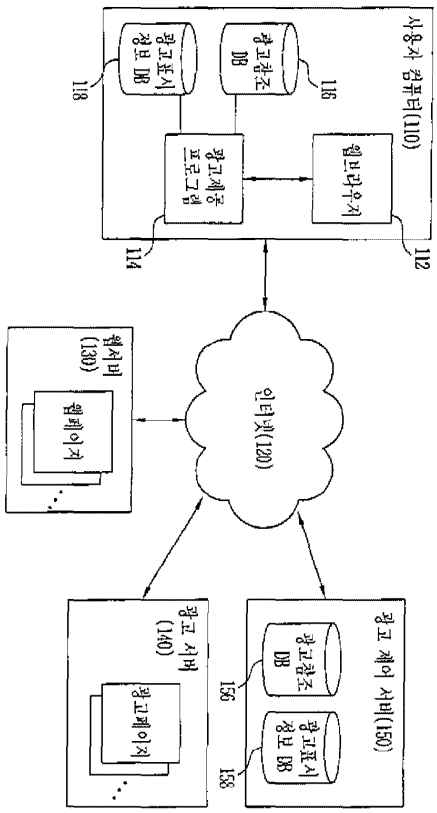
상기 검색된 광고 정보에 포함된 광고 어드레스로부터 광고데이터를 판독하여 사용자에게 표시하는 단계

를 포함하는 컴퓨터판독가능매체.

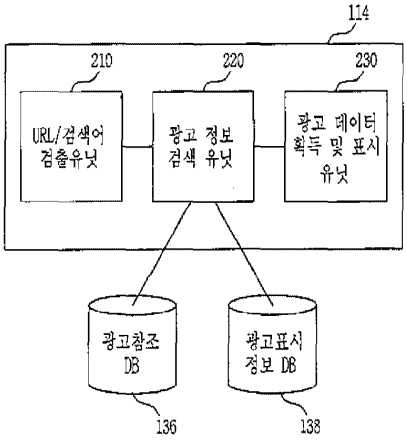
도면

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도면1



도면2



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도면3

	프로토콜	호스트주소	포트	리소스 절대경로	검색패턴	유사검색어	광고 ID
310	http	www.yahoo.com	80	/	No		I0001
320	http	dir.yahoo.com	80	/Recreation/	No		I0002
330	http	dir.yahoo.com	80	/Recreation/Magazines/	No		I0003
340	http	Search.yahoo.com	80	/bin/search/	Flower*	꽃집, 장미, 부케...	I0004
350	http	www.amazon.com	80	/	Showwhite		I0005
360	http	dir.yahoo.com	80	/Science/History/*	No		I0006
370	http			....	Summer		:

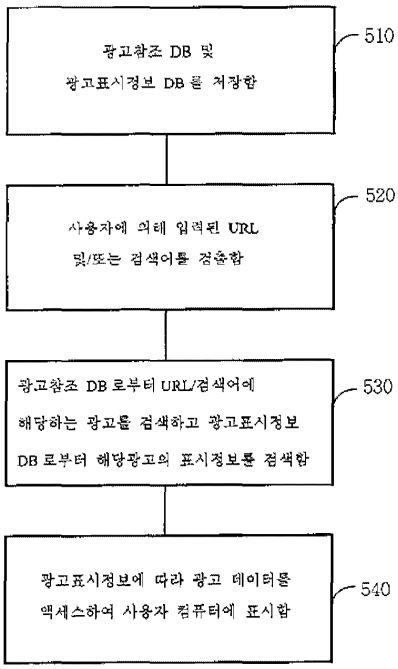
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표 4

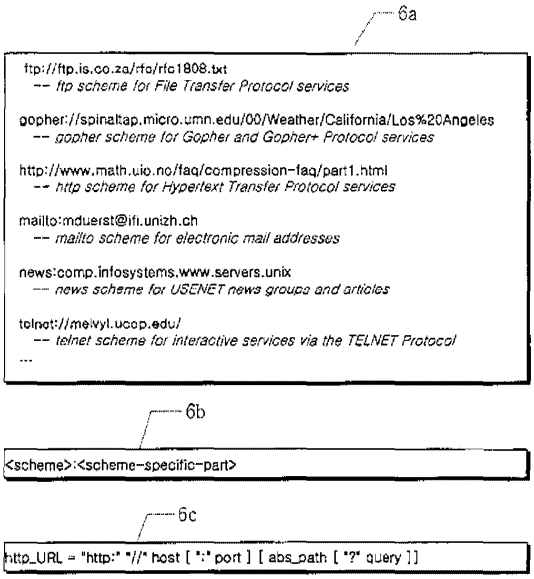
광고	광고 시작일시	광고 종료일시	표시시간대	광고 표시위치	광고위치	참고
I0001	2002 년 4 월 1 일	2002 년 5 월 10 일	11:00 ~ 12:00	바탕화면	http://www.myad.com/info3dir/adyahoo.htm	
I0002	2002 년 5 월 25 일	2002 년 8 월 22 일	18:00 ~ 20:00	바탕화면	/archive/adbiz/yahoobiz.zip	
I0003	2002 년 3 월 20 일	2002 년 8 월 25 일	21:00 ~ 01:00	바탕화면	/archive/adbiz/travelmag.zip	
I0004	2002 년 8 월 1 일	2002 년 8 월 10 일	Anytime	브라우저	http://www.yourflowershop.com/ad.html	
I0005	2002 년 8 월 15 일	2002 년 9 월 15 일	Anytime	브라우저	http://www.fairtale.com/book/ad.html	

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도면5

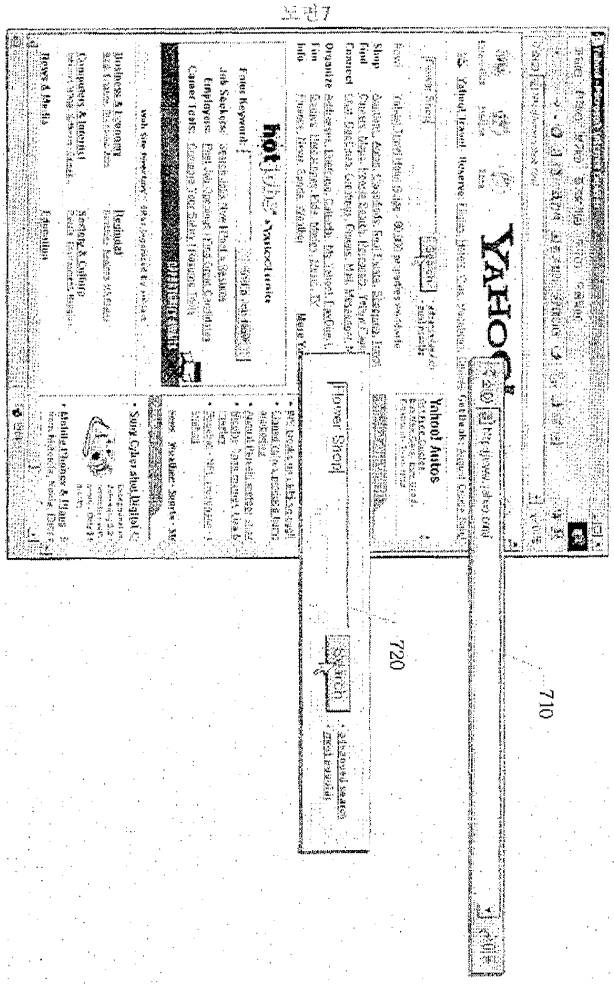


도면6



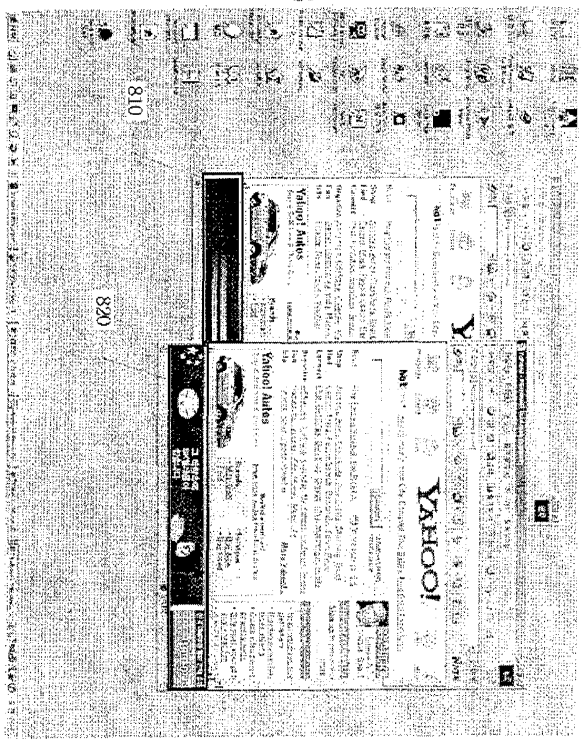
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도면7



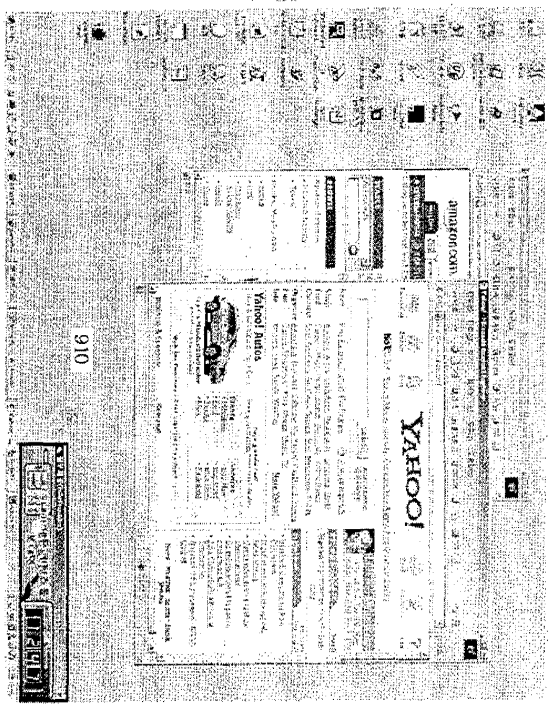
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Inventor	KANG,SangChul | MIN,ChangWoo
Applicant	INTERNATIONAL BUSINESS MACHINES CORPORATION.
Title of Invention	METHOD AND DEVICE FOR OFFERING AD BASED ON URL AND/OR KEYWORD INPUTTED FROM USER

Abstract

Provided are the method and apparatus for being based on in URL and/or the search word which user inputs and offering advertisement. According to the invention, the step of detecting the step, that it stores in the local storage it gets from the first server and URL and the search word inputted to the web browser by user the advertisement-information, the detected URL as described above and step of referring to from the local storage the advertisement-information related to the search word, and the step that advertisement data is deciphered from the second server and indicating advertisement according to the searched advertisement-information as described above to user is included. Step of detecting the step, that it stores in the local storage it gets from the first server and URL and the search word inputted to the web browser by user the advertisement-information the method for offering advertisement through internet to user is related to a plurality of web page URLs and search word. Advertisement-information includes the advertisement address in which advertisement data is saved. And advertisement data is deciphered from the advertisement address and it indicates to user.

Representative drawing

Fig. 1

Keyword(s)

Advertisement, URL, and the search word.

Description

■ Brief explanation of the drawing

Figure 1 is a system outline chart embodying the working example according to the invention.

Figure 2 is a block diagram showing the element of the advertisement providing program processed according to the invention on the user computer (110).

Figure 3 is a drawing showing the table structure of the advertisement reference DB according to a preferred embodiment of the present invention.

Figure 4 is a drawing showing the table structure of the advertising display information DB according to a preferred embodiment of the present invention.

Figure 5 is flowchart showing the execution process of the advertisement providing program according to a preferred embodiment of the present invention.

The drawing which the fig. 6 a enumerates the various kinds of URLs using presently.

The drawing which the fig. 6 b shows the structure of general URL.

The drawing which the fig. 6 c shows the configuration of the HTTP protocol URL generally very much used.

Figure 7 is a drawing showing page of the website equipped with the search function.

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Figure 8 is a drawing showing the example in which advertisement is marked on the location constanting according to the invention the web browser each.

Figure 9 is a drawing showing the example in which advertisement is marked according to the invention outside the web browser.

■ Background Art

The invention relates to a method and apparatus for offering advertisement on internet to user. And specifically, it is about a method and apparatus for being based on in URL and/or the search word which user inputs and offering advertisement.

It is generalized to offer advertisement through internet to user as the internet user increases suddenly. Users who visit the corresponding site since the representative method for offering advertisement indicates advertisement in the web page of the portal site in which a plurality of users prefers or the search engine by banner or the pop-up type etc. look at advertisement. But in advertiser, the burden which it only when possibly inserting the advertisement of the own company through consortium with many websites into the page of the corresponding website has in that this advertisment method can look at advertisement only when user certainly visits the specific page of the corresponding site. In order to solve this problem, KR2001-64641 A (Attorney Docket No. JP9-2001-0343)) which application is filed with this section of application the same exhibits the system for advertisement and the advertisment method for continuously indicating the advertisement which advertiser offers in the web browser aliquot of user although user does not visit the specific web site. But in this advertisment method, the disadvantage it drops interest toward the advertisement of user by offering the advertisement having nothing to do with the internet using intention of user and, that it is unable to occur enough advertizing effect has.

Therefore, the advertisment method for the internet using intention of user being grasped and offering the advertisement thus related to and apparatus thereof is necessary.

■ Technical Task

Therefore, an object of the present invention are to provide a method and apparatus for offering the advertisement in which observes URL of the website which user tries to visit and which is related to the corresponding website.

The purpose of anothering of the present invention provides a method and apparatus for offering the advertisement tries to refer to through URL and corresponding website of the website which user tries to visit, in which observes colour and which is thus related to.

■ Structure & Operation of the Invention

The method, for offering advertisement according to one side through internet to user is step of detecting the step, that it stores in the local storage it gets from the first server and URL inputted to the web browser by user, and the advertisement-information - advertisement-information related to the detected URL as described above a plurality of web page URLs and the advertisement-information related to each URL of the present invention are equipped with the step, that refers to from the local storage the advertisement address in which advertisement data is saved is included and the step that advertisement data of the advertisement address included in the searched advertisement-information as described above is deciphered from the second server and indicated to user.

The advertisement-information - advertisement-information which the method for offering advertisement through internet to user is related the advertisement-information related to a plurality of web page URLs, the search word and theses "-" according to the another side to step of detecting the step, that it stores in the local storage it gets from the first server and URL and the search word inputted to the web browser by user, and detected URL as described above and search word of the present invention are equipped with the step, that refers to from the local storage the advertisement address in which advertisement data is saved is included and the step that advertisement data of the advertisement address included in the searched advertisement-information as described above is deciphered from the second server and indicated to user. It is expressed in NF and a plurality of web page URLs and search word is saved in the local storage. Moreover, advertisement-information more can include the display term of validity and display position information of advertisement.

Hereinafter, the characteristic of the present invention and advantage decide to be into looked with reference to Figure 9 to the drawing first score. The working example shown in the drawing noes more than than the example for only explaining the invention. And it will be able to understand that the invention is not limited with this.

Referring to Figure 1, the system outline chart embodying the working example according to the present invention is illustrated. The user computer (110), a plurality of web servers (130), and a plurality of advertisement servers (140) and advertisement control server (150) are connected as shown in fig. 1 through the internet (120).

The web browser program (112) and the advertisement providing program (114) required for the internet connection are processed on the user computer (110). And the advertisement reference DB (116) including URL and/or the search word advertisement-information and the advertising display information DB (118) including the location information of advertisement advertisement data etc. are saved.

In the web browser (112) is the user computer, the program which is necessary for the internet access. For the Internet Explorer offered to Microsoft or the netscape navigator etc., the example can be. And it offers to the Netscape corporation it is not thus limited.

According to the advertisement providing program (114) is the working example of the present invention, URL which user inputs and/or the program for offering the advertisement related to that according to the search word to user. Specifically, if only in the advertisement providing program (114), user visits the web page of the specific web server (130) through the browser (112), the function URL of the

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web page which user inputs and/or user tries to refer to the corresponding website by communicating with the browser (112),, of colour being detected and offering the advertisement thus related to user is. The advertisement providing program (114) is illustrated on the drawing independently of the browser (112) to the processed program. But it can be added according to the working example to the browser (112) in the form of the plug-in.

Referring to Figure 2, the block diagram showing the elements of the advertisement providing program (114) according to a preferred embodiment of the present invention is illustrated. The advertisement providing program (114) as shown in fig. 2 comprises the advertisement acquisition and the advertising display unit (230) in which advertisement data is deciphered from the location of a plurality of URLs and/or the URL / search word detecting unit (210) performing the web page URL inputted to the web browser by user and/or the role of detecting the search word and advertisement search unit (220) performing detected URL and/or the role of referring to the related advertisement information based on the search word from the advertisement reference DB (116) and referring to the advertising display information of the related advertisement from the advertising display information DB (118), and advertisement data included in the searched advertising display information and indicated to user. Moreover, in the drawing, it is not illustrated. However, it periodically downloads the advertisement reference DB (116) and advertising display information DB (118) from the advertisement control server (150) and the advertisement providing program (114) moreover can include the advertisement-information storing unit stored in the local storage.

Again, referring to Figure 1, the web server (130) the role of offering web pages which it visits by user inputting the URL (Universal Resource Locator) address to the address of browser or using the favorites function of browser. The portal site which especially, users frequently visit or the servers managing the search engine thus will come under in the invention. Moreover, it is general that it includes the search engine and the web server (130) offers the function of referring to the web page related to the corresponding search word in case user tries to refer to the specific word in the corresponding site.

The advertisement server (140) comes under to a kind of web server offering advertising patterns advertising the specific product or service. But in order that user distinguish URL in this specification as the direct input box between the web server offering the web page which visits, because of "advertisement server", the server storing the advertising pattern offered according to the invention to user be distinguished and it designates.

The advertisement control server (150) play a role of is created. Stores. And periodically renewing the advertisement reference DB (156) and the advertising display information DB (158) which is as described above necessary for the operation of the advertisement providing program (114). It is illustrated on the drawing. However, entry is inputted within the advertisement reference DB and advertising display information DB. It amends. It adds and it varies but the necessary arbitrary data base manager will be processed on the advertisement control server (150). It has a plurality of commercial data base management programs which is publicly announced. Therefore, the detailed explanation about this decides to omit. Moreover, in the working example shown in the drawing, the advertisement server (140) and advertisement control server (150) embody as the separate server. However, the advertisement server (140) and advertisement control server (150) alternatively can embody as the same server.

According to a preferred embodiment of the present invention, it is downloaded in the user computer in which the advertisement providing program (114) is installed and the copy of the advertising display information DB (158) and advertisement reference DB (156) is used to the URL address, inputted by user the advertisement search and the display related to the search word. Moreover, the advertisement reference DB (156) and advertising display information DB (158) can be periodically updated after being downloaded on the user computer. Therefore, updated DBs are moreover periodically updated in on user computer or it can be updated with the user request.

Specifically, in case the table structure of the advertisement reference DB (156) according to a preferred embodiment of the present invention is illustrated in fig. 3, the advertisement reference DB (156) fields where it is included of "protocol", "host address", and the field of "resource absolute path", "search word pattern", "similar search word", "advertisement identification" etc and "port", the among these, "protocol", "host address", and the URL address and the pattern matching is included. In "search word pattern", the search word which user inputs as shown in the figure has, the inputted search word and the field in which the pattern matching is included. And "similar search word" inputs the search word called not only the case of inputting the search word that for example, user is "flower shop" but also "rose". Even in that case, in order that the same advertisement is offered to user, the field arranging in a row the search word belonging to pseudo-range. The URL address and the pattern matching "port" and "resource absolute path" are extracted from the user input. "advertisement identification" the field storing the identifying information of the advertisement related to the search word and URL which user inputs.

As described above, the specific advertisement is decided by the predetermined URL, and the search word or their combination. For example, the record (310 to 330) of fig. 3 shows that it is based on in URL and advertisement pitches. Record (340 and 350) show that it is based on in the combination of the search word and URL and advertisement pitches. And the record (350) shows that it only depends on on the search word and advertisement can pitch.

In the meantime, according to a preferred embodiment of the present invention, by using the NF (regular expression) expressed in "*", "•", including, character etc. for the effectiveness of the pattern matching, the information of the fields can be expressed. For example,, it is considered that the pattern matching is included although any character string thereafter comes if the matching is included to "science/histroy" by indicating the resource absolute path by "Science/History/*".

So far, referring to Figure 3, the working example of the advertisement reference DB structure was into looked. However, the invention does not limit with this structure. And the invention does not will be able to be escaped and the person skilled in the art will be able to understand that the various fields of deformations and addition possible.

Referring to Figure 4, the structure of the advertising display information DB according to a preferred embodiment of the present invention is illustrated. As shown in the figure, the advertising display information DB is composed of the field of "advertisement identification", "in the advertising display start date", "advertising display finishing date", "advertisement display time", "advertising display location", "advertisement setting position" etc. "in the advertising display start date" and "advertising display finishing date" are used when the information showing the period when advertisement is offered to user. The validity of advertisement is decided.

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"the advertisement display time" the information showing the time slot when advertisement is offered to user. Although URL and the same search word are inputted from user by using this information, the various advertisement can be offered according to the time slot. "the advertising display location" in other words the information which indicates in the aliquot of the user terminal screen. shows if it indicates advertisement according to the web browser. Whereas the that the aliquot of in web browser is marked, thing is implied what is marked because of "the web browser" the indicating in the aliquot of the web browser external screen. Thing is implied what is marked because of "the terminal". In the another working example, the information about the more concrete advertising display location including the size and phase / / left / right of advertisement etc. will be able to include in the above-described display gad extrapolation. "the advertisement setting position" the advertisement address information (for example, URL of the advertising pattern) in which advertisement data offered to user is in fact saved. It accesses advertisement data from the designated advertisement address and the advertisement providing program will indicate. The structure of the advertising display information DB illustrated in Figure 4 tries to limit the invention. And the various fields of changes and addition will possible. Moreover, in the above preferred embodiment, it explained that because the display term of validity and position lamp of advertisement could be frequently updated according to advertisement, the advertisement reference DB and advertising display information DB were devided and it constituted. However, this only option on the DB design. And it will be easily understood as person skilled in the arts to make A be enough to constitute these DBs with one DB.

Now, referring to Figure 5, the procedure where the advertisement providing program according to a preferred embodiment of the present invention is proceed is illustrated to flowchart.

Firstly, in the step (510), it downloads the copy of the advertising display information DB and advertisement reference DB from the advertisement control server and the advertisement providing program stores in the local storage. In the advertisement reference DB and advertising display information DB is the advertisement control server, it can be periodically updated. Therefore, the advertisement providing program periodically need to download these DBs. In the working example, the advertisement reference DB and advertising display information DB whole can be downloaded. However, URL which for example, user inputs and the advertisement corresponding to the search word are not searched in another preferred embodiment at the when necessary, or in case the advertisement in which the advertising display term of validity is expired is searched, it requests only the information about the target advertisement in the advertisement control server and it can download.

In the step (520), URL and/or the inputted search word is detected on the web browser by user. It directly inputs URL of the website which oneself tries to visit to the address of the web browser or user can select URL through the favorites function of browser.

The various kinds of URLs using presently is illustrated with reference to the fig. 6 a. With URLs of the new kind which becomes as the new resource is besides continually developed including URL used of the invention will be interpreted.

The structure of general URL is illustrated with reference to the fig. 6 b. URL divides into the scheme part and scheme-specific part. The scheme part the part designating protocol and the scheme-specific part the part designating the specific resource existing in the web server of on a network.

In the fig. 6 c, the configuration of the very much used HTTP protocol URL is generally illustrated. It as to the scheme-specific part of the HTTP protocol URL can know to be composed of the query statement self-heating in case the host address, the port number, the resource absolute path, the query has.

For example, fig. 7 a , for example, user is the browser address (710) user the site in which the website corresponding to URL which oneself inputs offers the search function colour can be inputted to the search word input blank of the corresponding website http: the search word called the / / www yahoo. com "in the search area (720) it inputs". flower shop" this is inputted.

As described above, URL and/or the search word inputted by user is transmited to the corresponding website. Simultaneously, in order to refer to the thus related advertisement. it will be detected with the advertisement providing program. In case of the HTTP protocol, the search word can be transmited to the GET mode and POST mode two kinds of mode. In order to detect all search words regardless of such transmission mode the advertisement providing program according to the present invention embodies.

Again, referring to Figure 5, in the step (530), by using URL and/or the search word detected from pre-phase, the advertisement which thus most coincides with is to referred from the advertisement reference DB. URL which user inputs will be distinguished with "/" corresponding to the delimiter (delimeter) to protocol, the host address, the resource route etc. Each URL information distinguished with delimiter and the information saved in the corresponding field of the advertisement reference DB are compared. In that way the advertisement entry who to the utmost coincides with for inputted URL is searched. Moreover, in case user inputs the search word, "the search word pattern" of the inputted search word and advertisement reference DB and "the similar search word" field information is compared moreover. In that way the advertisement coinciding with for not only URL but also the search word will be searched. If the predetermined advertisement is searched, the tag about the target advertisement is to referred for the location, in which real advertisement data about the target advertisement is saved the advertisement validity and display position determination from the advertising display information DB. Except the address of the advertisement server in which advertisement data is elementarily actually saved is included in the advertising display information includes additionally, the validity sign period and advertising display location of advertisement.

In the step (540), advertisement is indicated with reference to the advertising display information high-pitcheding the gum to user. Firstly, it decides whether the advertisement validity sign period and display time were completed. If it is determined because the advertising display is yet effective, advertisement data is deciphered from the designated advertisement address and it indicates in the user computer. In the method for indicating advertisement, it indicates according to the advertising display location information in the predetermined location of the web browser or it can indicate independently of the web browser in the aliquot of the computer screen.

In fig. 8, the example indicating advertisements (810, 820) is illustrated according to browser in the fixed location of browser. And the example indicating the advertisement (910) is illustrated in fig. 9 outside browser in the aliquot of screen.

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In case URL and/or the search word inputted by user has, the advertisement providing program according to the present invention can offer the advertisement related to the search word through the above-described procedure to user. And this advertisement providing program does not go mad influence in the execution of browser.

Moreover, if the person skilled in the art of this technical field, the invention can be distributed to the form of the various kinds of computer-readable media in which instructions for being proceed the procedure of the present invention are saved. And it will understand that the transmission type medias like the writing type floppy disk, hard disk drive, RAM, CD-ROM and digital and analog communications link can be altogether included in the form of this media.

■ Effects of the Invention

According to the Invention, the advertizing effect can be increased by offering the advertisement having user is concern the ULR / searching keyword information which user inputs is utilized to user.

Scope of Claims

■ Claim 1:

The method of supplying advertisement which the step referred to from the local storage, and the step that advertisement data of the advertisement address included in the searched advertisement-information as described above is deciphered from the second server and indicated to user is included as to the method for offering advertisement through internet to user, includes the step referred to from the local storage, and the step that advertisement data of the advertisement address included in the searched advertisement-information as described above is deciphered from the second server and indicated to user. As to the advertisement address, in the advertisement-information - advertisement-information related to the detected URL as described above, advertisement data is saved.

■ Claim 2:

The method of supplying advertisement which the step referred to from the local storage, and the step that advertisement data of the advertisement address included in the searched advertisement-information as described above is deciphered from the second server and indicated to user is included as to the method for offering advertisement through internet to user, includes the step referred to from the local storage, and the step that advertisement data of the advertisement address included in the searched advertisement-information as described above is deciphered from the second server and indicated to user. As to the advertisement address, in the advertisement-information - advertisement-information related to the detected URL as described above and search word, advertisement data is saved.

■ Claim 3:

The method of supplying advertisement which the step of storing in the local storage the related advertisement-information includes the step expressing the web page URL in NF and stores as to the first claim in a plurality of web page URLs.

■ Claim 4:

The method of supplying advertisement which a plurality of web page URLs and step of storing in the local storage the advertisement-information related to the search word includes the step expressing URL and search word in NF and stores as to claim 2.

■ Claim 5:

The method of supplying advertisement which advertisement-information more includes the display term of validity and display position information of advertisement as to the first claim or claim 2.

■ Claim 6:

The method of supplying advertisement which the step of indicating advertisement more includes the step that decides whether the display term of validity of advertisement was completed or not as to claim 5.

■ Claim 7:

The method of supplying advertisement which the step of indicating advertisement more includes the step that indicates outside the web browser if it indicates advertisement according to the display position information of advertisement in web browser, decides as to claim 5.

■ Claim 8:

The first server as to the first claim or claim 2 and the second server the same server method of supplying advertisement.

■ Claim 9:

The AD providing system which includes the search working unit operated the CPU rule, and the advertisement acquisition and the display unit in order to include the storage working unit operating CPU, the detection operation unit, and the advertisement address in order to get the advertisement-information related to a plurality of web page URLs and theses as to the system for offering

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advertisement through internet to user from the first server and it stores in the local storage, it refers to from the local storage. The detection operation unit operates CPU on the web browser by user in order to detect inputted URL. As to the advertisement address, in the advertisement-information - advertisement-information related to the detected URL as described above, advertisement data is saved. The advertisement acquisition and the display unit operates CPU in order to decipher advertisement data of the advertisement address included in the searched advertisement-information as described above from the second server and it indicates to user.

■ Claim 10:

The AD providing system which includes the search working unit operated the CPU rule, and the advertisement acquisition and the display unit in order to include the storage working unit operating CPU. URL inputted to the web browser by user and the detection operation unit, and the advertisement address in order to get the advertisement-information related to a plurality of web page URLs, the search word and theses as to the system for offering advertisement through internet to user from the first server and it stores in the local storage, it refers to from the local storage. URL inputted to the web browser by user and the detection operation unit operates CPU in order to detect the search word. As to the advertisement address, in the advertisement-information - advertisement-information related to the detected URL as described above and search word, advertisement data is saved. The advertisement acquisition and the display unit operates CPU in order to decipher advertisement data from the second server and it indicates from the advertisement address included in the searched advertisement-information as described above to user.

■ Claim 11:

The AD providing system expressed in the web page URL silver NF saved as to claim 9 in the local storage.

■ Claim 12:

The web page URL saved as to the tenth claim in the local storage and the AD providing system which the search word is expressed in NF.

■ Claim 13:

The AD providing system which advertisement-information more includes the display term of validity and display position information of advertisement as to claim 9 or the tenth claim.

■ Claim 14:

The AD providing system which the advertisement acquisition and display unit more include the advertisement valid decision unit which operates CPU in order to decide whether the display term of validity of advertisement was completed or not as to the thirteenth claim.

■ Claim 15:

The AD providing system which the advertisement acquisition and display unit more include the advertising display position decision-unit which operates CPU in order to indicate outside the web browser if it indicates advertisement according to the display position information of advertisement in web browser, it decides as to the thirteenth claim.

■ Claim 16:

The first server as to claim 9 or the tenth claim, and the second server the same server AD providing system.

■ Claim 17:

The computer-readable medium which the step referred to from the local storage, and the step that advertisement data is deciphered from the advertisement address included in the searched advertisement-information as described above and indicated to user is included as to the computer-readable medium in which the executable program instruction is saved with computer in order to be proceed the method for offering advertisement through internet to user, includes the step referred to from the local storage, and the step that advertisement data is deciphered from the advertisement address included in the searched advertisement-information as described above and indicated to user. As to the advertisement address, in the advertisement-information - advertisement-information related to the detected URL as described above, advertisement data is saved.

■ Claim 18:

The computer-readable medium which the step, and the step that advertisement data is deciphered from the advertisement address included in the searched advertisement-information as described above and indicated to user is included as to the computer-readable medium in which the executable program instruction is saved with computer in order to be proceed the method for offering advertisement through internet to user, *** includes the step, and the step that advertisement data is deciphered from the advertisement address included in the searched advertisement-information as described above and indicated to user in the local storage. Step of detecting the step, that it stores in the local storage it gets from server and URL and the search word inputted to the web browser by user the advertisement-information method is related to a plurality of web page URLs, the search word and theses ***. As to the advertisement address, in the advertisement-information - advertisement-information related to the detected URL as described above and search word, advertisement data is saved.

Drawing

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Fig. 1

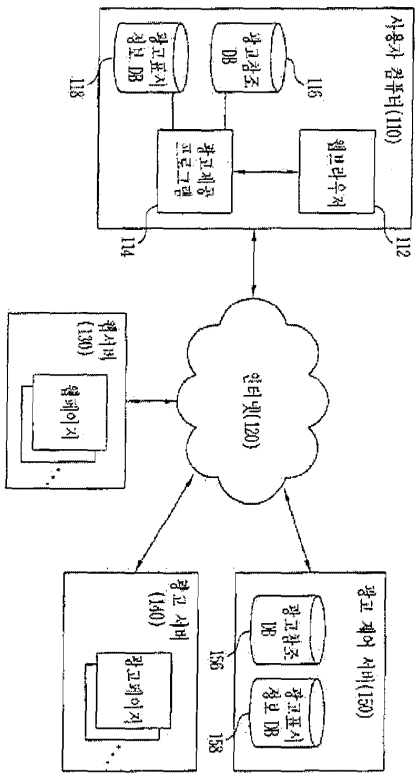


Fig. 2

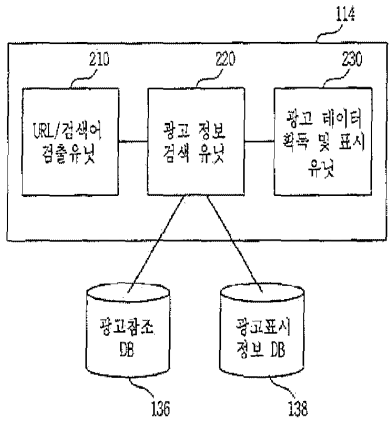


Fig. 3

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프로토콜	호스팅주소	포트	리소스 경로정보	검색허용	유사검색어	참고 ID
http	www.yahoo.com	80	/	No		ID001
http	dir.yahoo.com	80	/Recreation/	No		ID002
http	dir.yahoo.com	80	/Recreation/Magazines/	No		ID003
http	Search.yahoo.com	80	/bin/search/	Flower*	꽃집, 플라, 난초...	ID004
http	www.amazon.com	80	/	Showwhite		ID005
http	dir.yahoo.com	80	/Science/History/*	No		ID006
http				Summer		

310
320
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■ Fig. 4

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번호	등록 시작일시	광고 종료일시	광고 시간대	광고 표시형식	광고위치	참고
10001	2002 년 4 월 1 일	2002 년 5 월 10 일	11:00 ~ 12:00	박힘확대	http://www.mpal.com/bulletin/adview.htm	
10002	2002 년 5 월 25 일	2002 년 8 월 22 일	18:00 ~ 20:00	비웃음박힘	/archive/adbiz/valbonbiz.zip	
10003	2002 년 3 월 20 일	2002 년 8 월 25 일	21:00 ~ 01:00	내용확대	/archive/adbiz/travelmag.zip	
10004	2002 년 3 월 1 일	2002 년 8 월 10 일	Anytime	부리우스	http://www.youmflower.co.kr/contact.html	
10005	2002 년 8 월 15 일	2002 년 9 월 15 일	Anytime	부리우스	http://www.ihantale.com/bookfair.html	

■ Fig. 5

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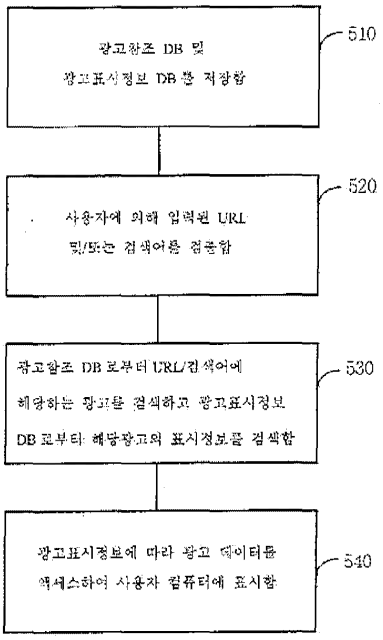


Fig. 6

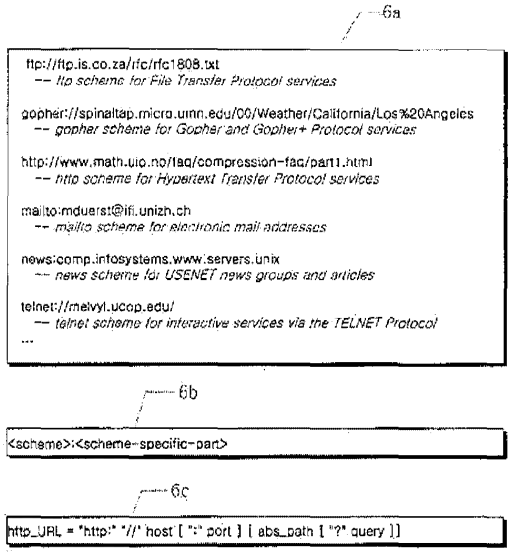


Fig. 7

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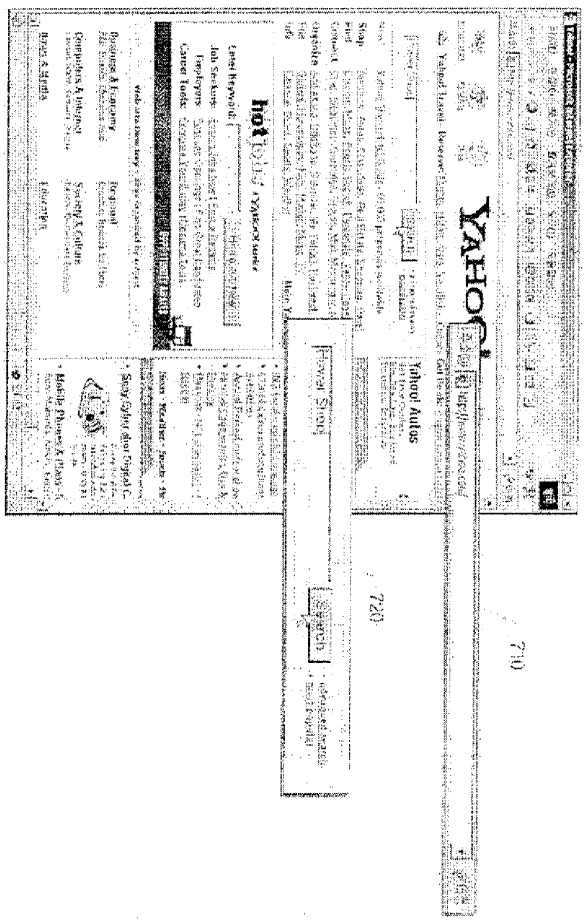


Fig. 8

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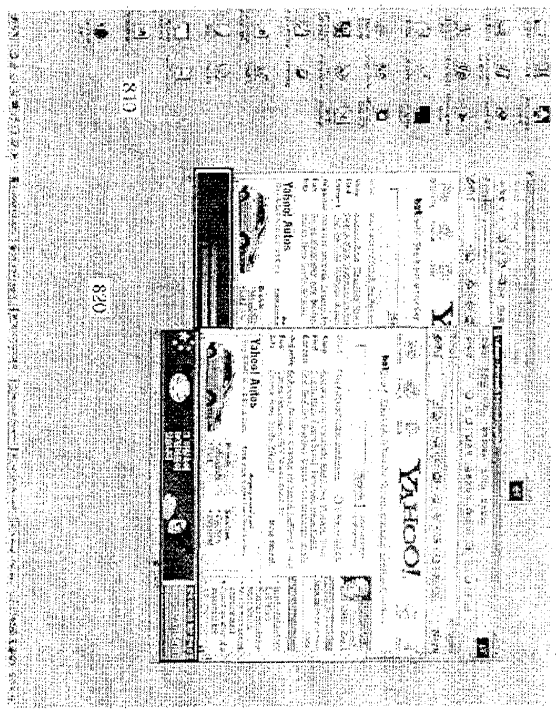
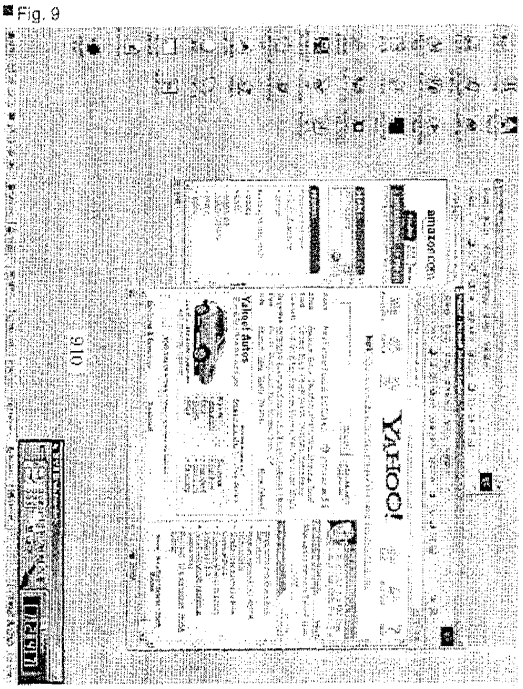


Fig. 9



Legal Status

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2006.08.02	Notification of change of applicant's information	Received
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2009.02.09	Notification of change of applicant's information	Received

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심사청구 : 있음

(54) 키워드 반응의 최근성에 기반한 타겟 광고 제공 시스템, 장치, 방법 및 이를 구현할 수 있는 컴퓨터로 읽을 수 있는 기록 매체

요약

본 발명은 웹사이드에서의 타겟 광고 방법에 관한 것으로, 특히 키워드 반응의 최근성에 기반한 타겟 광고를 제공하는 방법에 있어서, 사용자가 웹사이트를 방문하여 웹서핑을 하는 도중 관심 있는 링크를 클릭하는 단계; 상기 클릭한 링크에 특정 키워드 링크가 설정되어 있을 경우에는 클릭한 키워드를 히스토리 데이터로 구성하는 단계; 상기 사용자가 접속한 웹페이지에 광고주가 설정한 타겟 링크 광고 태그가 포함되어 있을 경우, 상기 저장된 히스토리 정보를 독출하는 단계; 및 상기 독출된 히스토리 정보에 포함된 키워드가 광고주의 키워드 목록에 포함될 것우, 해당 키워드에 대한 광고를 제공하는 단계;를 포함하는 것을 특징으로 한다.

대표도

도 4

색인어

타겟 광고, 키워드, 최근성, 타겟 링크, 태그, 히스토리

명세서

도면의 간단한 설명

도 1은 종래 기술에 따른 웹브라우저 표시창에서 배너 삽입을 통한 광고 방법을 나타낸 도면.

도 2는 종래 기술에 따른 웹브라우저 표시창에서 포털 사이트에 의한 검색 방법을 나타낸 도면.

도 3은 종래 기술에 따른 마우스 포인터 이동에 따라 임시 보조창을 통해 광고 정보를 디스플레이하는 방법을 나타낸 도면.

도 4는 본 발명의 실시예에 따른 키워드 반응의 최근성에 기반한 타겟 광고 제공 시스템을 나타낸 도면.

도 5는 본 발명의 실시예에 따른 시스템에서 타겟 링크 서버의 세부 구조를 나타낸 블록도.

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도 6은 본 발명의 실시예에 따른 쿠키 정보의 데이터 구성을 나타낸 도면.

도 7은 본 발명의 실시예에 따른 키워드 반응에 따라 쿠키 정보를 저장하는 절차를 나타낸 흐름도.

도 8은 본 발명의 실시예에 따른 타겟 링크 노출에 따라 타겟 광고를 제공하는 절차를 나타낸 흐름도.

도 9는 본 발명의 실시예에 따른 클라이언트가 웹페이지에서 관심있는 키워드를 클릭하는 웹페이지 화면을 나타낸 도면.

도 10은 본 발명의 실시예에 따른 사이트에 방문한 고객의 키워드 클릭시 반응 데이터베이스의 구축을 나타낸 도면.

도 11은 본 발명의 실시예에 따른 타겟 링크 태그 재노출에 따른 타겟 광고 노출을 나타내 도면.

도 12는 본 발명의 실시예에 따른 데이터베이스의 최근성을 기준으로 차별적인 과금 방식의 적용을 나타낸 도면.

<주요 부분에 대한 부호의 설명>

110, 110, 120 : 배너 광고 210, 200 : 링크가 있는 키워드

220 : 타겟 광고 310 : 마우스 포인터

320 : 임시 보조창 400 : 매체 서버

410 : 광고 업체 서버 420 : 인터넷

430 : 타겟 링크 서버 440 : 과금 서버

450 : 사용자 PC 510 : 사용자 반응 판단부

520 : 링크 대체부 530 : 광고 전송부

540 : 키워드 비교부 550 : 키워드 변환부

560 : 광고 정보 데이터베이스

570 : 사용자 로그파일 정보 데이터베이스

580 : 사용자 쿠키 정보 데이터 베이스

590 : 키워드 링크 정보 데이터베이스

600 : 쿠키 정보 데이터 610 : 키워드 정보 필드

620 : 시간 정보 필드

발명의 상세한 설명

발명의 목적

발명이 속하는 기술 및 그 분야의 종래기술

본 발명은 웹사이트에서의 타겟 광고 방법에 관한 것으로, 보다 상세하게는 인터넷 이용자의 최근성을 바탕으로 타겟 광고를 제공하는 키워드 반응의 최근성에 기반한 타겟 광고 제공 시스템, 장치, 방법 및 이를 구현할 수 있는 컴퓨터로 읽을 수 있는 기록 매체에 관한 것이다.

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현대 정보화 사회에서는 각종 정보를 전달하는 매체로서 컴퓨터와 인터넷이 새로운 커뮤니케이션의 필수적인 도구로 등장하였고, 이에 따른 컴퓨터와 인터넷 이용자들은 정보화에 따른 편리함에 상반되는 정보화의 각종 폐해와 역기능 등으로부터 자기보호는 물론 급속한 환경 변화에 따른 발빠른 적응과 계속적인 새로운 변화를 요구받고 있는 실정이다.

또한, 인터넷은 컴퓨터와 컴퓨터가 연결된 네트워크라는 의미보다는 기업과 개인, 개인과 개인간의 상호 커뮤니케이션을 실시간으로 가능하게 해 주는 뉴미디 어로서의 역할을 하고 있다. 이에 따라서 인터넷 상에서의 각종 광고에 대한 관심이 증가하고 있다.

일반적으로 종래의 인터넷 광고는 타겟(Target)과 비타겟(Nontarget)의 두가지 방식으로 메인과 검색결과 페이지 그리고 주요 서브 페이지에서 배너(banner)와 텍스트(text) 형식으로 광고를 게재하고, 운용방식은 독점과 롤링 두가지의 방식으로 운영되고 있으며, 광고주가 특정 키워드 검색에 대한 결과 페이지를 요구함으로써 광고가 이루어지고 있다.

현재 컴퓨터나 인터넷에서 사용되는 각종의 광고 기법은 배너 광고 기법을 중심으로 한 클릭광고 또는 노출광고와, 인터넷 이메일을 이용하여 불특정 다수에게 무작위 배포 또는 특정인 상대의 타겟(target) 광고가 대부분이었고, 최근에는 인터넷 광고 웹브라우저 엔진을 이용한 팝업(Pop-up) 기법을 이용한 중개 광고 또는 특수 제작된 하드웨어(마우스, 키보드 등)와 가동 드라이브를 설치한 팝업 윈도우 창 기법 등을 이용한 광고 기법들이 구현되고 있다.

한편 상술한 배너 광고는 인터넷 홈페이지 등에 띠 모양으로 만들어 부착하는 광고를 말하며, 인기 있는 홈페이지의 한쪽에 특정 웹사이트의 이름이나 내용을 부착하여 홍보하는 그래픽 이미지로 구현된다. 이는 마치 현수막처럼 보이므로 '배너'란 명칭으로 불린다. 상기 배너 광고는 미리 정해진 규격에 동영상 파일 등을 이용하여 광고를 게재하고 광고 업체에서 소정의 광고료를 홈페이지 관리자에게 지불하는 형태로 운용된다. 또한, 광고 효과를 분석하기 위해 배너가 사용자들에게 보여진 횟수나 일정 기간 동안 배너 그래픽이 다운로드된 횟수를 세어 광고주에게 알려주거나, 이에 따라 광고료를 과금하기도 한다. 초기에는 사각형 모양에 도메인과 사업 내용을 알리는 단순한 형태로 시작했으나, 최근에는 상기 배너 광고에 동영상을 넣거나 홈페이지를 열면 화면에 고정적으로 배치되도록 구현하는 등의 방법으로 다양화되고 있다.

상기 배너 광고는 대개 각종 그래픽 툴들을 사용하여 GIF(Graphics Interchange Format) 파일 포맷의 형태로 많이 사용한다. 요즘은 플래시(Flash)로 제작된 형태의 배너광고가 많이 등장하고 있는데 이는 인터넷의 속도 문제가 해결되면서 다양한 멀티미디어적인 배너 광고가 가능해졌다는 것을 의미한다. 그러나, 대개의 홈페이지는 클라이언트의 배너로 인해 로딩이 오래 걸리는 것을 불만족스럽게 여긴다. 따라서, 상기 배너 광고를 게재할 때에는 용량이 크지 않도록 제한되어 사용된다.

이와 같이 웹사이트의 일부에 노출시키는 띠 형태의 광고인 배너 광고는 웹사이트에 대규모의 트래픽을 이끌어 내기 위한 가장 효율적인 방법이다. 상기 배너 광고의 유형으로는 광고 내용이 변하지 않는 고정된 형태의 스태틱 배너(Static Banner), 배너 내에서 그래픽과 글자가 바뀌거나 순환하는 애니메이트 배너(Animated Banner), 수용자의 마우스에 반응하여 움직이거나 사용자와 데이터를 주고받을 수 있는 인터엑티브 배너(Interactive Banner) 등이 있다.

상기 스태틱 배너는 저렴한 제작비용과 기술적인 제한이 없는 장점이 있는 반면 광고 메시지의 한계와 낮은 클릭률을 가져오는 단점이 있다. 상기 애니메이트 배너는 클릭율을 높이고 보다 많은 메시지를 전달할 수 있는 장점이 있는 반면 파 일 크기가 큰 문제가 있다. 또한, 상기 인터엑티브 배너는 수용자의 관여도가 높고 다양한 캠페인의 전개가 가능하다는 장점이 있는 반면 로딩 속도가 지연된다는 단점이 있다.

또한, 컴퓨터나 인터넷에서 사용되는 각종 광고 기법으로는 CPC(Cost Per Click) 모델 기법, CPM(Cost Per Mill) 모델 기법, CPA(Cost Per Action) 모델 기법 및 웹브라우저의 새 창(팝업 윈도우)을 이용한 광고 중개 기법의 모델이 있다.

상기 CPC 모델 기법은 배너 또는 텍스트 문장 등의 간접적 홍보물을 이용하는 광고기법이며, 광고용 홍보물이 클릭되는 횟수에 따라 광고주가 광고비를 지불하는 방식이다. 또한, 상기 CPM 모델 기법은 배너 등의 간접적 홍보물을 이용한 광고 기법이며, 홍보물이 노출되는 횟수에 따라 광고비를 지출하는 방식이다. 상기 CPA 모델 기법은 사용자의 행동 결과에 따라 책정되는 광고 기법이며 광고주가 임프레션, 즉 광고 노출에는 관여를 하지 않고 실제 사용자의 구매나 회원 가입 등의 거래가 발생한 단위로 비용을 지불하는 방식이다.

상기 웹브라우저의 새 창을 이용한 광고 중개 기법의 모델은, 인터넷 이용자가 웹사이트를 방문하거나 다른 곳으로 이동을 시도할 경우에 강제적으로 웹브라우저 엔진을 이용해 웹브라우저의 새창이 열리게 하면서 특정의 광고 중개소의 팝업 프로그램을 구동시키는 광고 중개 기술로서 말 그대로 단순히 광고를 위한 강제적인 광고 기법으로 인터넷 이용자는 윈도우 창에서의 웹페이지 검색 과정 중 광고주의 웹브라우저로 로딩시키는 제한적인 광고 방법이다.

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또한, 상술한 인터넷을 이용한 광고 방법에서 종래의 인터넷 광고는 웹브라우저의 하나의 프레임 안에 인터넷 정보와 함께 섞여서 작은 면적의 크기를 가진 배너 광고 또는 버튼(Button) 광고가 대부분을 차지하고 있다.

도 1은 종래 기술에 따른 웹브라우저 표시창에서 배너 삽입을 통한 광고 방법을 나타낸 도면이다.

상기 도 1을 참조하면, 일반적인 포털 사이트 등에는 디스플레이되는 창의 불특정 영역에 배너 광고(100, 110, 120)가 무작위로 삽입되어 제공된다. 이러한, 상기 배너 광고(100, 110, 120)는 마우스 포인터를 상기 배너 광고(100, 110, 120)위에 가져가 클릭함으로써 상기 광고 정보와 링크된 해당 페이지로 이동하게 된다.

그러나, 종래의 이러한 광고는 인터넷 사용자가 원하는 정보 부분만을 주목하고 웹브라우저의 같은 프레임 내에 존재하는 작은 크기의 배너 광고나 버튼 광고 형태로 출력되는 광고 부분은 관심을 갖지 않기 때문에 광고의 효과가 떨어진다. 실제로 종래의 배너나 버튼 광고의 노출(임프레션) 대비 클릭율은 1%에도 미치지 못하는 실정이다.

한편, 상술한 광고 표시 방법과는 다른 방법으로서 마우스 이동에 따라 일시적으로 생성되는 임시 보조창을 이용한 광고 방법이 있다.

도 2는 종래 기술에 따른 웹브라우저 표시창에서 포털 사이트에 의한 검색 방법을 나타낸 도면이다.

상기 도 2를 참조하면, 일반적인 포털 사이트에서의 검색창(200)을 통해 검색 키워드를 입력함으로써 검색을 하게 되면, 정보 검색 결과로서 광고주의 비용 지불에 따라 특정 회사에 대한 광고(210)들이 우선적으로 게재되게 된다. 이때, 도 3에 도시된 바와 같이 특정 광고(300)들은 마우스 포인터(310)를 해당 영역에 위치할 때, 소정의 기설정된 임시 보조창(320)(즉, 차일드 윈도우(child window))이 생성되어 추가적인 정보 또는 광고 정보가 간략하게 디스플레이된다. 또한, 상기 마우스 포인터(310)가 상기 해당 영역을 벗어나면 상기 임시 보조창(320)은 사라지게 된다. 이와 같이 함으로써 사용자의 광고 집중도를 높일 수가 있으며, 한정된 디스플레이 화면에 대한 효과적인 활용과 무분별한 팝업창의 사용이 자제되는 효과가 있다.

상술한 바와 같이 현재까지 인터넷 웹사이트를 통한 다양한 광고 제공 방법들이 제안되어 왔으며, 종래의 타겟 광고들이 사용자의 키워드 검색 또는 선택에 의해 연관성이 있는 광고를 제공하고 있기는 하나, 이는 인터넷 이용자의 관심이나 계속적인 성향과는 무관하게 일회적인 선택에 따른 단편적인 정보에 의해 광고가 제공되므로, 실질적으로 인터넷 사용자의 관심을 끌기에는 부족하다는 문제가 있다.

또한, 종래의 타겟 광고들은 검색어 입력창에 입력된 키워드에만 국한되어 제공되었으며, 검색 사이트가 아닌 일반적인 다양한 정보를 제공하는 웹사이트에서는 적용이 되지 않고 있는 한계점이 있다.

발명이 이루고자 하는 기술적 과제

본 발명의 목적은 인터넷 이용자가 웹사이트 내에서 기존에 클릭한 키워드를 인식하여 타겟 광고를 제공함으로써 재방문을 유도하는 키워드 반응의 최근성에 기 반한 타겟 광고 제공 시스템, 장치, 방법 및 이를 프로그램화하여 수록한 컴퓨터로 읽을 수 있는 기록매체를 제공함에 있다.

또한, 본 발명의 목적은 인터넷 이용자의 웹페이지에 노출된 광고와 키워드 반응과의 시간성에 의해 광고료의 과금을 정산하는 키워드 반응의 최근성에 기반한 타겟 광고 제공 시스템, 장치, 방법 및 이를 프로그램화하여 수록한 컴퓨터로 읽을 수 있는 기록매체를 제공함에 있다.

발명의 구성 및 작용

상기한 목적을 달성하기 위한 본 발명의 시스템은; 키워드 반응의 최근성에 기반한 타겟 광고 제공 시스템에 있어서, 자신에게 접속한 사용자 컴퓨터 단말기로 웹페이지를 제공하고, 상기 웹페이지를 통해 광고 업체가 제공하는 광고 정보를 제공하는 매체 서버; 및 사용자가 상기 웹페이지에서 타겟 링크 기능이 설정된 특정 링크를 클릭할 때, 해당 링크에 대한 키워드의 정보로 히스토리 정보를 구성하며, 타겟 링크 광고 태그가 포함된 웹사이트의 특정 페이지에 접속함으로써 기설정된 타겟 링크 광고 태그에 노출될 경우 기저장된 히스토리 정보를 독출하여 동일한 키워드가 존재할 경우, 해당 키워드에 대한 광고를 상기 사용자의 컴퓨터 단말기로 제공하는 타겟 링크 서버;를 포함하는 것을 특징으로 한다.

상기한 목적을 달성하기 위한 본 발명의 장치는; 키워드 반응의 최근성에 기반한 타겟 광고를 제공하는 타겟 링크 서버 장치에 있어서, 사용자의 컴퓨터 단말기에서 소정의 웹사이트에 접속하고, 해당 웹페이지 내의 타겟 링크 기능이

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설정된 특정 링크를 클릭할 때, 상기 클릭에 의한 키워드 반응을 판단하는 사용자 반응 판단부; 상기 사용자 반응 판단부로부터 클릭한 키워드 값을 수신하고, 상기 클릭한 키워드 값을 기설정된 키워드 링크 정보와 비교하는 링크 대체부; 상기 링크 대체부의 비교 결과 동일한 키워드가 존재할 경우, 상기 키워드 정보로 히스토리 정보를 구성하는 키워드 변환부; 상기 사용자가 웹서핑 중 타겟 링크 광고 태그에 노출될 때, 상기 사용자 반응 판단부로부터 상기 노출에 따른 해당 태그 정보를 수신하고, 기저장된 상기 사용자의 히스토리 정보와 비교하는 키워드 비교부; 및 상기 키워드 비교부의 비교 결과, 동일한 키워드가 존재할 경우 해당 키워드에 대한 광고를 전송하는 광고 전송부;를 포함하는 것을 특징으로 한다.

상기한 목적을 달성하기 위한 본 발명의 방법은; 키워드 반응의 최근성에 기반한 타겟 광고를 제공하는 방법에 있어서, 사용자가 웹사이트를 방문하여 웹서핑을 하는 도중 관심 있는 링크를 클릭하는 단계; 상기 클릭한 링크에 특정 키워드 링크가 설정되어 있을 경우에는 클릭한 키워드를 히스토리 데이터로 구성하는 단계; 상기 사용자가 접속한 웹페이지에 광고주가 설정한 타겟 링크 광고 태그가 포함되어 있을 경우, 상기 저장된 히스토리 정보를 독출하는 단계; 및 상기 독출된 히스토리 정보에 포함된 키워드가 광고주의 키워드 목록에 포함될 것우, 해당 키워드에 대한 광고를 제공하는 단계;를 포함하는 것을 특징으로 한다.

한편, 상기 키워드 반응의 최근성에 기반한 타겟 광고를 제공받기 위한 정보는 서버 컴퓨터로 읽을 수 있는 기록 매체에 저장될 수 있다. 이러한 기록 매체는 컴퓨터 시스템에 의하여 읽혀질 수 있도록 프로그램 및 데이터가 저장되는 모든 종 류의 기록매체를 포함한다. 그 예로는, 롬(Read Only Memory), 램(Random Access Memory), CD(Compact Disk), DVD(Digital Video Disk)-ROM, 자기 테이프, 플로피 디스크, 광데이터 저장장치 등이 있으며, 또한 캐리어 웨이브(예를 들면, 인터넷을 통한 전송)의 형태로 구현되는 것도 포함된다. 또한, 이러한 기록매체는 네트워크로 연결된 컴퓨터 시스템에 분산되어, 분산 방식으로 컴퓨터가 읽을 수 있는 코드가 저장되고 실행될 수 있다.

본 발명은 인터넷 이용자가 웹사이트 내에서 본 발명에 따른 기능을 수행하는 특정 링크를 클릭할 때, 해당 링크에 대한 클릭 정보를 히스토리 정보로 저장하고, 추후 상기 인터넷 이용자가 본 발명에 따라 설정된 타겟 링크 광고 태그를 만나게 될 경우, 해당 태그에 대한 키워드 목록과 상기 기저장된 히스토리 정보를 비교하여 해당 키워드가 존재할 경우 광고를 제공하는 방법을 제안한다. 또한, 상기 해당 링크에 대한 클릭 정보로서 시간 정보를 함께 저장하여, 추후 상기 이용자의 키워드 반응에 대한 시간성에 따라 효과적인 광고를 제공하거나, 시간성에 따른 차등의 과금을 지불하도록 하는 방법을 제안한다. 따라서, 상기 히스토리 정보는 상기 특정 링크에 대응되는 키워드와 해당 링크를 클릭한 시간 정보로 구성하는 것이 바람직하다.

또한, 상기 히스토리 정보는 쿠키 정보로서 해당 인터넷 이용자의 단말기(즉, 클라이언트 PC)에 저장하고, 추후 상기 설정된 타겟 링크 광고 태그를 만날 때, 독출하여 비교하도록 하는 것이 바람직하다. 그러나, 다른 방법으로서 상기 히스토리 정보를 해당 인터넷 이용자의 단말기에 저장하지 않고, 별도의 서버(예컨대, 타겟 링크 서버)에 저장하여 사용하도록 구현할 수도 있다.

한편, 여기서 상기 특정 링크는 웹페이지 내의 소정의 위치에 위치하며 본 발명에 따른 기능을 수행하도록 특정 키워드와 링크된 부분을 의미하며, 텍스트 또는 이미지로 구현할 수가 있다. 즉, 인터넷 이용자가 텍스트 링크를 클릭하게 되면 해당 텍스트 키워드 링크에 반응하게 되는 것이며, 이미지 링크를 클릭하게 되면 해당 이미지에 상응하여 설정된 키워드에 반응하는 것으로 볼 수 있다.

또한, 본 발명은 상기 히스토리 정보를 이용하여 사용자의 반응 시간에 따라 과금 방식에 차별성을 둘 수 있다. 예컨대, 짧은 시간 내에 반응한 사용자일수록 해당 광고에 대한 광고 비용을 비싸게 책정할 수 가 있다. 따라서, 이와 같이 함으로써 웹페이지 내의 특정 링크를 클릭한 사용자 군을 시간의 경과에 따라 차별화된 타겟팅 대상으로 구분하여 온라인 프로모션을 구현하게 된다.

이하, 본 발명을 '타겟 링크 시스템'이라 한다. 타겟 링크 시스템은 기존의 키워드 광고를 확장한 개념이다. 키워드 광고란 상술한 바와 같이 인터넷 이용자가 검색 사이트(예컨대, 네이버, 다음 등)에서 검색어(키워드)를 입력하여 원하는 검색 결과를 얻고자 할 때 검색 사이트가 사용자에게 검색 결과를 보여줄과 동시에 해당 검색어에 관련된 광고를 보여줌으로써 광고 이익을 취하는 형태이다. 이때, 광고주는 해당 검색어를 검색 사이트에 일정한 비용을 지불하고 특정 키워드에 대한 광고를 구매하게 된다. 이러한 키워드 구매와 광고 시스템은 사용자가 검색어를 입력하여 검색 결과가 화면에 노출될 때에만 가능하게 된다.

그러나, 소정의 검색어를 입력한 사람은 검색을 수행한 순간 뿐만아니라 그 이후에도 해당 검색어에 대한 관심이 높다는 주장이 합리적이다. 따라서, 본 발명에서 제안하는 타겟 링크 시스템은 검색 결과를 이용한 키워드 광고 판매가 아니라 검색어에 대한 최근성(recency)을 바탕으로 집행하는 광고 시스템이다.

이하 본 발명의 바람직한 실시예에 따른 상세한 설명을 첨부된 도면들을 참조하여 설명한다. 하기에는 본 발명을 설명함에 있어 관련된 공지 기능 또는 구성에 대한 구체적인 설명이 본 발명의 요지를 불필요하게 흐릴 수 있다고 판단

Amazon/AlmondNet
Exhibit 1003
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되는 경우에는 그 상세한 설명을 생략할 것이다.

먼저, 도 4 및 도 5를 참조하여 본 발명의 구현을 위한 시스템 및 장치를 설명한다.

도 4는 본 발명의 실시예에 따른 키워드 반응의 최근성에 기반한 타겟 광고 제공 시스템을 나타낸 도면이다.

상기 도 4를 참조하면, 본 발명의 실시예에 따른 시스템은 매체 서버(400), 광고 업체 서버(410), 인터넷(420), 타겟 링크 서버(430), 과금 서버(440) 및 하나 이상의 사용자 컴퓨터 단말기(450) 등으로 구성될 수 있다.

사용자는 인터넷(420)과 연동된 컴퓨터 단말기(450)를 통해 매체 서버(400)에 접속하게 된다. 이때, 상기 매체 서버(400)는 호스트 시스템으로서 소정의 웹서버를 통해 사용자 단말기로 웹페이지를 제공하는 서버를 의미한다. 예컨대, 인터넷 상에서 소정의 웹사이트를 제공하고, 본 발명에 따라 상기 광고 업체 서버(410)로부터 제공받은 광고 정보를 제공하는 서버이다. 즉, 상기 매체 서버(400)는 상기 사용자 컴퓨터 단말기(450)로 홈페이지 등을 통해 소정의 정보를 제공하는 정보 제 공자 역할을 담당하며, 포털 사이트 또는 검색 사이트 등의 웹페이지들이 제공될 수 있다.

이때, 본 발명에 따라 매체 서버(400)에서 제공하는 웹페이지에서 타겟 링크 기능이 설정된 특정 링크를 클릭하게 되면, 타겟 링크 서버(430)에서는 해당 링크에 대한 키워드의 정보로 히스토리 정보를 구성하여 사용자의 컴퓨터 단말기(450)로 전송한다. 여기서, 상기 특정 링크는 상술한 바와 같이 웹페이지 상에서 텍스트 또는 이미지의 형태로 구현될 수 있다. 즉, 상기 특정 링크가 텍스트일 경우 링크를 클릭하게 되면, 해당 텍스트를 키워드로 하는 히스토리 정보가 생성되어 사용자 컴퓨터 단말기(450)로 전송되며, 상기 특정 링크가 이미지일 경우 링크를 클릭하게 되면, 상기 이미지에 기매핑된 키워드로 히스토리 정보를 생성하여 사용자의 컴퓨터 단말기(450)로 전송한다. 이때, 상기 전송된 히스토리 정보는 본 발명에 따라 상기 클릭된 키워드 정보와 클릭한 때의 시간 정보로 구성되는 것이 바람직하며, 사용자의 컴퓨터 단말기(450)에 쿠키 파일로서 저장될 수 있다.

만약, 사용자가 컴퓨터 단말기(450)로 매체 서버(400)에 접속하고, 본 발명에 따라 타겟 링크 광고 태그가 포함된 웹사이트의 특정 페이지에 접속함으로써 상기 기설정된 타겟 링크 광고 태그를 만나게 될 경우, 상기 타겟 링크 서버(430)에서는 상기 사용자의 컴퓨터 단말기(450)에 기저장된 히스토리 정보(즉, 사용자가 기 선택한 키워드와 시간 정보)를 독출하여, 미리 광고 업체 서버(410)로부터 요청되어 있는 광고주의 키워드 목록과 비교하게 된다. 상기 비교 결과 동일한 키워드가 존재할 경우, 해당 키워드에 대하여 광고 업체 서버(410)에서 제공하는 광고를 상기 매체 서버(400)를 통해 웹페이지로서 상기 해당 사용자의 컴퓨터 단말기(450)로 제공하게 된다.

이때, 본 발명에 따라 사용자의 키워드에 반응한 시간의 경과에 따라 차별화된 타겟팅 방법을 구현할 수 있다. 즉, 상기 사용자 컴퓨터 단말기(450)에 저장되는 히스토리 정보에는 클릭한 키워드 정보와 시간 정보가 함께 저장되며, 사용자의 컴퓨터 단말기(450)가 타겟 링크 광고 태그에 노출될 경우, 상기 시간 정보에 의해 상기 키워드에 대한 링크를 클릭한 시간과 타겟 링크 광고 태그에 노출된 시간의 차이를 산출하고, 상기 시간차에 따라 광고 업체 서버(410)로부터 제공된 차별화된 광고를 사용자의 컴퓨터 단말기(450)로 제공하거나, 또는 상기 시간차에 따라 과금 서버(440)에 의해 과금을 수행할 수가 있게 된다. 이에 따라, 사이트 내에 특정 링크를 클릭한 사용자 군을 시간의 경과에 따라 차별화된 타겟팅 대상으로 구분하여 온라인 프로모션을 집행할 수가 있게 된다.

한편, 상기 본 발명에 따라 키워드 반응의 최근성에 의한 타겟 광고를 제공하는 상기 타겟 링크 서버(430)는 상기 매체 서버(400) 내에 포함하여 구현할 수도 있으며, 상기 광고 업체 서버(410)나 과금 서버(440)도 상기 매체 서버(400) 또는 타겟 링크 서버(430) 등에 포함하여 구현할 수도 있다.

이해를 돕기 위해 예를 들면 광고주는 '자동차'라는 키워드를 매체(즉, 매체 서버(400))로부터 구매하게 된다. 이때, 매체는 이에 해당하는 키워드 광고를 전송하게 되며 동시에 타겟 링크 서버(430)는 자동차 키워드가 설정된 특정 링크를 클릭한 사용자를 인지하게 된다. 그 이후 사용자는 매체의 다른 컨텐츠 사이를 이동 할 때 클릭한 링크의 키워드에 해당하는 타겟 링크 광고를 노출받게 된다. 특히 이러한 타겟 링크 광고는 사용자가 클릭한 반응에 시간의 개념이 적용되어 자동차 키워드를 24시간 이전에 클릭한 사용자만을 대상으로 타겟팅할 수가 있게 된다. 이러한 특징을 이용하면 자동차라는 키워드를 오늘 구매해서 어제 관심을 보인 사람을 대상으로 타겟팅할 수가 있게 되는 것이다. 또한, 종래의 검색 결과 화면에만 국한된 키워드 광고에 비해 매체 전 페이지를 걸쳐서 키워드 광고를 판매할 수 있는 효과를 나타낼 수 있다.

또한, 타겟 링크 서버(430)는 매체로부터 사용자가 클릭한 키워드를 넘겨받아 이를 사용자 쿠키에 저장하고, 쿠키 발행 이력을 로그로 남겨 추후 분석을 통해 각 키워드에 대한 최근성의 정도에 따라 매체 퍼포먼스를 측정하여 판매 정책을 수립할 수 있도록 도와 줄 수가 있게 된다.

이하, 도 5를 참조하여 상술한 본 발명의 구현을 위하여 타겟 링크 서버(430)에서 처리되는 각 기능들을 보다 구체적으로 설명하기로 한다.

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도 5는 본 발명의 실시예에 따른 시스템에서 타겟 링크 서버(430)의 세부 구조를 나타낸 블록도이다.

상기 도 5를 참조하면, 상기 본 발명의 실시예에 따른 타겟 링크 서버(430)는 사용자 반응 판단부(510), 링크 대체부(520), 광고 전송부(530), 키워드 비교부(540), 키워드 변환부(550) 및 키워드 링크 정보 데이터베이스(590) 등으로 구성될 수 있다. 상기 타겟 링크 서버(430)는 본 발명의 실시예에 따라 클릭에 따른 히스토리 정보 저장의 기능과 시간 경과후 타겟 링크 광고 태그 노출에 따른 타겟 광고 전송 기능을 수행한다. 먼저 클릭에 따른 히스토리 정보 저장 기능을 설명하면 다음과 같다.

상술한 바와 같이 사용자의 컴퓨터 단말기(450)에서 소정의 웹사이트에 접속하고, 해당 웹페이지 내의 타겠 링크 기능이 설정된 특정 링크를 클릭하게 되면, 상기 사용자 반응 판단부(510)에서는 상기 클릭에 의한 키워드 반응을 판단하여 해당 키워드를 상기 링크 대체부(520)로 전송한다.

상기 링크 대체부(520)에서는 해당 링크에 타겟 링크 기능의 설정 여부를 판단하여 상기 클릭에 따라 제공되는 기본적인 링크 데이터 대신에 본 발명에 따라 제공되는 새로운 링크 데이터를 제공하게 된다. 보다 구체적으로 설명하면, 클릭한 키워드 값을 키워드 링크 정보 데이터베이스(590)에 저장된 키워드들과 비교하고, 해당 키워드가 등록된 키워드(즉, 특정 링크에 연결된 키워드)로 판단될 경우, 본 발명에 따라 상기 키워드 정보로 히스토리 정보를 구성하여 사용자 쿠키 정보 데이터베이스(580)에 저장하게 된다. 이때, 클릭된 링크의 해당 키워드가 등록된 키워드일 경우 상기 키워드 정보를 키워드 변환부(550)로 전송하고, 상기 키워드 변환부(550)에서는 상기 키워드의 정보와 상기 키워드가 클릭된 시간 정보로 히스토리 데이터를 구성하여 상기 사용자 쿠키 정보 데이터베이스(580)로 전송하게 된다. 상기 전송되는 히스토리 데이터는 상기 사용자 쿠키 정보 데이터베이스(580)에 각 방문한 웹사이트 단위별로 쿠키 파일의 형태로 저장하는 것이 바람직하다. 상술한 바와 같이 상기 사용자 쿠키 정보 데이터베이스(580)는 각 해당 사용자 컴퓨터 단말기(450)에 포함되거나 외부 장치 등에 포함시켜 구현할 수도 있다.

예컨대, 광고주가 '자동차'라는 키워드 링크를 구매하였다면, 사이트 내의 '자동차' 메뉴에 걸린 링크 A를 키워드 '자동차'와 함께 시스템에 등록(즉, 키워드 링크 정보 데이터베이스(590)에 저장)하고 이를 대체할 다른 링크 B를 해당 메뉴에 부여하게 된다. 따라서, 해당 웹사이트는 상기 '자동차' 메뉴에 시스템에서 제공하는 링크 B를 걸게 되고, 이때 사용자가 '자동차' 링크를 클릭하면 링크 B로 이동한 후에 원래 목적지인 링크 A로 연결된다. 여기서, 상기 링크 B는 이 시스템의 특정 주소가 되며, 상기 주소를 통해 등록된 키워드가 상술한 바와 같이 히스토리 데이터로 구성되어 전송함으로써 사용자 쿠키(즉, 사용자 쿠키 정보 데이터베이스(580))에 해당 키워드와 시간 정보가 저장된다.

한편, 상기 쿠키에 키워드를 입력하는 형식은 해당 키워드 문자를 해쉬 알고리즘을 통하여 숫자값으로 변환하여 저장하는 방법을 사용할 수 있다. 즉, 예를 들면 상기 키워드를 각 키워드에 고유하게 매핑된 0과 2^{32} 사이의 숫자 값으로 변환시킬 수가 있다. 이렇게 함으로써 키워드의 저장 용량 및 전송 데이터의 크기를 줄일 수가 있게 된다. 이때, 상기 숫자 값을 다시 16진수 값으로 변환시키게 되면, 상기 키워드 값은 4자리의 16진수로 표현할 수가 있게 된다. 또한, 본 발명에서는 시간에 따른 타겟팅을 제공하기 위하여 시간 정보도 함께 저장하므로, 상기 시간 정보도 초 단위로 변환하여 4자리의 16진수 값으로 표현할 수가 있게 된다. 이렇게 함으로써 하나의 키워드를 저장하기 위하여 16진수 8자리의 히스토리 데이터가 생성되며, 각 16진수 자리를 텍스트로 표현하여 각 웹사이트에 따라 구성된 해당 쿠키 파일에 저장하게 된다. 따라서, 해당 키워드를 한번 클릭할 때마다 도 6에 도시된 바와 같이 8바이트의 히스토리 데이터가 쿠키에 저장되게 된다. 즉 상기 도 6을 참조하면, 상기 사용자 쿠키 정보(580)로 전송되어 상기 쿠키 파일에 저장되는 히스토리 데이터(600)가 4바이트의 키워드 정보(610)와 4바이트의 시간 정보(620)로 구성될 수 있음을 알 수 있다. 이와 같이 상기 모든 키워드를 8바이트로 표현하여 저장할 경우, 사용자마다 키워드 목록의 유지 관리가 용이하며, 키워드 데이터가 섞이는 것을 방지할 수가 있게 된다.

한편, 상기 쿠키 파일은 종래의 인터넷 웹사이트 방문시 사용자의 컴퓨터 단말기에 저장되는 쿠키 파일을 이용하여 구성할 수도 있고, 다른 별도의 파일을 생성함으로써 구성할 수도 있다.

이상으로 상기 타겟 링크 서버(430)에서 링크 클릭에 따른 히스토리 저장 기능을 설명하였다. 다음으로 타겟 링크 광고 태그 노출에 따른 타겟 광고 전송 기능을 설명한다.

사용자는 인터넷(420)과 연동되는 컴퓨터 단말기(450)를 통해 매체 서버(400)(즉, 웹사이트)에 접속하여 소정의 웹페이지를 제공받게 된다. 이때, 사용자가 사이트의 특정 페이지에서 타겟 링크 광고 태그를 만나게 되면, 상술한 바에 따라 사용자 쿠키 정보 데이터베이스(580)에 기저장된 키워드 목록과 상기 타겟 링크 광고 태그에 따른 광고주의 키워드 목록과 비교하여 동일한 키워드가 존재할 경우, 해당 키워드에 대한 타겟 광고를 사용자의 컴퓨터 단말기(450)로 제공하게 된다.

보다 구체적으로 설명하면, 사용자의 컴퓨터 단말기(450)가 웹서핑 중 타겟 링크 광고 태그를 만나게 되면, 상기 사용자 반응 판단부(510)에서는 이를 감지하고 키워드 비교부(540)로 해당 태그 정보를 전송한다.

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상기 키워드 비교부(540)에서는 사용자 쿠키 정보 데이터베이스(580)에 저장된 쿠키 파일의 히스토리 정보를 독출하고 사용자가 클릭한 링크의 키워드와 해당 시간을 배열의 형태로 저장하게 된다. 이때, 상술한 바와 같이 하나의 히스토리 정보가 8바이트로 저장될 경우, 8바이트씩 잘라서 저장하게 된다. 한편, 일반적으로 쿠키는 하이퍼텍스트 전송 규약(Hypertext Transfer Protocol; HTTP) 프로토콜에 의해 사용자로부터 서버로 자동 전송되어 진다. 따라서, 상기 키워드 비교부(540)에서의 쿠키 정보 독출 절차는 일반적인 HTTP 프로토콜에 의해 자동으로 수행될 수 있다.

그런다음, 상기 키워드 비교부(540)에서는 상기 독출된 히스토리 정보에 따라 사용자가 기 클릭하여 저장된 키워드와 현재 요청되어 타겟 링크 광고 태그를 삽입한 광고주의 키워드 목록과 차례로 비교하고, 비교 결과 동일한 키워드가 존재할 경우, 해당 키워드에 대한 광고를 전송하게 된다.

즉, 상기 키워드 비교부(540)의 비교 결과 동일한 키워드가 존재할 경우, 상기 광고 전송부(530)에서는 광고 정보 데이터베이스(560)에 저장된 광고 업체(즉, 광고주)에서 제공하는 광고 정보를 독출하여 해당 컴퓨터 단말기(450)로 전송하게 된다.

이때, 상기 광고 제공에 따른 결과를 사용자 로그 파일 정보 데이터베이스(570)에 저장한다. 상기 사용자 로그 파일 정보 데이터베이스(570)에 저장되는 결 과 정보로는 쿠키에 저장된 해당 키워드에 대한 클릭 시간과 광고 제공의 시간차이에 대한 정보 및 해당 광고에 대한 정보가 저장될 수 있다. 따라서, 상기 사용자 로그 파일 정보 데이터베이스(570)에 저장된 상기와 같은 광고 제공 결과 정보는 추후 각 광고 업체에 대한 과금에 이용할 수가 있게 된다. 즉, 본 발명에 따라 시간의 경과에 따른 차별화된 타겟팅을 구현하기 위하여 키워드에 대한 클릭 시간과 광고 제공의 시간 차이에 따라 광고 업체에게 차별화된 과금을 부여할 수가 있게 된다. 예컨대, 키워드에 대한 클릭 시간과 광고 제공의 시간 차이가 짧을수록 보다 많은 광고 비용을 지불하도록 구현하는 것이 가능하게 된다.

이하, 도 7 및 도 8을 참조하여 본 발명의 실시예에 따른 쿠키 정보 저장 및 광고 제공 절차를 설명한다.

도 7은 본 발명의 실시예에 따른 키워드 반응에 따라 쿠키 정보 저장 절차를 나타낸 흐름도이다.

상기 도 7을 참조하면, 먼저 사용자가 웹사이트를 방문(S701)하여 웹서핑을 하는 도중 관심 있는 링크를 클릭(S702)하게 된다. 여기서, 상기 링크는 상술한 바와 같이 텍스트 또는 이미지 정보가 될 수 있다.

이때 만약 상기 클릭한 링크에 본 발명에 따라 제공되는 특정 링크(즉, 키워드 링크)가 설정되어 있을 경우(S703)에는 상술한 바와 같이 대체 링크(즉, 링크 B)를 제공(S704)하게 된다. 상기 대체 링크에 따라 클릭한 키워드를 히스토리 데이터로 구성하여 사용자 컴퓨터 단말기로 전송(S705)하고, 전송된 히스토리 데이터가 사용자 컴퓨터 단말기의 쿠키 정보로 저장된다. 그런다음, 상기 링크에 연결된 원 래의 링크가 제공(S706)된다.

반면, 상기 클릭한 링크에 본 발명에 따라 제공되는 특정 링크(즉, 키워드 링크)가 설정되어 있지 않을 경우(S703)에는 종래와 같이 원래 링크를 제공(S706)하게 된다.

한편, 사용자의 측면에서는 상기 대체 링크에 따라 쿠키 정보가 저장된 것을 확인하는 것은 가능하나 상기 원래 링크의 제공이 동시에 이루어지므로 키워드 저장에 따른 사용자 측면에서의 불편함은 없게 된다.

도 8은 본 발명의 실시예에 따른 타겟 링크 노출에 따라 타겟 광고를 제공하는 절차를 나타낸 흐름도이다.

상기 도 8을 참조하면, 사용자가 웹서핑을 하는 중 해당 사이트의 웹페이지에 노출(S801)될 경우, 해당 웹페이지에 광고주가 설정한 타겟 링크 광고 태그가 포함되어 있는지를 판단(S802)하게 된다.

상기 판단 결과, 타겟 링크 광고 태그가 존재할 경우, 상기 도 7의 절차에 따라 저장된 사용자 쿠키 파일에 저장된 히스토리 정보를 독출(S803)하게 된다. 그런다음, 광고주의 키워드 목록과 비교(S804)한 후, 동일한 키워드가 존재(S805)할 경우, 해당 키워드에 대한 광고를 제공(S806)하게 된다. 이때, 상술한 바와 같이 상기 쿠키 파일에 저장된 히스토리 정보에는 해당 키워드를 클릭한 시간 정보가 저장되므로 상기 타겟 링크 광고 태그에 노출된 시간과의 차이에 따라 차별화하여 광고주에게 과금할 수가 있게 된다.

이하, 도 9 내지 도 12를 참조하여, 웹페이지에서 본 발명이 실제로 구현되 는 예를 설명한다.

도 9는 본 발명의 실시예에 따른 클라이언트가 웹페이지에서 관심있는 키워드를 클릭하는 방법을 나타낸 디스플레이 도면이다.

상기 도 9를 참조하면, 인터넷 사용자가 사이트에 방문한 후 관심 있는 키워드(또는 제목)를 클릭하게 된다. 예컨대, 웹사이트에서 제공하는 많은 링크들 중에서 사용자가 관심이 있는 키워드를 마우스로 클릭함으로써 해당되는 링크

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정보를 제공받는다. 이때, 상술한 바와 같이 상기 링크는 텍스트가 될 수도 있고, 이미지가 될 수도 있다. 예컨대, 상기 도 9에 도시된 바와 같이 '노트북', '악기', '비타민' 등의 사용자가 관심 있는 키워드를 클릭하여 링크된 보다 상세한 정보(즉, 상술한 링크 A)를 제공받는다.

한편, 상기 클릭한 링크가 본 발명에 따라 설정된 특정 링크일 경우, 상기 해당 링크를 제공함과 동시에 상기 링크에 매핑된 키워드 정보를 사용자의 쿠키 파일로 전송하여 저장하게 된다.

도 10은 본 발명의 실시예에 따른 사이트에 방문한 고객의 키워드 클릭시 반응 데이터베이스의 구축을 나타낸 도면이다. 상기 도 10을 참조하면, 상기 도 9에서와 같이 웹사이트에서 특정 링크가 설정된 '노트북', '악기', '비타민' 등의 키워드가 클릭될 경우, 사이트에 방문한 고객의 키워드에 대한 반응(예컨대, 해당 링크의 클릭)에 따라 해당 키워드의 정보가 히스토리 정보로 데이터베이스에 저장되게 된다.

도 11은 본 발명의 실시예에 따른 타겟 링크 태그 재노출에 따른 타겟 광고 노출을 나타내 도면이다.

상기 도 11을 참조하면, 특정 웹사이트에서 상기 도 10에서 도시된 키워드 반응에 따라 구성된 데이터베이스를 기반으로 기설정된 타겟 링크 태그에 재노출시 기존 키워드 데이터베이스를 활용한 재방문 메시지가 광고 형태로 노출될 수가 있게 된다. 이때, 노출되는 웹사이트는 타겟 링크 광고 노출을 허락한 여러 매체들에 구현될 수 있다.

예컨대, '인터파크'라는 광고주가 소정의 웹사이트에 상기 '노트북', '악기', '비타민'을 키워드로 타겟 링크 광고를 설정하였을 경우, 해당 사이트에 방문한 사람이 이전에 '노트북' 또는 '악기' 또는 '비타민'에 대한 특정 링크를 클릭하여 반응한 사용자라면, 상기 반응에 따라 기저장된 히스토리 정보를 상기 웹사이트에 설정된 타겟 링크 광고 키워드와 비교하여 해당 광고를 제공하게 된다.

즉, '노트북'에 대한 키워드를 클릭하여 해당 키워드 정보가 자신의 쿠키에 저장되어 있을 경우, 사용자가 웹서핑 중 상기 '노트북' 키워드에 대해 광고를 제공하고자 하는 타겟 링크 광고 태그에 노출될 때, '인터파크[노트북] 5% 할인권'과 같은 광고가 제공될 수 있다. 또한, '악기'에 대한 키워드를 클릭하여 해당 키워드 정보가 자신의 쿠키에 저장되어 있을 경우, 사용자가 웹서핑 중 상기 '악기' 키워드에 대해 광고를 제공하고자 하는 타겟 링크 광고 태그에 노출될 때, '인터파크[악기] 사은행사'와 같은 광고가 제공될 수 있다. 마찬가지로, '비타민'에 대한 키워드를 클릭하여 해당 키워드 정보가 자신의 쿠키에 저장되어 있을 경우, 사용자가 웹서핑 중 상기 '비타민' 키워드에 대해 광고를 제공하고자 하는 타겟 링크 광고 태그에 노출될 때, '인터파크[비타민] 정기할인'과 같은 광고가 제공될 수 있다.

도 12는 본 발명의 실시예에 따른 데이터베이스의 최근성을 기준으로 차별적인 과금 방식의 적용을 나타낸 도면이다.

상기 도 12를 참조하면, 본 발명은 키워드 반응의 최근성을 기준으로 과금을 제공할 수가 있다. 즉, 상기 도 11에서와 같이 '인터파크'라는 광고주가 소정의 웹사이트에 상기 '노트북', '악기', '비타민'을 키워드로 타겟 링크 광고를 설정하였을 경우, 해당 사이트에 방문한 사람이 이전에 '노트북' 또는 '악기' 또는 '비타민'에 대한 특정 링크를 클릭하여 반응한 사용자라면, 상기 반응에 따라 기저장된 히스토리 정보를 상기 웹사이트에 설정된 타겟 링크 광고 키워드와 비교하여 해당 광고를 제공하게 된다.

이때, 상기 '노트북'이라는 키워드에 반응한 사용자가 당일날 해당 키워드(즉, 노트북)에 대한 타겟 링크 광고 태그가 설정된 웹페이지에 노출될 때 광고주에게 500원의 과금을 하며, 상기 '악기'라는 키워드에 반응한 사용자가 1주일뒤 해당 키워드(즉, 악기)에 대한 타겟 링크 광고 태그가 설정된 웹페이지에 노출될 때 광고주에게 400원의 과금을 하며, 상기 '비타민'이라는 키워드에 반응한 사용자가 2주일뒤 해당 키워드(즉, 비타민)에 대한 타겟 링크 광고 태그가 설정된 웹페이지에 노출될 때 광고주에게 300원의 과금을 하는 차별화된 과금 정책을 구현할 수가 있게 된다.

이와 같은 과금 방식은 사용자의 반응에 대한 최근성을 기반으로 한 것으로서, 해당 키워드에 대한 관심을 보인 시기가 보다 최근일수록 광고 효과가 더욱 크기 때문에 광고주는 동일한 광고를 사용자에게 제공하더라도 본 발명에 의해 광고 효과에 따라 차별화하여 과금을 하는 것이 보다 합리적이다.

한편, 본 발명의 실시예에서는 구체적인 실시예에 관해 설명하였으나, 본 발명의 범위에서 벗어나지 않는 한도내에서 여러가지 변형이 가능함은 물론이다. 그러므로, 본 발명의 범위는 설명된 실시예에 국한되어 정해져서는 안되며 후술하는 특허 청구의 범위뿐만 아니라 이 특허 청구의 범위와 균등한 것들에 의해 정해져야 한다.

발명의 효과

본 발명에 따르면, 키워드에 시간의 개념이 적용되어 해당 키워드에 대한 광고를 특정 시간 이전에 관심을 보인 사용자만을 대상으로 타겟팅할 수가 있게 된다. 또한, 이러한 특징을 이용하면 해당 키워드를 오늘 구매해서 어제 관심을

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보인 사람을 대상으로 타겟팅할 수가 있게 되는 것이다.

또한, 키워드 광고를 키워드 검색에 따른 결과 화면에만 국한되지 않고 매체 전 페이지를 걸쳐서 키워드 광고를 판매한 수 있는 효과를 나타낼 수 있다.

아울러, 타겟 링크 서버는 기설정된 특정 링크를 클릭할 때, 상기 링크에 대한 키워드를 넘겨 받아 이를 사용자 쿠키에 저장하고, 쿠키 발행 이력을 로그로 남겨 추후 분석을 통해 각 키워드에 대한 최근성의 정도에 따라 매체 퍼포먼스를 측정하여 판매 정책을 수립할 수 있게 되는 장점이 있다.

(57) 청구의 범위

청구항 1.
키워드 반응의 최근성에 기반한 타겟 광고 제공 시스템에 있어서,

자신에게 접속한 사용자 컴퓨터 단말기로 웹페이지를 제공하고, 상기 웹페이지를 통해 광고 업체가 제공하는 광고 정보를 제공하는 매체 서버; 및

사용자가 상기 웹페이지에서 타겟 링크 기능이 설정된 특정 링크를 클릭할 때, 해당 링크에 대한 키워드의 정보로 히스토리 정보를 구성하며, 타겟 링크 광고 태그가 포함된 웹사이트의 특정 페이지에 접속함으로써 기설정된 타겟 링크 광고 태그에 노출될 경우 기저장된 히스토리 정보를 독출하여 동일한 키워드가 존재할 경우, 해당 키워드에 대한 광고를 상기 사용자의 컴퓨터 단말기로 제공하는 타겟 링크 서버;를 포함하는 것을 특징으로 하는 키워드 반응의 최근성에 기반한 타겟 광고 제공 시스템.

청구항 2.
제1항에 있어서,

상기 특정 링크는 텍스트, 정지 영상 이미지 및 동영상 이미지 중에서 선택된 어느 하나 이상인 것을 특징으로 하는 키워드 반응의 최근성에 기반한 타겟 광고 제공 시스템.

청구항 3.
제1항에 있어서,

상기 히스토리 정보는 상기 특정 링크를 클릭한 시간 정보를 더 포함하는 것 을 특징으로 하는 키워드 반응의 최근성에 기반한 타겟 광고 제공 시스템.

청구항 4.
제1항에 있어서,

상기 히스토리 정보는 상기 사용자의 컴퓨터 단말기로 전송되어 쿠키 파일로 저장되는 것을 특징으로 하는 키워드 반응의 최근성에 기반한 타겟 광고 제공 시스템.

청구항 5.
제1항에 있어서,

상기 히스토리 정보를 구성하는 키워드 정보는 각 키워드와 일대일 매핑되는 고유한 숫자로 변환되어 구성하는 것을 특징으로 하는 키워드 반응의 최근성에 기반한 타겟 광고 제공 시스템.

청구항 6.
키워드 반응의 최근성에 기반한 타겟 광고를 제공하는 타겟 링크 서버 장치에 있어서,

사용자의 컴퓨터 단말기에서 소정의 웹사이트에 접속하고, 해당 웹페이지 내의 타겟 링크 기능이 설정된 특정 링크를 클릭할 때, 상기 클릭에 의한 키워드 반응을 판단하는 사용자 반응 판단부;

상기 사용자 반응 판단부로부터 클릭한 키워드 값을 수신하고, 상기 클릭한 키워드 값을 기설정된 키워드 링크 정보와 비교하는 링크 대체부;

상기 링크 대체부의 비교 결과 동일한 키워드가 존재할 경우, 상기 키워드 정보로 히스토리 정보를 구성하는 키워드 변환부;

상기 사용자가 웹서핑 중 타겟 링크 광고 태그에 노출될 때, 상기 사용자 반응 판단부로부터 상기 노출에 따른 해당 태그 정보를 수신하고, 기저장된 상기 사용자의 히스토리 정보와 비교하는 키워드 비교부; 및

상기 키워드 비교부의 비교 결과, 동일한 키워드가 존재할 경우 해당 키워드에 대한 광고를 전송하는 광고 전송부;를 포함하는 것을 특징으로 하는 키워드 반응의 최근성에 기반한 타겟 광고 제공 장치.

청구항 7.
제6항에 있어서,

상기 특정 링크는 텍스트, 정지 영상 이미지 및 동영상 이미지 중에서 선택된 어느 하나 이상인 것을 특징으로 하는 키워드 반응의 최근성에 기반한 타겟 광고 제공 장치.

청구항 8.
제6항에 있어서,

상기 히스토리 정보는 상기 특정 링크를 클릭한 시간 정보를 더 포함하는 것을 특징으로 하는 키워드 반응의 최근성에 기반한 타겟 광고 제공 장치.

청구항 9.
제6항에 있어서,

상기 히스토리 정보는 상기 사용자의 컴퓨터 단말기로 전송되어 쿠키 파일로 저장되는 것을 특징으로 하는 키워드 반응의 최근성에 기반한 타겟 광고 제공 장치.

청구항 10.
제6항에 있어서,

상기 히스토리 정보를 구성하는 키워드 정보는 각 키워드와 일대일 매핑되는 고유한 숫자로 변환되어 구성하는 것을 특징으로 하는 키워드 반응의 최근성에 기반한 타겟 광고 제공 장치.

청구항 11.
키워드 반응의 최근성에 기반한 타겟 광고를 제공하는 방법에 있어서,

사용자가 웹사이트를 방문하여 웹서핑을 하는 도중 관심 있는 링크를 클릭하는 단계;

상기 클릭한 링크에 특정 키워드 링크가 설정되어 있을 경우에는 클릭한 키워드를 히스토리 데이터로 구성하는 단계;

상기 사용자가 접속한 웹페이지에 광고주가 설정한 타겟 링크 광고 태그가 포함되어 있을 경우, 상기 저장된 히스토리 정보를 독출하는 단계; 및

상기 독출된 히스토리 정보에 포함된 키워드가 광고주의 키워드 목록에 포함될 것우, 해당 키워드에 대한 광고를 제공하는 단계;를 포함하는 것을 특징으로 하는 키워드 반응의 최근성에 기반한 타겟 광고 제공 방법.

청구항 12.
제11항에 있어서,

상기 특정 링크는 텍스트, 정지 영상 이미지 및 동영상 이미지 중에서 선택 된 어느 하나 이상인 것을 특징으로 하는 키워드 반응의 최근성에 기반한 타겟 광고 제공 방법.

청구항 13.
제11항에 있어서,

상기 히스토리 정보는 상기 특정 링크를 클릭한 시간 정보를 더 포함하는 것을 특징으로 하는 키워드 반응의 최근성에 기반한 타겟 광고 제공 방법.

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청구항 14.
제11항에 있어서,

상기 히스토리 정보는 상기 사용자의 컴퓨터 단말기로 전송되어 쿠키 파일로 저장되는 것을 특징으로 하는 키워드 반응의 최근성에 기반한 타겟 광고 제공 방법.

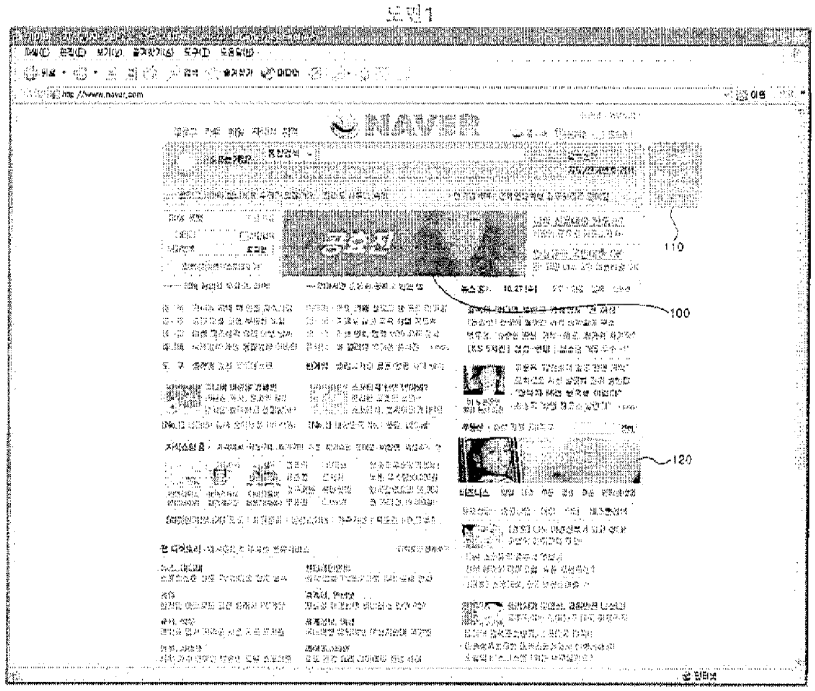
청구항 15.
제11항에 있어서,

상기 히스토리 정보를 구성하는 키워드 정보는 각 키워드와 일대일 매핑되는 고유한 숫자로 변환되어 구성하는 것을 특징으로 하는 키워드 반응의 최근성에 기반한 타겟 광고 제공 방법.

청구항 16.
제11항 내지 제15항 중에서 선택된 어느 한 항에 따른 방법을 수행할 수 있는 프로그램이 수록된 컴퓨터로 읽을 수 있는 기록매체.

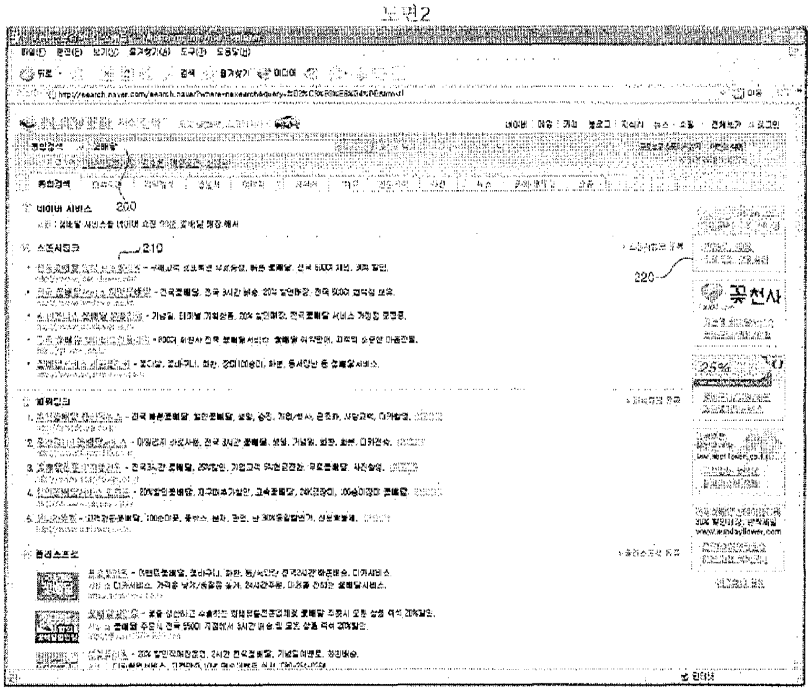
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도면1

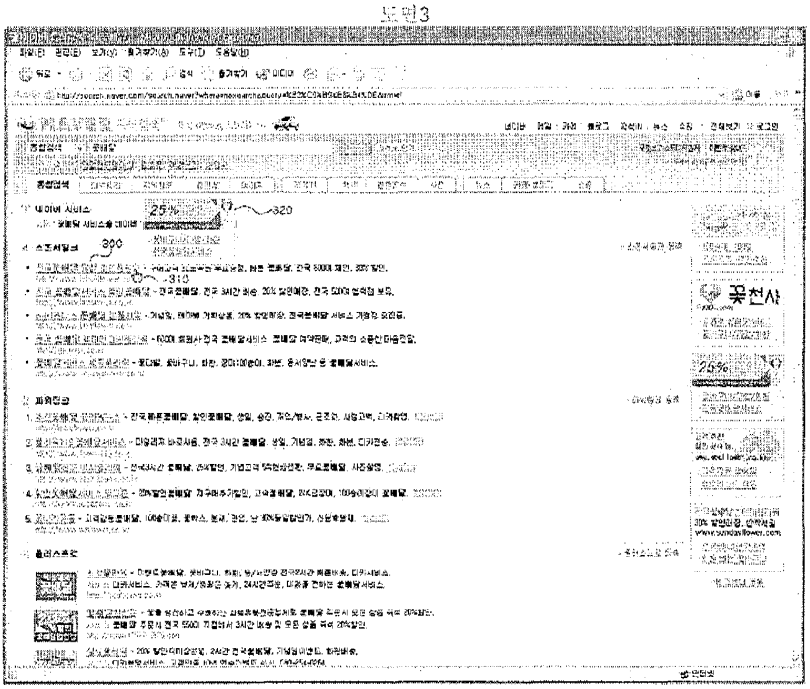


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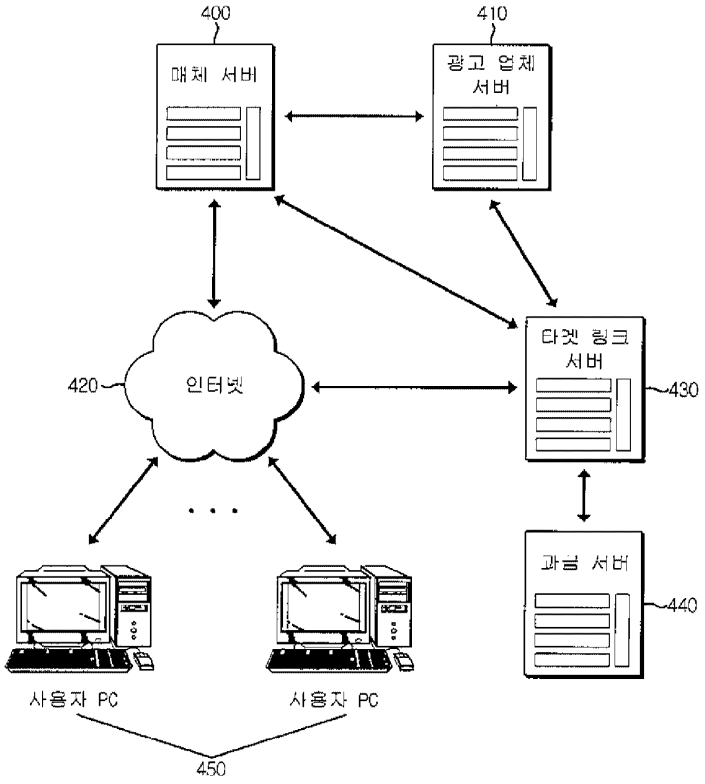


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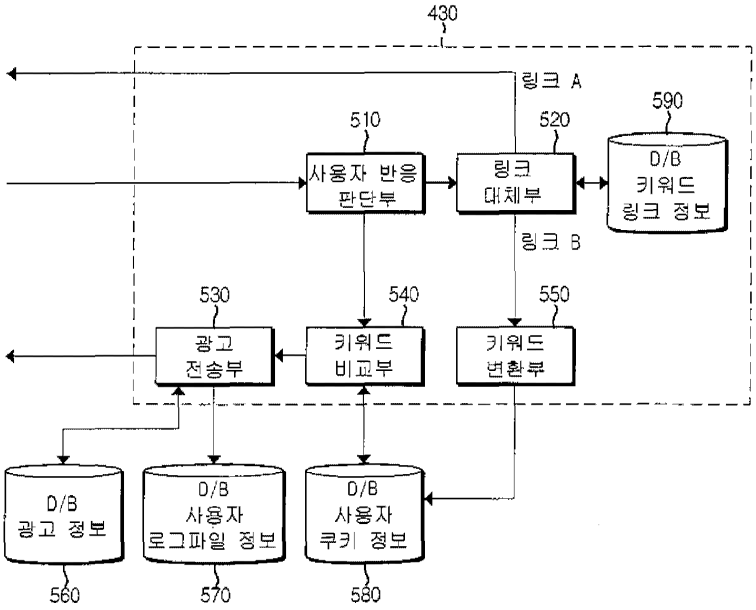
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도면4



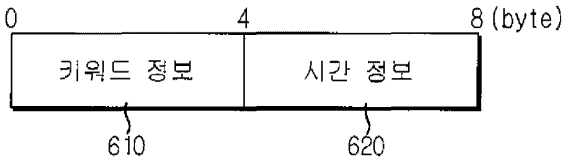
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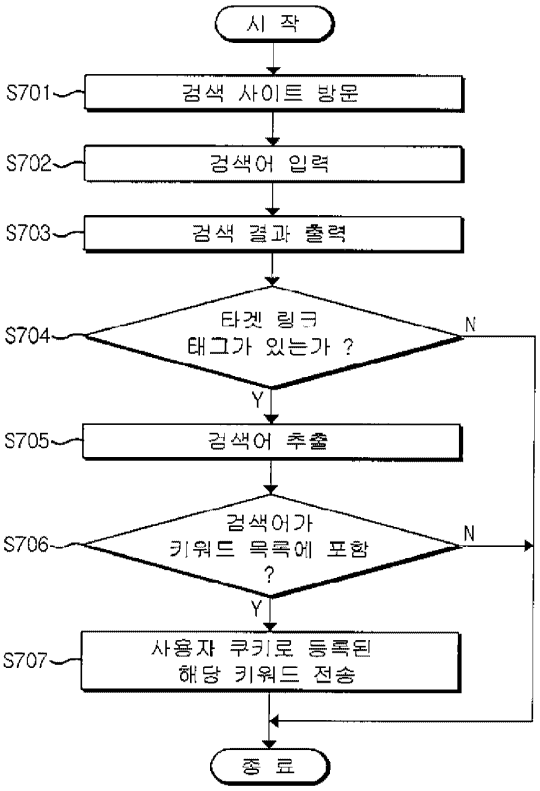
도면6

600



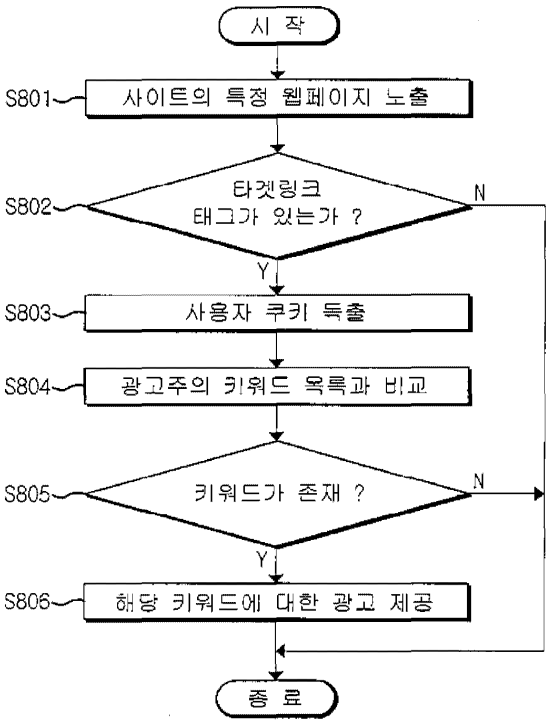
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도면7



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도면8

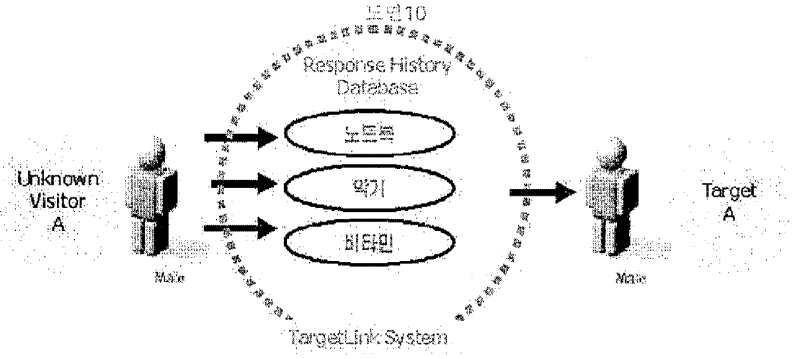


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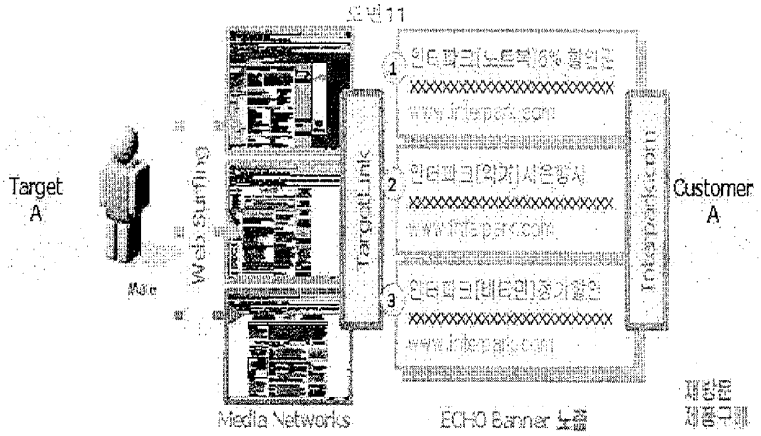


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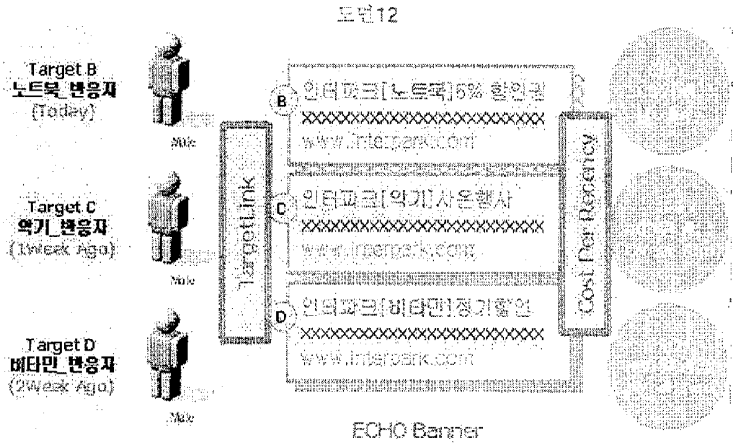
도면10



도면11



도면12



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Inventor	Deok-Bong Ju
Applicant	Echo Marketing Co., Ltd
Title of Invention	SYSTEM, DEVICE, AND METHOD FOR OFFERING TARGET AD BASED ON RECENTNESS OF KEYWORD RESPONSE, AND COMPUTER-READABLE RECORDING MEDIUM IMPLEMENTING THE SAME
Title of Invention(KPA)	SYSTEM, DEVICE, AND METHOD FOR OFFERING TARGET AD BASED ON RECENTNESS OF KEYWORD RESPONSE, AND COMPUTER-READABLE RECORDING MEDIUM IMPLEMENTING THE SAME

Abstract(KPA)

PURPOSE: A system, a device, and a method for offering a target AD(ADvertisement) based on recentness of keyword response, and a computer-readable recording medium implementing the same are provided to induce revisit by recognizing a keyword clicked by an Internet user in a web site and offering the target AD.

CONSTITUTION: A media server(400) provides a web page to a connected user computer terminal(450) and provides the AD information provided from an advertiser through the web page. A target link server(430) forms history information with keyword information for a corresponding link when the user clicks the link having a target linking function on the web page. If the user is exposed to a target linked AD tag by connecting to the web page of the web site including the target linked AD tag and the same keyword is present in the history information, the target link server provides the AD corresponding to the keyword to the user computer terminal.

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Abstract

The present invention relates to the method for target advertising at a website, in which the step clicking the *** link, the step comprising the keyword, the step that when the target link advertisement tag which an advertiser sets up is included in the web page, and the step that the keyword included in the stuck out history information as described above provides the thing right included in the index of keyword of an advertiser, and the advertisement about the corresponding keyword are included while a user visits the web site and the web surfing is done as to the method for providing the targeted advertisement based on especially, the recency of the keyword action. The step comprising the keyword clicks in case the particular key word link is set up in the link clicked as described above with history data. As to the step that when the target link advertisement tag which an advertiser sets up is included in the web page, a user connects, reads out the stored history information as described above.

Representative drawing

Fig. 4

Keyword(s)

The targeted advertisement, keyword, recency, target link, tag, history.

Description

■ Brief explanation of the drawing

Figure 1 is a drawing showing the advertisment method through the banner insertion in the web browser display according to prior art.

Figure 2 is a drawing showing the searching method by the internet portal site in the web browser display according to prior art.

Figure 3 is a drawing showing the method for displaying advertisement-information according to the moving of mouse pointer according to prior art through the provisional assisted window.

Figure 4 is a drawing showing the system for providing the target advertisement based on the recency of the keyword action according to a preferred embodiment of the present invention.

Figure 5 is a block diagram showing the detail structure of the target link server in system according to a preferred embodiment of the present invention.

Figure 6 is a drawing showing data organization of the cookie information according to a preferred embodiment of the present invention.

Figure 7 is flowchart showing the procedure of storing the cookie information according to the keyword action according to a preferred embodiment of the present invention.

Figure 8 is flowchart showing the procedure of providing the targeted advertisement according to the target link exposure according to a preferred embodiment of the present invention.

Figure 9 is a drawing showing the web-page display in which a client according to a preferred embodiment of the present invention clicks the *** keyword in the web page.

Figure 10 is a drawing showing the construction of the reaction database in the keyword click of the client visiting in a site according to a preferred embodiment of the present invention.

Figure 11 is a drawing the target advertisement exposure according to the target link tag re-expose is shown according to the embodiment of the present invention.

Figure 12 is a drawing showing the application of the charging plan which is discriminative based on the recency of database according to a preferred embodiment of the present invention.

The description Ė of the denotation about ö main part.

110, 110, 120: banner ad 210, 200: the keyword in which it has link.

220: targeted advertisement 310: mouse pointer.

320: provisional assisted window 400: media server.

410: advertisement enterprise server 420: internet.

430: target link server 440: CDR server.

450: user PC 510: user reaction determining unit.

520: link alternation part 530: advertisement sender.

540: keyword comparison unit 550: keyword transform unit.

560: database of advertising information.

570: user log file informaton database.

580: user cookie information database.

590: keyword database of link information.

600: cookie information data 610: keyword information field.

620: time information field.

■ Background Art

The present invention relates to the method for target advertising at a website, more particularly, to the recording medium can read from the system for providing the target advertisement, based on the recency of the keyword action providing the targeted advertisement based on the recency of the internet user the apparatus, and a method and a computer for implementing the same.

In the modern information-oriented society, computer and internet appeared as the media delivering the various information as the essential tool of the new communication. Computer according to the above and internet users ask for the fast adaptation according to the rapid environmental change as well as the magnetism protection and the continuous and new change from all kinds of the bad

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effects and inverse function of the computerization runing counter to each other in the convenience according to computerization etc.

Moreover, computer and computer serve as as to internet, than meaning called the connected network as the new media making enterprise and individual, and the mutual communications of the Person to Person and individual possible. Accordingly, the concern about all kinds of the advertisements on internet increase.

Generally, in the conventional internet-ads is a main with two kinds of mode of the target and nontarget and search result page and major sub-page, an advertisement is inserted to the banner and text form. The mode of operation is handled to the mode of the rolling two kinds of and proprietary. And an advertisement is made since an advertiser demands the result page about the specific keyword retrieval.

By using one click advertisement or the exposure advertisement and e-mail on internet the various advertisement technique used in the current computer or internet around the banner advertisement technique, the target advertisement of the randomizing distribution or the specific person opposite side was most to the unspecified individuals. It takes advertisement techniques using the broker advertisement using the pop up (Pop-up) technique which recently uses the internet-ads web browser engine or the hardware (mouse, keyboard etc) which becomes with special production and pop-up window technique etc. set up the driving drive.

In the meantime, the above-described banner ad refers to the advertisement made in the internet home page etc. with the strip-like shape and it adheres. And the advertisement is implemented as the graphic image which adheres name or the content of the specific web site to one side of the home page having with phosphorus group and publicized. 'banner' is called by A;POSS name among since this looking like March, banner. By using the moving picture file etc. for the standard predetermining, it reports advertisement and the banner ad is used in the advertising enterprise to the form paying the predetermined advertising rates to the homepage manager. Moreover, in order to analyze the advertizing effect, the times in which banner is seen to users or the times in which the banner graphic for schedule duration is downloaded is counted and the times informs advertiser of something, or the advertising rates is charged. In initial, it started with the simple form informing the rectangular shape of domain and business contents. But the form is varied to the method of the etc. which it implements in order to be fixable arranged in screen recently if it puts in the moving picture into the banner ad or it opens the home page.

It usually very much uses the banner ad in the form of the GIF (Graphics Interchange Format) file format by using all kinds of the graphic tools. These days, the banner ad manufactured to the flash of a form very much appears but this means that the banner ad which was a multimedia various became possible while the speed problem of an internet was solved. But it unsatisfactorily considers the home page of a mostly that the loading long hangs due to the banner of a client. Therefore, when inserting the banner ad, the capacity is limited so that the capacity be large and the capacity is used.

In this way, the advertiser banner ad of the band form exposed to a part of website is the most efficient method for drawing out the large-scale traffic in website. There can be the fixed static banner in which the advertisement content is not changed of form, the animated banner, which circulates in banner graphic and letter are changed the interactive banner etc. reacts to the mouse of recipient and moves or can exchange user and data as the type of the banner ad.

The disadvantage the of bringing about a limit and the low click rate of the advertisement message disadvantage has the advantage without the cheap manufacture cost and the technical limit, has the static banner. The animated banner has the problem that it has the advantage it enhances the click ratio, of conveying many message, the file size is big. Moreover, the disadvantage the that the loading speed is delayed disadvantage has the advantage that the participation of a recipient is high and various campaigns of developments is possible, has the interactive banner.

Moreover, there can be the model of the advertising intermediation technique using the CPC (Cost Per Click) model technique, the CPM (Cost Per Mill) model technique, and the popup window of the web browser and CPA (Cost Per Action) model technique as all kinds of the advertisement techniques used in computer or internet.

The CPC model technique is the mode in which advertiser makes payment of the advertisement expense according to the advertisement technique, using the indirect publicity material including banner or the text sentence etc. the times in which for advertisement publicity booklet is clicked. Moreover, the CPM model technique is the mode paying the advertisement cost according to the advertisement technique, using the indirect publicity material including banner etc. the times in which the publicity booklet is exposed. It is the mode paying the cost as unit generated around the transactions including the purchase of the advertisement technique which *** is assigned according to the result of action of user the real user or join etc. advertiser does not engage in impression, that is, the advertisement exposure.

It is the restrictive advertisment method in which the internet user visits the web site the model of the advertising intermediation technique using the popup window of the web browser or which the internet user *** just loads as the advertisement mediation technique which runs the pop up program of the specific advertisement agency while the popup window of the web browser is opened by compulsively using the web browser engine to the compulsory advertisement technique for advertisement among the web page retrieval process at the window to the web browser of advertiser in case of attempting movement with other place.

Moreover, the banner ad or the button advertisement in which the conventional internet-ads gets mixed in the advertisment method using the above-described internet in one frame of the web browser with the internet information and having the size of the small area occupies a most.

Figure 1 is a drawing showing the advertisment method through the banner insertion in the web browser display according to prior art.

Referring to Figure 1, in the internet portal site etc. general, banner ads (100, 110, 120) are randomly inserted and it is provided to the displayed original idea given area. By taking away the mouse pointer on banner ads (100, 110, 120) and clicking, and banner ads (100, 110, 120) move to the target page linked with an advertisement-information.

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But because the advertisement part outputted in the form of the banner ad or the button advertisement of the small size which pays attention to such advertisement only the info block in which the internet user desires and existing in the same in-frame of the web browser does not have concern, the effect of advertisement falls down. In fact, the exposure (impression) comparison click ratio of the conventional banner or the button advertisement is unable to reach 1%.

In the meantime, according to the mouse movement as the above-described method for displaying advertisiments and other method, it has the advertisment method using the provisionally generated provisional assisted window.

Figure 2 is a drawing showing the searching method by the internet portal site in the web browser display according to prior art.

Referring to Figure 2, if it searches by inputting the search keyword through the search window (200) at the general internet portal site, advertisement (210) about the specific company are preferentially inserted as the information searching result according to the cost payment of advertiser. At this time, as shown in Figure 3, when specific advertisement (300) are the mouse pointer (310) positioned in the corresponding domain, the predetermined set provisional assisted window (320) (that is, the child window) is generated and the information or the additional advertisement-information is displayed in briefly. Moreover, the provisional assisted window (320) disappears if the mouse pointer (310) deviates from the corresponding domain. In this way, it has the effect that the advertisement penetrance of user can be raised by doing. And it controls the use of the effective application about the restricted display screen and the indiscriminate pop-up window.

As described above, this the advertisement in which the advertisement has a correlation with the keyword retrieval or the selection of the conventional targeted advertisement user is provided the various method of supplying advertisement through the internet web site had been being till now proposed have the problem that an advertisement is provided by the fragmentary information according to the selection it has no concern with a concern or the continuous inclination of the internet user. Therefore, it is insufficient to materially draw attention.

Moreover, it was limited to the keyword inputted to the search word input window and the keyword was provided. And the keyword has the limit of not being applied on the website providing the general and various information which is not search engine.

■ Technical Task

An object of the present invention is to provide the system for providing the target advertisement, based on the recency of the keyword action which induces recall the internet user provides the targeted advertisement in website it regards the keyword clicked in preexistence the apparatus, and method and the computerlegiable medium in which this is programed and given mention.

Moreover, an object of the present invention are to provide the advertisement exposed to the web page of the internet user and the system for providing the target advertisement, based on the recency of the keyword action settling the charging of the advertising rates with *** of the keyword action the apparatus, and method and the computerlegiable medium in which this is programed and given mention.

■ Structure & Operation of the Invention

The system for providing the target advertisement which the system of the present invention to achieve above object is based on the recency of the keyword action is characterized by including the media server which provides the advertisement-information which the advertising enterprise provides through the web page it provides the web page to the user computer terminal connecting to oneself and the target link server which a user clicks the specific link in which the target link function is established in the web page; a user comprises the history information with the information of the keyword about the corresponding link; it reads out the history information which is pre-stored in case of being exposed to set target link advertisement tag by connecting to the specific page of the website in which the target link advertisement tag is included, and the same keyword exists; and provides the advertisement about the corresponding keyword to the computer terminal of a user.

The target link server apparatus which the apparatus of the present invention to achieve above object provides the targeted advertisement based on the recency of the keyword action is characterized by including the user reaction determining unit: advertisement sender which receives the keyword value which clicks from the user reaction determining unit; the identical with the comparison result of the link alternation part: link alternation part compares the keyword value clicked as described above with set keyword link information keyword exists; the keyword transform unit: user comprising the history information with the keyword information is exposed to the target link advertisement tag among the web surfing; it receives the corresponding tag information according to exposure from the user reaction determining unit; and transmits the advertisement about the corresponding keyword in case the comparison result of the keyword comparison unit and the keyword comparison unit: which compares with the history information of the pre-stored user, and the same keyword exist. Determines the keyword action by click the computer terminal clicks the specific link in which the target link function within the target web page is established it connects to the predetermined website in the computer terminal of user.

The method which the method of the present invention to achieve above object provides the targeted advertisement based on the recency of the keyword action is characterized by including the step clicking the *** link, the step comprising: the keyword, the step that the target link advertisement tag which advertiser sets up is included in the web page, and the step that the keyword included in the stuck out history information as described above provides the thing right included in the index of keyword of advertiser, and the advertisement about the corresponding keyword user visits the web site and the web surfing is done; the step comprising the keyword clicks in case the particular key word link is set up in the link clicked as described above with history data; and as to the step that the target link advertisement tag which advertiser sets up is included in the web page, user connects; and reads out the stored history information as described above.

In the meantime, the information for being provided the targeted advertisement based on the recency of the keyword action can be stored in the recording medium can read from the server computer. This recording medium provides the recording medium in which the

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program and data are stored in order to be read with the computer system of all kinds. For example, it has the ROM (Read Only Memory), the RAM (Random Access Memory), the CD (Compact Disk), the DVD (Digital Video Disk) -ROM, the magnetic tape, the floppy disk, the optical data storage device etc. And it is included to be implemented in the form of moreover, the carier wave (for example, the electrical transmission through an internet). Moreover, this recording medium is dispersed in the computer system connected to a network. The code which a computer can read from the distribution method can be stored and the code be performed.

When the present invention clicks the specific link in which the internet user performs function in website, the click information about the corresponding link is stored to the history information. The method in which the afterward internet user provides advertisement comparing the index of keyword about the corresponding tag the set up target link advertisement tag is met with the pre-stored history information as described above, in case the corresponding keyword exists is proposed. Moreover, the time information is together stored as the click information about the corresponding link. The effective advertisement is provided according to *** toward the keyword action of the afterward user, or the method paying the charging of the gradation according to *** is proposed. Therefore, it is preferable that the history information comprises with the keyword corresponding to the specific link and the time information clicking the corresponding link.

Moreover, it is preferable that the history information stores in the terminal (that is, the client personal computer) of the corresponding internet user as the cookie information. When it meets the target link advertisement tag established with the afterward above statement, it reads out and it compares. But the history information is not stored as other method in the terminal of the corresponding internet user. In order to store in the separate server (for example, the target link server) and it uses the terminal can implement.

In the meantime, here, in order to perform function while being positioned in the predetermined location within the web page the specific link means the part linked with the particular key word. And it can implement as text or image. That is, it reacts to the corresponding text keyword link if the internet user clicks the text link. And with responding to the keyword which corresponds to the target image if it clicks the image link and is set up it can pay.

Moreover, the present invention can put the discrimination in the charging plan according to the reaction time of a user by using the history information. For example, it has the number which expensively sets the advertisement money about the target advertisement as it is the user reacting within the time to be short. Therefore, in this way, the user group which clicks the specific link within the web page by doing, is classified according to the targeting object discriminated according to the pass of the time and the online promotion is implemented.

It says to be below, and the present invention 'target link system' this. The target link system is the concept expanding the existing keyword advertisement. When by the internet user inputs the search word (keyword) in the search engine (for example, for example, neighbor, next etc) and it desires, to obtaining the colour result, the search engine showing the search result to user and showing the advertisement related to the corresponding search word at the same time as described above, the keyword advertisement withdrawal is the profit of advertisement form. At this time, advertiser pays the corresponding search word the fixed cost to the search engine and advertiser purchases the advertisement about the particular key word. This keyword purchase and system for advertisement are possible in the time when user inputs the search word and the search result is exposed to screen.

But the insistence it is not with the only bay at the moment when performing search the man inputting the predetermined search word but thereafter that the concern about the corresponding search word is high is resonable. Therefore, the target link system suggested in the present invention is the system for advertisement which is not keyword advertisement selling using the search result but executed based on the recency about the search word.

According to the preferred embodiment of below the present invention is illustrated with reference to attached drawings. In case the concrete description to the notification function which relates in illustrating below the present invention or the configuration is gist of the present invention determined because of being gratuitously cloudy, detailed description will be omitted.

Firstly, referring to figs. 4 and 5, the system for and apparatus is illustrated.

Figure 4 is a drawing showing the system for providing the target advertisement based on the recency of the keyword action according to a preferred embodiment of the present invention.

Referring to Figure 4, system according to a preferred embodiment of the present invention can be comprised of the media server (400), advertisement enterprise server (410), internet (420), target link server (430), CDR server (440) and one or more user computer terminal (450) etc.

User connects to the media server (400) through the computer terminal (450) connected with the internet (420). At this time, the media server (400) means the server providing the web page as the host system through the predetermined web server to the user terminal. For example, the predetermined website is provided on internet. It is the server providing the advertisement-information which is according to the present invention provided from the advertisement enterprise server (410). That is, provided is web pages including the internet portal site or the search engine etc. the media server (400) manages the information provider role of providing the predetermined information to the user computer terminal (450) through the home page etc.

At this time, according to the present invention, in the web page provided to the media server (400), if the specific link in which the target link function is established is clicked, the history information is comprised of the information of the keyword about the corresponding link on the target link server (430) and it transmits with the computer terminal (450) of user. Here, as described above, the specific link can be implemented in the web page in the form of text or image. That is, if link is clicked in case the specific link is text, the history information the corresponding text to keyword is generated and link is transmitted to the user computer terminal (450). And if link is clicked in case the specific link is image, the history information is produced to the keyword which becomes in image with mapping and it transmits with the computer terminal (450) of user. At this time, according to the present invention, the transmitted history information as described above is desirable to be comprised of the time information when clicking with the clicked keyword information as described above. And it can be stored in the computer terminal (450) of user as the cookie file.

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A user connects to the media server (400) as the computer terminal (450). When set target link advertisement tag as described above is met by connecting to the specific page of the website in which according to the present invention, the target link advertisement tag is included, history information (A keyword and the time information which that is, a user already chooses) pre-stored in the computer terminal (450) of a user are read out in the target link server (430). A user compares with the index of keyword of the advertiser requested from the advertisement enterprise server (410) in advance. When the keyword which the comparison result is same as those exists, the advertisement provided concerning the corresponding keyword to the advertisement enterprise server (410) is provided through the media server (400) as the web page to the computer terminal (450) of the corresponding user.

At this time, according to the present invention, the targeting method discriminated according to the pass of the time responding to the keyword of a user can be implemented. That is, in the history information stored in the user computer terminal (450), the keyword information and the time information clicked are together stored. And when the computer terminal (450) of a user is exposed to the target link advertisement tag, the difference of the time exposed to the target link advertisement tag and the time clicking the link about a keyword is produced with the time information. The discriminated advertisement which is provided according to the time difference from the advertisement enterprise server (410) is provided to the computer terminal (450) of a user, or a charging is performed according to the time difference with the CDR server (440). Accordingly, the user group clicking the specific link in site is classified according to the targeting object discriminated according to the pass of the time and the online promotion is executed.

In the meantime, according to the present invention, it includes within the media server (400) and the target link server (430) providing the targeted advertisement by the recency of the keyword action can implement. And it includes the media server (400) or the target link server (430) etc. and the advertisement enterprise server (410) or the CDR server (440) can implement.

In order to help understanding, for example, advertiser purchases keyword called 'vehicle' from the media (that is, the media server (400)), while the corresponding to keyword advertisement is transmitted to media, the target link server (430) recognizes the user clicking the specific link in which the car key word is set up, the target link advertisement corresponding to the keyword of the link which it clicks when moving of media is exposed to as to user,, the concept of the time is applied to the reaction which user clinks and such target link advertisement particularly at this time at the same time thereafter targets the car key word against the man who purchases keyword called vehicle only the user who previously clicks with 24 hour to object if it targets, the is yesterday concerned man utilizes this feature Moreover, it has the effect that the media former page is spanned in comparision with the keyword advertisement limited to the conventional search result screen and the keyword advertisement can sell.

Moreover, it receives the keyword which user clinks from media and the target link server (430) stores this in the user cookie. In order to leave the cookie publication history through log and the media performance is measured through the afterward analysis according to the extent of the recency about each keyword and the sales policy is formulated it helps.

More concretely, each functions processed at the target link server (430) for below, and above-described implementation of the present invention referring to Figure 5, decide to be illustrated.

Figure 5 is a block diagram showing the detail structure of the target link server (430) in a system according to a preferred embodiment of the present invention.

Referring to Figure 5, target link server (430) according to a preferred embodiment of the present invention can be comprised of the user reaction determining unit (510), link alternation part (520), advertisement sender (530), keyword comparison unit (540), keyword transform unit (550) and keyword database of link information (590) etc. According to the target link server (430) is embodiment of the present invention, the targeted advertisement transmit function according to the target link advertisement tag exposure is performed after the function of the history information storage according to a click and time-out. Firstly, the history information storing function is as follows: if the history information storing function according to a click is explained.

As described above, in the computer terminal (450) of a user, it connects to the predetermined website. If the specific link in which the target link function within the target web page is established is clicked, the keyword action by a click is determined in the user reaction determining unit (510) and the corresponding keyword is transmitted with the link alternation part (520).

In the link alternation part (520), whether set or not of the target link function is determined in the corresponding link and new linked data which according to the present invention, are instead of provided with linked data are provided according to a click are provided. More concretely, the keyword value clicked is compared with keywords stored in the keyword database of link information (590). When it is determined as the keyword (the keyword connected to that is, the specific link) in which the corresponding keyword is registered, according to the present invention, the history information is comprised of the keyword information and it stores in the user cookie information database (580). At this time, in case of being the keyword in which the corresponding keyword of the clicked link is registered the keyword information is transmitted with the keyword transform unit (550). History data are comprised of the time information in which the information and keyword of a keyword are clicked on the keyword transform unit (550) and it transmits with the user cookie information database (580). It is preferable that transmitted history data as described above stores in the user cookie information database (580) to each website unit-by-unit visited in the form of the cookie file. As described above, it is included in each corresponding user computer terminal (450) or it includes in the external device etc. and the user cookie information database (580) can implement.

For example, advertiser purchased the keyword link called 'vehicle'. The link A hanging on 'vehicle' menu of in site the registration (that is, the storage in the keyword database of link information (590)) and is given with the keyword 'vehicle' to system to the corresponding menu. Replaces this. Therefore, the corresponding website sets up the link B provided to system on 'vehicle' menu. After moving to the link B at this time, if user clicks 'vehicle' link, user is connected to the link A which is the destination location. Here, the specific address of this system becomes the link B. And as described above, by the registered keyword being comprised of history data through the address and transmitting the corresponding keyword and time information are stored in the user cookie (that is, the user cookie information database (580)).

In the meantime, the form inputting a keyword to a cookie can use the method for converting the corresponding keyword character into

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the number value through the hash algorithm and storing. That is, for example, 0 and mapped to be a keyword inherent in each keyword 2^{32}It can change to the number value of interval. In this way, the storage capacity of keyword and size of transmitted-data are reduced by doing. At this time, if the number value is changed again to the hexadecimal value, the keyword value expresses in the hexadecimal number of four-digit. Moreover, in the present invention, the targeting stores in order to provide the targeting according to the time. Therefore, it converts into the time information into the second unit and the targeting expresses in the hexadecimal value of four-digit. In this way, in order to store one keyword by doing,, history data of the hexadecimal number eight-digit is generated. And each sexadecimal digit is expressed in text and history data stores according to each website in the comprised corresponding cookie file. Therefore, as shown in Figure 6, history data of 8 byte is stored in cookie whenever the corresponding keyword is once clicked. That is, referring to Figure 6, it is transmitted to the user cookie information (580) and it can know that the history data (600) stored in the cookie file can be comprised of the keyword information (610) of 4byte and time information (620) of 4byte. In this way, when all keywords are expressed in 8 byte and it stores, the maintenance of the index of keyword is facilitated at user. And it prevents from keyword data being mixed.

In the meantime, by using the cookie file stored in the computer terminal of user in the conventional internet web site visit, it can comprise with the cookie file. It can comprise by producing other separate file.

In the target link server (430) with the or more, the history archiving facility according to the link click was explained. Next, the targeted advertisement transmit function according to the target link advertisement tag exposure is explained.

A user connects to the media server (400) (that is, a website) through the computer terminal (450) connected with the internet (420) and a user is provided the predetermined web page. At this time, when a user is the target link advertisement tag in the specific page of a site is compared with the index of keyword of the advertiser according to the index of keyword which if meets, it follows to describe in detail and is pre-stored in the user cookie information database (580). And target link advertisement tag, when the same keyword exists, the targeted advertisement about the corresponding keyword is provided to the computer terminal (450) of a user.

More concretely, if the computer terminal (450) of user meets the target link advertisement tag among the web surfing, this is sensed from the user reaction determining unit (510) and the corresponding tag information is transmitted with the keyword comparison unit (540).

In the keyword comparison unit (540), the history information of the cookie file stored in the user cookie information database (580) is read out and a keyword and corresponding time of the link which a user clinks are stored in the form of an arrangement. At this time, as described above, when one history information is stored as 8 byte, it cuts with 8 byte and it stores. In the meantime, generally, a cookie is with the hypertext transfer protocol (Hypertext Transfer Protocol: HTTP) protocol from a user to a server the automatic transfer. Therefore, the cookie information read out procedure at the keyword comparison unit (540) can be automatically performed by the general HTTP protocol.

Next, in the keyword comparison unit (540), it successively compares with the index of keyword of the advertiser which is requested with the keyword in which user already clinks and which is stored according to the stuck out history information as described above and inserts the target link advertisement tag. When the identical with comparison result keyword exists, the advertisement about the corresponding keyword is transmitted.

That is, when the identical with the comparison result of the keyword comparison unit (540) keyword exists, the advertisement-information provided is read out from the advertising enterprise (that is, an advertiser) stored in the database of advertising information (560) in the advertisement sender (530) and it transmits with the corresponding computer terminal (450).

At this time, the result according to the advertisement providing is stored in the user log file information database (570). The information about the information about the time difference of the click time about the corresponding keyword stored in a cookie as the information and advertisement providing and target advertisement can be stored as a result of being stored in the user log file information database (570). Therefore, advertisement providing result information as described above uses only in the charging about the afterward each advertising enterprise stored in the user log file information database (570). That is, according to the present invention, in order to implement the discriminated targeting according to the pass of the time, the discriminated charging is given to the advertising enterprise according to the time difference of the click time about a keyword and advertisement providing. For example, it is possible that it implements in order to pay the advertisement money which is more than the recording in which the time difference of the click time about a keyword and advertisement providing are short.

Referring to figs. 7 and 8, referring to figs. 7 and 8, and advertisement offering process are afterward illustrated.

Figure 7 is flowchart showing the cookie information stored procedure according to the keyword action according to a preferred embodiment of the present invention.

Referring to Figure 7, firstly, while user website the visit (S701) and doing the web surfing, user does ***. Here, as described above, text or the image information can become link.

At this time, in case the specific link (that is, the keyword link) that according to the present invention, is provided to the link clicked as described above is set up, the link (that is, the link B) is as described above in the world in (S703) the offer (S704). The keyword clicked is comprised of history data according to link and history data transmitted to the user computer terminal with the electrical transmission (S705) are stored as the cookie information of the user computer terminal with above statement. Next, it becomes the original link connected to link with the offer (S706).

In case the specific link (that is, the keyword link) that according to the present invention, is provided to the other side, and the link clicked as described above is not set up, it originally links in (S703) like convention with the offer (S706).

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In the meantime, in the side of a user, it is possible to confirm that the cookie information is stored according to a link in the world but at the same time, since the offer of a link is originally made with above statement, it does not have to be inconvenient of the user side according to the keyword storage.

Figure 8 is flowchart showing the procedure of providing the targeted advertisement according to the target link exposure according to a preferred embodiment of the present invention.

Referring to Figure 8, when it becomes in the web page of the corresponding site with the exposure (S801) while user does the web surfing, it does with the determination (S802) whether the target link advertisement tag which advertiser sets up is included in the target web page.

When the decision result, and the target link advertisement tag exist, the history information stored in the user cookie file stored according to the procedure of fig. 7 is done with the read out (S803). Next, when the index of keyword and comparison (S804) one Hoo of advertiser, and the same keyword do with the presence (S805), the advertisement about the corresponding keyword is told about. At this time, as described above, in the history information stored in the cookie file, since the time information clicking the corresponding keyword is stored, it distinguishes according to difference with the time exposed to the target link advertisement tag and it charges to advertiser.

Below, and the example in which referring to figs. 9 through 12, the present invention is implemented in the web page in fact are illustrated.

Figure 9 is a display drawing showing the method in which a client according to a preferred embodiment of the present invention clicks the *** keyword in the web page.

Referring to Figure 9, after the internet user visits site, the *** keyword (in other words, title) is clicked. For example, the link information which corresponds to by clicking the keyword in which concern has user among many links which provide to website to mouse, is provided. At this time, as described above, it can textize from link. It can be imaged. For example, as shown in Figure 9, is provided in which user including 'musical instrument', 'vitamin' etc. clicks the *** keyword and which is linked.

In the meantime, when it is the link clicked as described above is set up specific link, with providing the corresponding link, the keyword information mapped in a link is transmitted with the cookie file of a user and a user stores.

Figure 10 is a drawing showing the construction of the reaction database in the keyword click of the client visiting in a site according to a preferred embodiment of the present invention. Referring to Figure 10, as shown in Figure 9, in a website, when a keyword including 'the musical instrument', in which the specific link is set up 'A notebook' 'A vitamin' etc. is clicked, the information of the corresponding keyword is stored in a database according to the reaction (for example, the click of the corresponding link) toward the keyword of the client visiting in a site as the history information.

Figure 11 is a drawing the target advertisement exposure according to the target link tag re-expose is shown according to the embodiment of the present invention.

Referring to Figure 11, in the specific web site, the recall message utilizing the preexistence keyword database for set target link tag based on the database comprised according to the keyword action illustrated in fig. 10 in a re-expose is exposed by the advertisement type. At this time, the exposed website can be implemented in different medias approving the target link advertisement exposure.

For example, when advertiser called 'interpark' is 'notebook' in the predetermined website, 'musical instrument', and 'vitamin' are compared with the target link advertisement keyword which when set up the target link advertisement as keyword, the man visiting in the corresponding site is previously the user clicking the specific link about 'notebook' or 'musical instrument' or 'vitamin' and reacts, and if it is the case, is the pre-stored history information set up according to the reaction in website, the target advertisement is provided.

That is, provided is the advertisement like 'interpark [notebook] 5% discount ticket' user is exposed to the target link advertisement tag for to providing advertisement concerning [notebook] keyword among the web surfing the keyword about [notebook] is clicked and the corresponding keyword information is stored in its own cookie. Moreover, provided is the advertisement like 'the Interpark [the musical instrument] thank-you event' user is exposed to the target link advertisement tag for to providing advertisement concerning [the musical instrument] keyword among the web surfing the keyword about [the musical instrument] is clicked and the corresponding keyword information is stored in its own cookie. Similarly, provided is the advertisement like 'the Interpark [vitamin] regular discount' user is exposed to the target link advertisement tag for to providing advertisement concerning [vitamin] keyword among the web surfing the keyword about [vitamin] is clicked and the corresponding keyword information is stored in its own cookie.

Figure 12 is a drawing showing the application of the charging plan which is discriminative based on the recency of a database according to a preferred embodiment of the present invention.

Referring to Figure 12, the present invention is to provide a charging based on the recency of the keyword action. And that is, as shown in Figure 11, when an advertiser called 'interpark' is 'notebook' in the predetermined website, 'musical instrument', and 'vitamin' are compared with the target link advertisement keyword which when set up the target link advertisement as a keyword, the man visiting in the corresponding site is previously the user clicking the specific link about 'notebook' or 'musical instrument' or 'vitamin' and reacts, and if it is the case, is the pre-stored history information set up according to the reaction in a website, the target advertisement is provided.

At this time, when the user responding to keyword called 'notebook' this is exposed to the web page in which the target link

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advertisement tag about the day appointed corresponding keyword (that is, notebook) is set up, it charges to advertiser of 500 won. And when the user responding to keyword called 'musical instrument' is exposed to the web page in which the target link advertisement tag about the corresponding keyword (that is, the musical instrument) is set up after 1 week, it charges to advertiser of 400 won. And when being exposed to the web page in which the target link advertisement tag about the corresponding keyword (that is, vitamin) is set up after 2 week, the user responding to keyword called 'vitamin' this implements the discriminated charging policy charged of 300 won to advertiser.

This kind of charging plan based on the recency toward the reaction of user. As it is recent, the advertizing effect of the time showing the concern about the corresponding keyword is more more therefore more resonable with size to distinguish with the present invention according to the advertizing effect although advertiser provide the same advertisement to user and charge.

In the meantime, in embodiment of the present invention, it illustrated about a preferred embodiment. But concrete it is *** that many transformation is possible in the limit which it does not deviate from scope of the present invention. Therefore, while being limited to the explained embodiment and not being determined, the scope of the present invention determines with the range of not only the range of the patent claim which will be described later but also this patent claim and the equal things.

■ Effects of the Invention

According to the present invention, the concept of the time is applied to a keyword and the advertisement about the corresponding keyword is targeted only the user previously concerned with specific duration to an object. Moreover, target against the man who purchases the corresponding keyword if the is yesterday concerned man utilizes this feature

Moreover, it has the effect that it is not the keyword advertisement limited to the result screen according to the keyword retrieval and the media former page is spanned and the keyword advertisement can sell.

Additionally, the target link server has the advantage that when set specific link is clicked, the keyword about link is passed and it receives and this is stored in the user cookie. The cookie publication history is left through log and the media performance is measured through the afterward analysis according to the extent of the recency about each keyword and the sales policy is formulated.

Scope of Claims

■ Claim 1:

The system for providing the target advertisement that is based on the recency of the keyword action, said system for providing the target advertisement is comprised of the media server which provides the advertisement-information which the advertising enterprise provides through the web page it provides the web page to the user computer terminal connecting to oneself and the target link server which when a user clicks the specific link in which the target link function is established in the web page, a user comprises the history information with the information of the keyword about the corresponding link, and when it reads out the history information which is pre-stored in case of being exposed to set target link advertisement tag by connecting to the specific page of the website in which the target link advertisement tag is included, and the same keyword exists, provides the advertisement about the corresponding keyword to the computer terminal of a user.

■ Claim 2:

The system for providing the target advertisement based on the recency of the keyword action of claim 1, wherein it is one or greater selected between text, and the stopping picture image and moving picture image.

■ Claim 3:

The system for providing the target advertisement based on the recency of the keyword action of claim 1, wherein the history information is further comprised of the time information clicking the specific link.

■ Claim 4:

The system for providing the target advertisement based on the recency of the keyword action of claim 1, wherein the history information is transmitted to the computer terminal of user and the computer terminal is stored as the cookie file.

■ Claim 5:

The system for providing the target advertisement based on the recency of the keyword action of claim 1, wherein the keyword information comprising the history information is transformed to the it each keyword and one-to-one is mapped digitally and it comprises.

■ Claim 6:

The target link server apparatus for providing the targeted advertisement that is based on the recency of the keyword action, said target link server apparatus for providing the targeted advertisement is comprised of the user reaction determining unit: advertisement sender receiving the keyword value which clicks from the user reaction determining unit, and when the identical with the comparison result of the link alternation part: link alternation part compares the keyword value clicked as described above with set keyword link information keyword exists, when the keyword transform unit: user comprising the history information with the keyword information is

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exposed to the target link advertisement tag among the web surfing, receives the corresponding tag information according to exposure from the user reaction determining unit, and transmits the advertisement about the corresponding keyword in case the comparison result of the keyword comparison unit and the keyword comparison unit: which compares with the history information of the pre-stored user, and the same keyword exist. Determines the keyword action by click the computer terminal clicks the specific link in which the target link function within the target web page is established it connects to the predetermined website in the computer terminal of user.

■ Claim 7:

The target advertising providing apparatus based on the recency of the keyword action of claim 6, wherein the specific link is one or greater selected between text, and the stopping picture image and moving picture image.

■ Claim 8:

The target advertising providing apparatus based on the recency of the keyword action of claim 6, wherein the history information is further comprised of the time information clicking the specific link.

■ Claim 9:

The target advertising providing apparatus based on the recency of the keyword action of claim 6, wherein the history information is transmitted to the computer terminal of a user and the computer terminal is stored as the cookie file.

■ Claim 10:

The target advertising providing apparatus based on the recency of the keyword action of claim 6, wherein the keyword information comprising the history information is transformed to the it each keyword and one-to-one is mapped digitally and it comprises.

■ Claim 11:

The method for providing the targeted advertisement that is based on the recency of the keyword action, said method for providing the targeted advertisement is comprised of the step clicking the *** link, the step comprising the keyword, the step that when the target link advertisement tag which an advertiser sets up is included in the web page, and the step that the keyword included in the stuck out history information as described above provides the thing right included in the index of keyword of an advertiser, and the advertisement about the corresponding keyword a user visits the web site and the web surfing is done. The step comprising the keyword clicks in case the particular key word link is set up in the link clicked as described above with history data. As to the step that when the target link advertisement tag which an advertiser sets up is included in the web page, a user connects, reads out the stored history information as described above.

■ Claim 12:

The target advertising providing method based on the recency of the keyword action of claim 11, wherein the specific link is one or greater selected between a text, and the stopping picture image and moving picture image.

■ Claim 13:

The target advertising providing method based on the recency of the keyword action of claim 11, wherein the history information is further comprised of the time information clicking the specific link.

■ Claim 14:

The target advertising providing method based on the recency of the keyword action of claim 11, wherein the history information is transmitted to the computer terminal of user and the computer terminal is stored as the cookie file.

■ Claim 15:

The target advertising providing method based on the recency of the keyword action of claim 11, wherein the keyword information comprising the history information is transformed to the it each keyword and one-to-one is mapped digitally and it comprises.

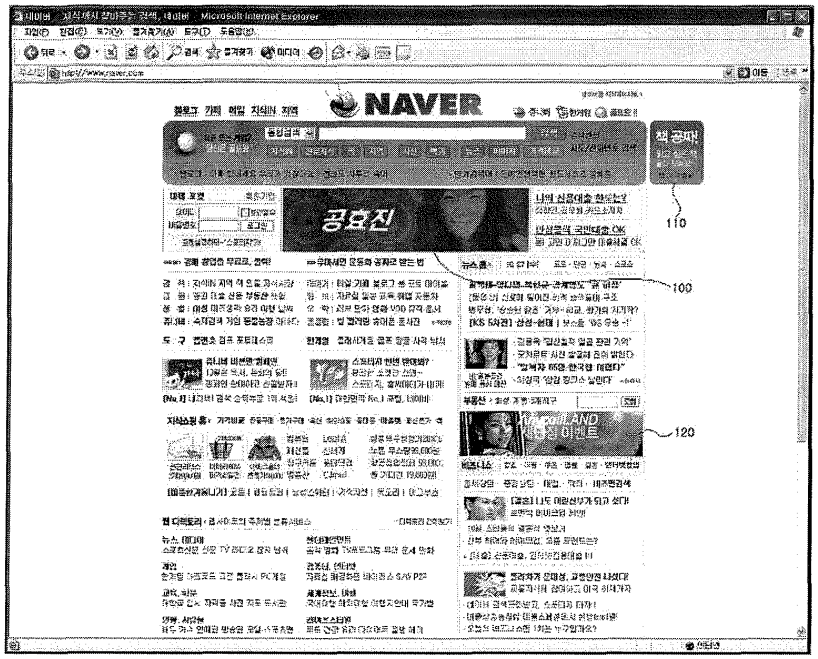
■ Claim 16:

The computerlegiable medium in which the program performing the method according to selected one term is carried among the claims 11 through 15.

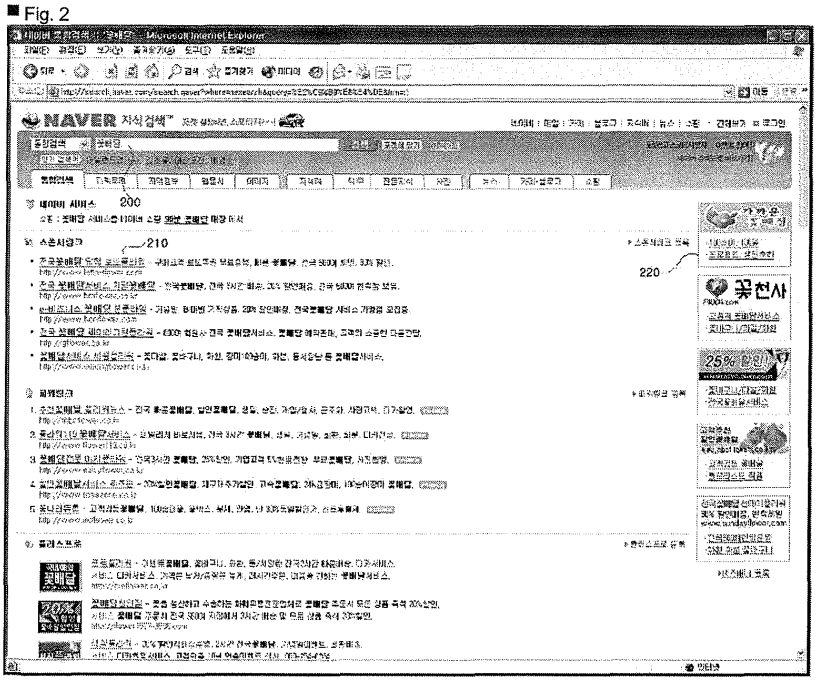
Drawing

■ Fig. 1

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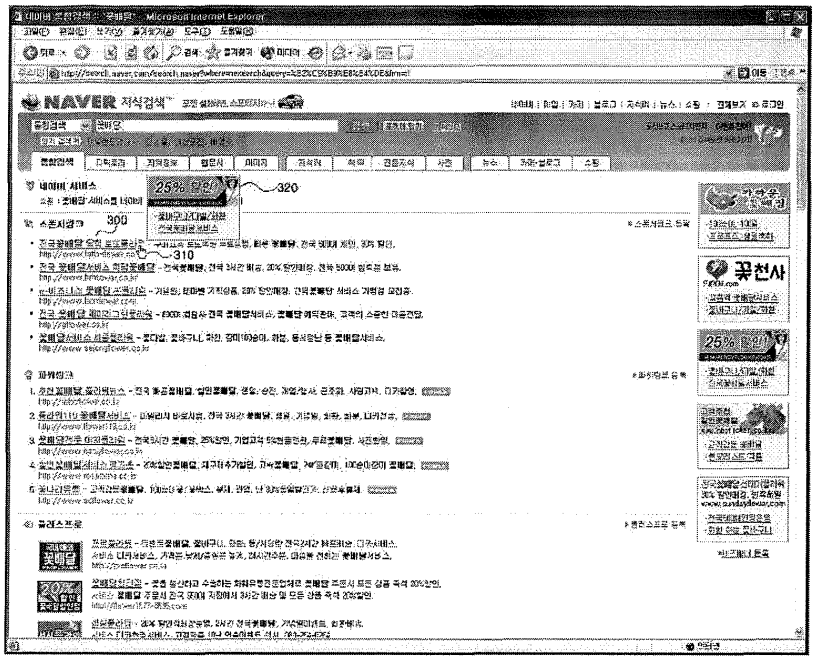


■ Fig. 2

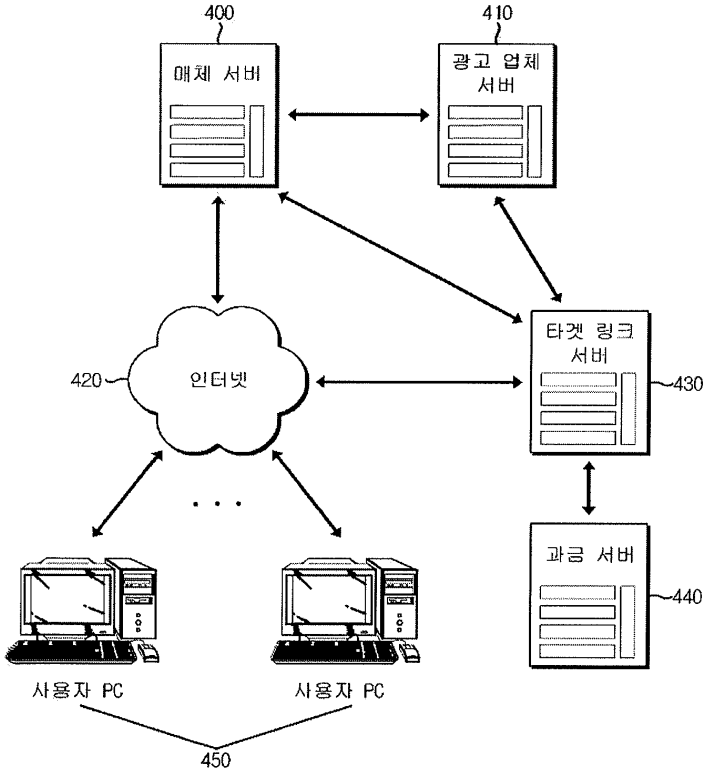


■ Fig. 3

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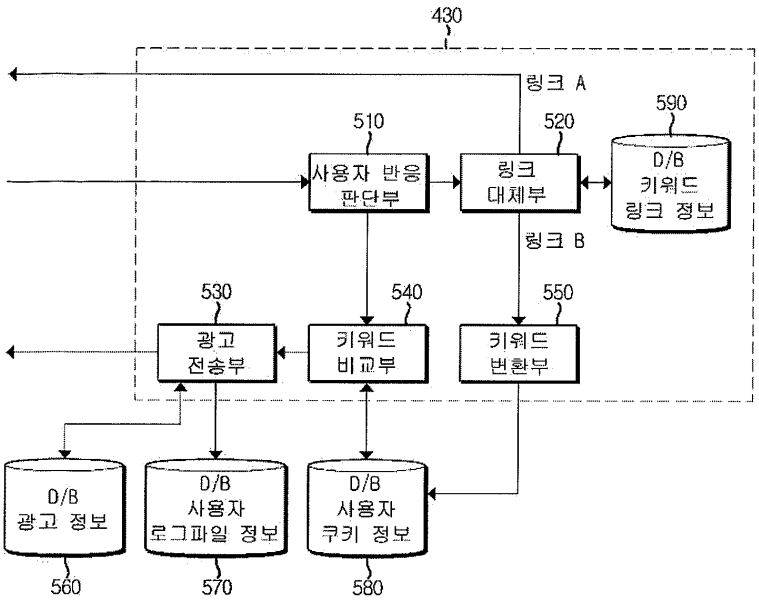


■ Fig. 4

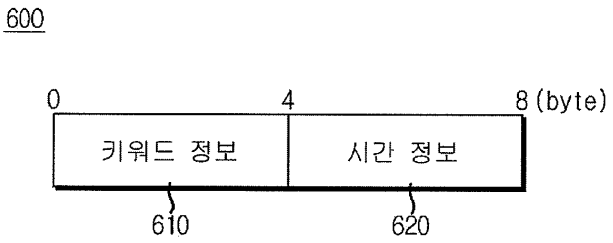


■ Fig. 5

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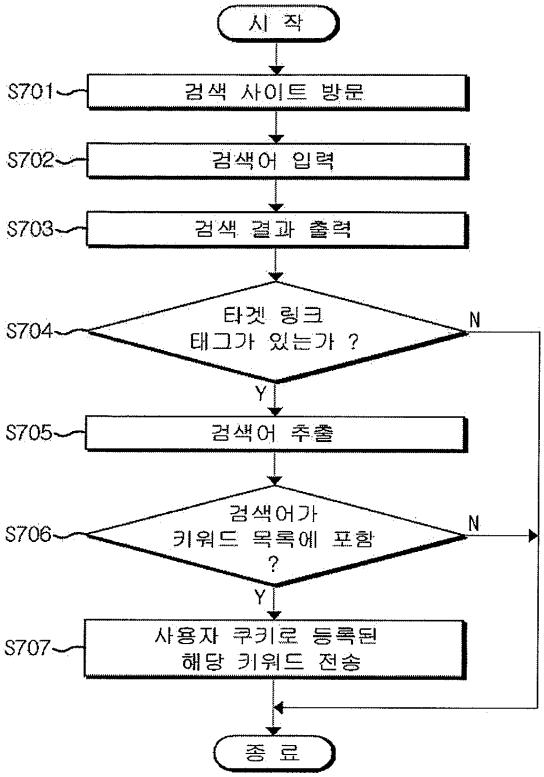


■ Fig. 6

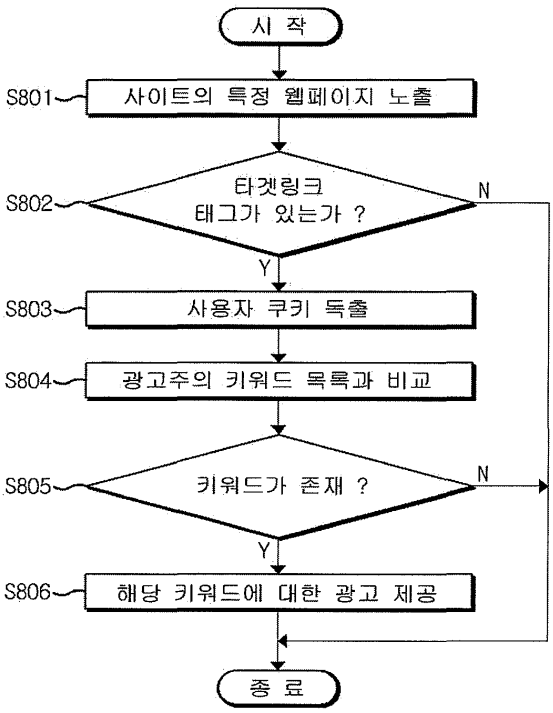


■ Fig. 7

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시 작
S701
검색 사이트 방문
S702
검색어 입력
S703
검색 결과 출력
S704
타겟 링크
태그가 있는가 ?
N
Y
S705
검색어 추출
S706
검색어가
키워드 목록에 포함
?
N
Y
S707
사용자 쿠키로 등록된
해당 키워드 전송
종 료

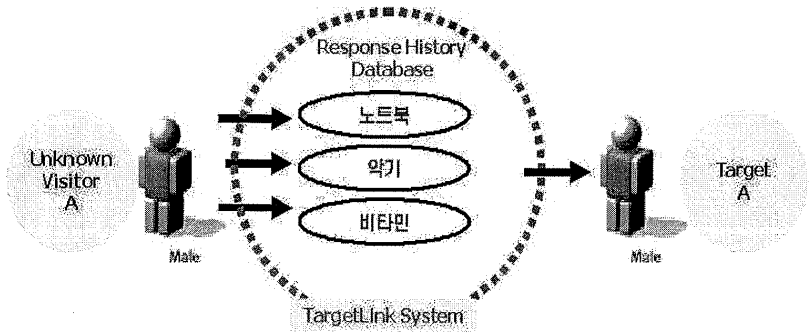
■ Fig. 8


시 작
S801
사이트의 특정 웹페이지 노출
S802
타겟링크
태그가 있는가 ?
N
Y
S803
사용자 쿠키 독출
S804
광고주의 키워드 목록과 비교
S805
키워드가 존재 ?
N
Y
S806
해당 키워드에 대한 광고 제공
종 료

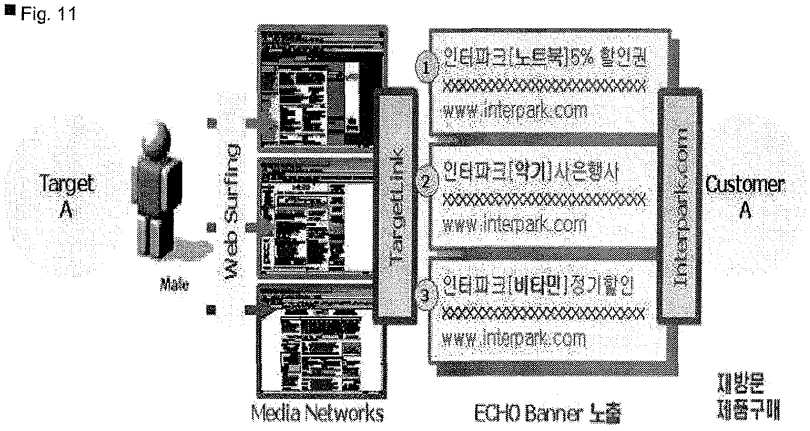
■ Fig. 9


Client's Web Pages (www.interpark.com)
Unknown
Visitor
A
Male

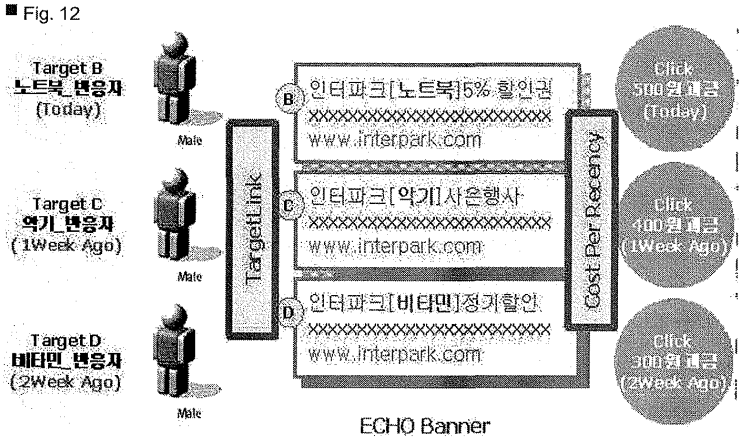
■ Fig. 10



■ Fig. 11



■ Fig. 12



Legal Status

Date	Type of Document	Status
20041103	Patent Application	Received
20050829	Amendment of Bibliography	Received
20060426	Notice of Submission of Opinion	Delivery Completed
20060626	Written Opinion	Received
20060626	Amendment including Specification etc.	Received
20061226	Notice of Final Rejection	Delivery Completed

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Electronic Acknowledgement Receipt

EFS ID:	7725458
Application Number:	11765433
International Application Number:	
Confirmation Number:	7471
Title of Invention:	PROVIDING COLLECTED PROFILES TO MEDIA PROPERTIES HAVING SPECIFIED INTERESTS
First Named Inventor/Applicant Name:	Roy Shkedi
Customer Number:	26362
Filer:	Louis J. Hoffman/Donald Hertz
Filer Authorized By:	Louis J. Hoffman
Attorney Docket Number:	14-PP
Receipt Date:	01-JUN-2010
Filing Date:	19-JUN-2007
Time Stamp:	23:40:32
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	Petition to make special under Patent Prosecution Hwy	10-06-01-AlmondNet-PP-Req_PPH_KIPO.pdf	801391 fb6dc9d67fd91d9839dd4864b3c674669eb91ad9	no	18
Warnings:					
Information:					

2	Information Disclosure Statement (IDS) Filed (SB/08)	10-06-01-AlmondNet-PP-SuppIDS.pdf	72333 9f1e9498d6db896b43a2c423d20c346373dc9c65	no	1
Warnings:					
Information:					
This is not an USPTO supplied IDS fillable form					
3	Foreign Reference	KR10-2004-0026167.pdf	799393 4ec098c55ce9101119726d741f232d893cf948ab	no	15
Warnings:					
Information:					
4	Foreign Reference	KR10-2004-0026167-eng_trans.pdf	1022721 0705ca4276c611ec153238b6e96d417aab57ce12	no	13
Warnings:					
Information:					
5	Foreign Reference	KR10-2004-0099222.pdf	1133636 a6fc36bd1778c81a1774f243d4493644998b71a4	no	18
Warnings:					
Information:					
6	Foreign Reference	KR10-2004-0099222-eng_trans.pdf	2157865 080a7146734c3034e9fa526a0c15906bf4adacf6	no	17
Warnings:					
Information:					
		Total Files Size (in bytes):	5987339		

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.

<u>New Applications Under 35 U.S.C. 111</u>
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.

<u>National Stage of an International Application under 35 U.S.C. 371</u>
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.

<u>New International Application Filed with the USPTO as a Receiving Office</u>
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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LOUIS J. HOFFMAN, P.C.
11811 North Tatum Boulevard, Suite 2100
Phoenix AZ 85028

In re application of: Shkedi, Roy	:	**DECISION ON REQUEST TO**
Application No.: 11/765,433	:	**PARTICIPATE IN PATENT**
Filed: June 19, 2007	:	**PROSECUTION HIGHWAY**
For: PROVIDING COLLECTED PROFILES TO MEDIA PROPERTIES HAVING SPECIFIED INTERESTS	:	**PROGRAM AND PETITION TO MAKE SPECIAL UNDER 37 C.F.R. 1.102(d)**

This is a decision on the request filed June 1, 2010 to participate in the Patent Prosecution Highway Program (PPH). Based on the relationship between the instant application and its corresponding PCT application, this request will be treated as a request to participate in the pilot Patent Prosecution Highway (PPH) program between the USPTO and the KIPO based on PCT treaty work products and the petition under 37 C.F.R. § 1.102(d) to make the above-identified application special.

The request and petition are **GRANTED**.

A grantable request to participate in this PPH pilot program and petition to make special require (see 1355 OG 319):

> (1) The relationship between the corresponding U.S. application for which participation in the PCT-PPH pilot program is requested and the PCT application satisfies one of the following requirements:
>
> (a) The U.S. application is a national stage entry of the corresponding PCT application.
>
> (b) The U.S. application is a national application which forms the basis for the priority claim in the corresponding PCT application.
>
> (c) The U.S. application is a national stage entry of another PCT application (which can be filed in any competent receiving office) which claims priority to the corresponding PCT application.
>
> (d) The U.S. application is a national application claiming foreign/domestic priority to the corresponding PCT application.

(e) The U.S. application is a continuing application (continuation, divisional, or continuation-in-part) of the U.S. application which satisfies one of the above (a) through (d) scenarios.

2) The latest work product in the international phase of the PCT application corresponding to the U.S. application, namely, the WO/ISA, or the WO/IPEA, or the IPER, indicates at least one claim in the PCT application has novelty, inventive step and industrial applicability. In case any observation is described in Box VIII of the WO/ISA, WO/IPEA, or IPER which forms the basis for the PCT-PPH request, applicant must identify and explain why the claim(s) is/are not subject to any observation described in Box VIII irrespective of whether an amendment is submitted to correct the observation described in Box VIII. The U.S. application will not be eligible to participate in the PCT-PPH pilot program if applicant does not identify and explain why the claim(s) is/are not subject to the observation described in Box VIII.

(3) Claim Correspondence:

(a) All of the claims in each U.S. application for which a request for participation in the PCT-PPH pilot program is made must sufficiently correspond to or be amended to sufficiently correspond to one or more of those claims indicated as having novelty, inventive step and industrial applicability and be free of any observation described in Box VIII in the latest work product of the corresponding PCT application.

(b) Claims are considered to "sufficiently correspond" where, accounting for differences due to translations and claim format requirements, the claims in the U.S. application are of the same or similar scope as the claims indicated as having novelty, inventive step and industrial applicability and free of any observation described in Box VIII in the latest work product of the corresponding PCT application, or the claims in the U.S. application are narrower in scope than the claims indicated as having novelty, inventive step and industrial applicability and free of any observation described in Box VIII in the latest work product of the corresponding PCT application.

(c) In this regard, a claim that is narrower in scope occurs when a claim indicated as having novelty, inventive step and industrial applicability and free of any observation described in Box VIII in the latest work product of the corresponding PCT application is amended to be further limited by an additional feature that is supported in the written description of the U.S. application. The claim(s) with the narrower scope must be written in dependent form in the U.S. application for which participation in the PCT-PPH pilot program is requested.

(4) Substantive examination of the U.S. application for which participation in the PCT-PPH pilot program is requested has not begun.

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(5) Applicant must file a request for participation in the PCT-PPH pilot program and a request that the U.S. application be advanced out of turn for examination by order of the Director to expedite the business of the Office under 37 CFR 1.102(a).

(6) Unless already filed in the U.S. application for which participation in the PCT-PPH pilot program is requested, applicant must submit a copy of the latest international work product, WO/ISA, or WO/IPEA or IPER, which indicated that the claim(s) has/have novelty, inventive step and industrial applicability along with an English translation thereof if the copy of the latest international work product is not in the English language. A statement that the English translation is accurate is not required. Where the required documents have been previously filed in the U.S. application, applicant may simply refer to these documents and indicate in the request for participation in the PCT-PPH pilot program when these documents were previously filed in the U.S. application. Where the U.S. application and the corresponding PCT application satisfy the relationship noted in (1)(a) above, applicant need not submit a copy of the latest international work product along with an English translation thereof since a copy of these documents is already contained in the file wrapper of the U.S. application.

(7) Unless already filed in the U.S. application for which participation in the PCT-PPH pilot program is requested, applicant must submit a copy of the claims from the corresponding PCT application which were indicated as having novelty, inventive step and industrial applicability in the latest work product of the PCT application along with an English translation thereof and a statement that the English translation is accurate if the claims are not in the English language. Where the required documents have been previously filed in the U.S. application, applicant may simply refer to these documents and indicate in the request for participation in the PCT-PPH pilot program when these documents were previously filed in the U.S. application. If the claims in the U.S. application for which participation in the PCT-PPH pilot program is requested are identical to the claims from the corresponding PCT application, and are in the English language, applicant may just indicate such in the PCT-PPH request and it will not be necessary for applicant to submit a copy of the claims from the corresponding PCT application.

(8) Applicant is required to submit a claims correspondence table in English. The claims correspondence table must indicate how all the claims in the U.S. application sufficiently correspond to the claims indicated as having novelty, inventive step and industrial applicability in the latest international work product.

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(9) Applicant must submit an information disclosure statement (IDS) listing the documents cited in the international work products (ISR, WO/ISA, WO/IPEA, IPER) of the PCT application corresponding to the U.S. application for which participation in the PCT-PPH pilot program is requested (unless such an IDS has already been filed in the U.S. application, in which case applicant may simply refer to the previously filed IDS and indicate in the request for participation in the PCT-PPH pilot program when the IDS was previously filed in the U.S. application). Applicant must submit copies of all the documents cited in the international work products of the PCT application corresponding to the U.S. application (unless the copies have already been filed in the U.S. application, in which case applicant may simply refer to the previously filed copies of the documents and indicate in the request for participation in the PCT-PPH pilot program when the copies were previously filed in the U.S. application) except U.S. patents or U.S. patent application publications.

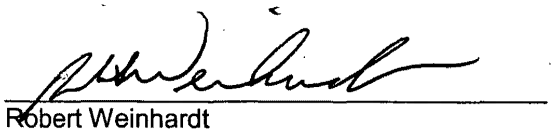
(10) The request for participation in the PCT-PPH pilot program and all the supporting documents must be submitted to the USPTO via EFS-Web and indexed with the following document description: "Petition to make special under PCT-Patent Pros Hwy."

In light of the petition and supporting submissions filed June 1, 2010 and the IDS of February 22, 2008, the request to participate in the PPH program complies with the above requirements and the above identified application has been accorded "special" status.

The application is being forwarded to the examiner for action on the merits commensurate with this decision.

Any inquiry regarding this decision should be directed to Robert Weinhardt, Business Practice Specialist, at (571) 272-6633.

All other queries concerning the examination or status of the application should be directed to the Patent Application Information Retrieval (PAIR) system or the examiner of record in the application.



Robert Weinhardt
Business Practice Specialist
Technology Center 3600

RW/8/3/10

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
11/765,433	06/19/2007	Roy Shkedi	14-PP	7471

26362 7590 10/26/2010

LOUIS J. HOFFMAN, P.C.
11811 North Tatum Boulevard, Suite 2100
Phoenix, AZ 85028

EXAMINER	
CHAMPAGNE, DONALD	
ART UNIT	PAPER NUMBER
3688	

NOTIFICATION DATE	DELIVERY MODE
10/26/2010	ELECTRONIC

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

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

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

Louis@valuablepatents.com
donald@valuablepatents.com
shaelyn@valuablepatents.com

PTOL-90A (Rev. 04/07)

Office Action Summary	Application No.	Applicant(s)	
	11/765,433	SHKEDI, ROY	
	Examiner	Art Unit	
	Donald L. Champagne	3688	

-- 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 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, 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 *01 June 2010*.

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

3)☐ 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

4)☒ Claim(s) *1-33* is/are pending in the application.

4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) *1-33* is/are rejected.

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

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

Application Papers

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

10)☒ The drawing(s) filed on *19 June 2007* 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).

11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

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).

a)☐ All b)☐ Some * c)☐ None of:

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) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3) ☒ Information Disclosure Statement(s) (PTO/SB/08) Paper No(s)/Mail Date *four IDS's*.
4) ☐ Interview Summary (PTO-413) Paper No(s)/Mail Date. _____ .
5) ☐ Notice of Informal Patent Application
6) ☒ Other: *Bib sheet*.

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DETAILED ACTION

Interpretation of Claim Language

1. Note on interpretation of claim terms - Unless a term is given an "explicit" and "clear" definition in the specification (MPEP § 2106.II.C), the examiner is obligated to give claims their broadest reasonable interpretation, in light of the specification as it would be interpreted by one of ordinary skilled in the art (MPEP § 2111). This means that the words of a claim must be given their "plain meaning" unless the plain meaning is inconsistent with the specification (MPEP § 2111.01.I and 2111.01.III). An explicit and clear definition must establish the metes and bounds of the terms. A clear definition must unambiguously establish what is and what is not included. A clear definition is indicated by a section labeled definitions, or by the use of phrases such as "by xxx we mean"; "xxx is defined as"; or "xxx includes … but does not include …" An example does not constitute a "clear definition" beyond the scope of the example. An applicant may define specific terms used to describe the invention, but must do so "with reasonable clarity, deliberateness, and precision" and, if done, must "'set out his uncommon definition in some manner within the patent disclosure' so as to give one of ordinary skill in the art notice of the change" in meaning (MPEP § 2111.01.IV and 2173.05(a)).

2. **Media property** is not given an "explicit" and "clear" definition in the specification. Indeed, **media property** is used with two, very different meanings in the claims (para. 8 below). **Media property** is interpreted to be (media) content. Several examples of **media property** as content are given at para. [0014] in the published application (US 2007/0294401 A1).

3. **Profile information** or **a visitor's profile** is any information characterizing a visitor/user. See para. [0009] and [0010] of the published application.

4. **Profile supplier** is not given an "explicit" and "clear" definition in the specification. **Profile supplier** is interpreted as any entity that gathers and uses or transmits **profile information**.

Claim Rejections - 35 USC § 101

5. 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.

6. Claims 1-21 and 24-33 are rejected under 35 U.S.C. 101 because, considered as a whole, the claims are abstractions. (Bilski et al. v. Kappos, 561 U. S. ____ (2010)) The following analysis is based on the guidance published in the *Federal Register* on 27 July 2010. That is available with supplementary information at:

   http://www.uspto.gov/patents/law/exam/bilski_guidance_27jul2010.pdf.

   See especially pp. 3-4 of 11, the "101 Method Eligibility Quick Reference Sheet". The following Factors are taken from that sheet.

   Factors weighing in favor of patentability of the claims:

   - Recitation of a machine or transformation (either express or inherent).

   Factors weighing against patentability of the claims:

   - Insufficient recitation of a machine or transformation.
     - Involvement of machine, or transformation, with the steps is merely nominally, insignificantly, or tangentially related to the performance of the steps, e.g., data gathering, or merely recites a field in which the method is intended to be applied.
     - Machine is generically recited such that it covers any machine capable of performing the claimed step(s).
     - Machine is merely an object on which the method operates.
   - The claim is not directed to an application of a law of nature.
   - The claim is a mere statement of a general concept (see notes below for examples).
     - Use of the concept, as expressed in the method, would effectively grant a monopoly over the concept.
     - Both known and unknown uses of the concept are covered, and can be performed through any existing or future-devised machinery, or even without any apparatus.
     - The claim only states a problem to be solved.

- The general concept is disembodied.
- The mechanism(s) by which the steps are implemented is subjective or imperceptible.

NOTES:

Examples of general concepts include, but are not limited, to:

- Basic economic practices or theories (e.g., hedging, insurance, financial transactions, marketing);
- Basic legal theories (e.g., contracts, dispute resolution, rules of law);
- Mathematical concepts (e.g., algorithms, spatial relationships, geometry);
- Mental activity (e.g., forming a judgment, observation, evaluation, or opinion);
- Interpersonal interactions or relationships (e.g., conversing, dating);
- Teaching concepts (e.g., memorization, repetition);
- Human behavior (e.g., exercising, wearing clothing, following rules or instructions);
- Instructing "how business should be conducted."

7. Claims 22 and 23 are rejected under 35 U.S.C. 101 for the reasons given in para. 4 above. The claims are to a "computer server", but the limitation is only in the preamble. The recitation "a computer server" has not been given patentable weight. A preamble is generally not accorded any patentable weight where it merely recites the purpose of a process or the intended use of a structure, and where the body of the claim does not depend on the preamble for completeness but, instead, the process steps or structural limitations are able to stand alone. See *In re Hirao*, 535 F.2d 67, 190 USPQ 15 (CCPA 1976) and *Kropa v. Robie*, 187 F.2d 150, 152, 88 USPQ 478, 481 (CCPA 1951).
8. In addition, a "computer server" can be software or hardware, and the examiner could not find a hardware (a machine or apparatus having structure) computer server disclosed in the application. Applicant can overcome this rejection by properly limiting the body of the claim to have structure and identifying where said structure is disclosed in the application.

Claim Rejections - 35 USC § 112

9. The following is a quotation of the second paragraph of 35 U.S.C. 112:

> The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.

10. Claim 1-23 are rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention. At numerous places, the term **media property** is used to mean "a corporate entity or other actor", while the accepted meaning is "media content" See, for example, the limitation "profiles or kinds of profiles of interest to the media property" at lines 6-7 of each independent claim 1 and 22. Also see para. 2 above. The term is indefinite because the specification does not clearly redefine the term. Where applicant acts as his or her own lexicographer to specifically define a term of a claim contrary to its ordinary meaning, the written description must clearly redefine the claim term and set forth the uncommon definition so as to put one reasonably skilled in the art on notice that the applicant intended to so redefine that claim term. *Process Control Corp. v. HydReclaim Corp.*, 190 F.3d 1350, 1357, 52 USPQ2d 1029, 1033 (Fed. Cir. 1999).

11. Applicant is hereby put on notice that a corporate entity, which is to say ownership entity, is inherently indefinite because it is a legal abstraction that can be created, merged, dispersed or destroyed at human whim. The US Supreme Court has ruled that "A corporation is an artificial being, invisible, intangible and existing only in contemplation of law." *CTS Corp. v. Dynamics Corp. of America*, 481 U.S. 69, 89, 107 S. Ct. 1637, 1649-1650 (1987) (citing *Trustees of Dartmouth College v. Woodward*, 17 U.S. (4 Wheat) 518 (1819)). Hence, in accordance with the *State Street* decision (MPEP 2106.II.A), *actor/*ownership limitations cannot impart patentability. Simply put, method claims are allowed based on what is done; patents are not granted for who does the action.

12. Patents do contain actor language, such as "customer", "retailer" and "advertiser". These terms are simply short-hand for clearly-defined patentable functions, not ownership entities.

13. Claims 24-33 are rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention. At lines 2 and 3 of claim 24, "profile owner" is indefinite (para. 9 above).

This rejection can be overcome by replacing "profile owner" with – profile provider --, which is disclosed in para. [0031] of the published application.

14. Claims 32 and 33 are also rejected under 35 U.S.C. 112, second paragraph, as being indefinite because "the advertisement" in the last line of claim 32 lacks clear antecedent basis.

Claim Rejections - 35 USC § 102 and 35 USC § 103

15. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

> A person shall be entitled to a patent unless –
>
> (b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

16. 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.

17. Claims 1-31 are rejected under 35 U.S.C. 102(b) as being anticipated by Rosser (US 6,446,261 B1).

18. Rosser teaches (independent claims 1, 22 and 24) a method and a computer server programmed to implement a method for providing collected profiles, the method (as expressed by claim 1) comprising:

(a) responsive to receiving profile information (*A viewer profile*, Abstract line 5) about an electronic visitor to a profile supplier (*set-top boxes that monitor the usage and viewing habits of the television set or other video reception device*, Abstract lines 3-4), automatically selecting a media property (*specific ads*, Abstract, last line) based on a comparison of the profile information received about the visitor with a previously received request for specific profiles or kinds of profiles (*link specific insertable indicia with matching specific viewer profiles*, Abstract, lines 11-12); and

(b) automatically arranging for electronic storage of a tag (*insertable indicia*, Abstract lines 10-12) that is associated with the visitor and that is readable (*The insertable indicia are encoded*, Abstract lines 12-13).

19. For claim 24, "providing a request for specific profiles or kinds of profiles of interest" is taught at col. 4 lines 20-23, and "automatically checking visitors to a second media property for the tag", is taught at col. 10 lines 21-35, where any subsequent programming after viewer characterization (col. 8, lines 39-45) reads on "a second media property" and *the required viewer usage profile **94*** reads on "the tag".

20. The following claim language is non-functional descriptive material (NFDM) and was not given patentable weight (MPEP § 2106.01). In claims` 1 and 22:

    "[profiles or kinds of profiles] of interest to the media property" and "[readable] by the selected media property".

    In claim 24:

    "[providing] to a profile owner" and "[a request] for the profile owner".

    This language is NFDM because it does not alter how the process steps are to be performed to achieve the utility of the invention.

21. Rosser teaches at the citations given above claims 2, 4 (where selecting *the viewer usage profile key* reads on "categorizing the profile information"), 6-8 and 18.

22. Claims 16 and 17 add only non-functional descriptive material and were not given patentable weight (para. 20 above).

23. Rosser also teaches: claims 3, 9, 21, 23 and 25 (col. 5 lines 3-6); claims 10, 13-15, 19, 20, 23 and 26-30, (col. 8 lines 4-19, where *monitored* for *advertisers* reads on "a report"); and claims 5, 11, 12, and 31 (col. 13 lines 57-63, where *advertisers* reads on "promotion supplier" and "profile owner").

24. Claims 32 and 33 are rejected under 35 U.S.C. 103(a) as being unpatentable over Rosser. Rosser does not teach delivering only the higher-priced of two adjacent ads. Under *KSR v. Teleflex* (82 USPQ 2nd 1385), it is common sense to choose the option that yields the greatest benefit. i.e., the higher price option in this case.

Conclusion

25. The references made of record and not relied upon are considered pertinent to applicant's disclosure. Szabo (US 7,1181,438 B1) also teaches many of the features of the instant invention.

26. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Donald L Champagne whose telephone number is 571-272-6717. The examiner can normally be reached on Monday to Wednesday and Friday. The examiner can also be contacted by e-mail at donald.champagne@uspto.gov, and *informal* fax communications (i.e., communications not to be made of record) may be sent directly to the examiner at 571-273-6717.

27. The examiner's supervisor, John Weiss, can be reached on 571-272-6812. The fax phone number for all *formal* fax communications is 571-273-8300.

28. Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

19 October 2010

/Donald L. Champagne/
Primary Examiner, Art Unit 3688

Notice of References Cited	Application/Control No. 11/765,433	Applicant(s)/Patent Under Reexamination SHKEDI, ROY	
	Examiner Donald L. Champagne	Art Unit 3688	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-2007/0294401	12-2007	Shkedi, Roy	709/224
*	B	US-6,446,261	09-2002	Rosser, Roy J.	725/34
*	C	US-7,181,438	02-2007	Szabo, Andrew	1/1
	D	US-			
	E	US-			
	F	US-			
	G	US-			
	H	US-			
	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N					
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	R					
	S					
	T					

NON-PATENT DOCUMENTS

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

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

**Amazon/AlmondNet
Exhibit 1003
Page 236**

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	11765433	SHKEDI, ROY
	Examiner	Art Unit
	Donald L Champagne	3688

SEARCHED			
Class	Subclass	Date	Examiner

SEARCH NOTES		
Search Notes	Date	Examiner
Inventor name search in PALM & EAST	14 Oct 2010	DLC
EAST srch "clms_1&22"	18 Oct 2010	DLC

INTERFERENCE SEARCH			
Class	Subclass	Date	Examiner

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 1 of 1

Complete if Known	
Application Number	11/765,433
Filing Date	June 19, 2007
First Named Inventor	Shkedi, Roy
Art Unit	3622
Examiner Name	Stamber, Eric W.
Attorney Docket Number	14-PP

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] *(if known)*	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		US- 20040059632	03-25-2004	Kang et al.	
		US-			
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FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Foreign Patent Document Country Code[3]–Number[4]–Kind Code[5] *(if known)*	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T[6]
		WO2004084109A1	09-30-2004	NHN Corporation		
		KR2004099222A	11-26-2004	Echo Marketing Co., Ltd.		✓

Examiner Signature	/Donald Champagne/	Date Considered	10/14/2010

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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 2 hours 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, 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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CONFIRMATION NO. 7471

Bib Data Sheet

SERIAL NUMBER	FILING OR 371(c) DATE	CLASS	GROUP ART UNIT	ATTORNEY DOCKET NO.
11/765,433	06/19/2007 RULE	705	3688	14-PP

APPLICANTS

Roy Shkedi, New York, NY;

**** CONTINUING DATA ******************************\

Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
	11765433	SHKEDI, ROY
	Examiner	**Art Unit**
	Donald L Champagne	3688

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

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

CLAIM		DATE								
Final	Original	10/19/2010								
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Exhibit 1003
Page 240

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 1 of 1

Complete if Known	
Application Number	11/765,433
Filing Date	06/19/2007
First Named Inventor	Shkedi, Roy
Art Unit	3688
Examiner Name	Champagne, Donald
Attorney Docket Number	14-PP

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		US-			
		US-			
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FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Foreign Patent Document Country Code[3]-Number[4]-Kind Code[5] (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T[6]
		KR10-2004-0026167	03-30-2004	IBM Corporation		✓
		KR10-2004-0099222A	11-26-2004	Echo Marketing Co., Ltd.		✓

Examiner Signature	/Donald Champagne/	Date Considered	10/15/2010

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	:	Roy Shkedi	Art Unit	:	_____
Serial No.	:	_____	Examiner	:	_____
Filed	:	06/19/2007			
Title	:	Providing Collected Profiles to Media Properties Having Specified Interests			

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

INFORMATION DISCLOSURE STATEMENT

Dear Sir:

Assignee discloses the references listed on form PTO/SB/08A attached to this document. Pursuant to Office rules, copies of the U.S. Patent references are not included.

Assignee also wishes to advise the Examiner of the existence of five other pending applications that it owns, namely application Serial Nos. 10/996,491, filed November 24, 2004, 11/099,861, filed April 6, 2005, 11/479,832, filed June 30, 2006, 11/736,544, filed April 17, 2007, and 11/763,286, filed June 14, 2007, and the references of record therein.

If the Examiner has any questions concerning these matters, please contact assignee's undersigned attorney.

Respectfully submitted,

ALMONDNET INC.
by its attorney

Dated: June 19, 2007

/Louis J. Hoffman/
Louis J. Hoffman
Reg. No. 38,918
LOUIS J. HOFFMAN, P.C.
11811 North Tatum Boulevard, Suite 2100
Phoenix, Arizona 85028
(480) 948-3295

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 1 of 2

Complete if Known	
Application Number	NEW APPLICATION
Filing Date	June 19, 2007
First Named Inventor	Shkedi, Roy
Art Unit	n/a
Examiner Name	n/a
Attorney Docket Number	14-PP

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] *(if known)*	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	1	US- 6832207	12-14-2004	Shkedi	
	2	US- 6925440	08-02-2005	Shkedi	
	3	US- 6973436	12-06-2005	Shkedi	
	4	US- 7043531	05-09-2006	Seibel, et al.	
	5	US- 7072853	07-04-2006	Shkedi	
	6	US- 7188076	03-06-2007	Bensemana	
	7	US- 20010044743	11-22-2001	McKinley, et al.	
	8	US- 20020091568	07-11-2002	Kraft, et al.	
	9	US- 20020123928	09-05-2002	Eldering, et al.	
	10	US- 20020143632	10-03-2002	Walter, et al.	
	11	US- 20020194058	12-19-2002	Eldering	
	12	US- 20030036944	02-20-2003	Lesandrini, et al.	
	13	US- 20030065558	04-03-2003	Shaw, et al.	
	14	US- 20030083938	05-01-2003	Smith, et al.	
	15	US- 20030154126	08-14-2003	Gehlot, et al.	
	16	US- 20040117322	06-17-2004	Bjorksten, et al.	
	17	US- 20040260605	12-23-2004	McIntyre, et al.	
	18	US- 20050010472	01-13-2005	Quatse, et al.	
	19	US- 20050038698	02-17-2005	Lukose, et al.	

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Foreign Patent Document Country Code[3]-Number[4]-Kind Code[5] *(if known)*	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T[6]

Examiner Signature		Date Considered	

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 2 of 2

Complete if Known	
Application Number	NEW APPLICATION
Filing Date	June 19, 2007
First Named Inventor	Shkedi, Roy
Art Unit	n/a
Examiner Name	n/a
Attorney Docket Number	14-PP

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] *(if known)*	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	20	US- 20050038702	02-17-2005	Merriman, et al.	
	21	US- 20050131762	06-16-2005	Bharat, et al.	
	22	US- 20050165644	07-28-2005	Beyda, et al.	
	23	US- 20050216336	09-29-2005	Roberts, et al.	
	24	US- 20050222905	10-06-2005	Wills	
	25	US- 20060020508	01-26-2006	Gorti, et al.	
	26	US- 20060053047	03-09-2006	Garcia, et al.	
	27	US- 20060085263	04-20-2006	Greer, et al.	
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FOREIGN PATENT DOCUMENTS

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Examiner Signature	/Donald Champagne/	Date Considered	10/14/2010

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

Page 1 of 3

Serial No.:	11/765,433
Applicant:	Shkedi, Roy
Filed:	06/19/2007
Art Unit:	2154
Conf. No.:	7471

U.S. PATENT DOCUMENTS

Examiner Initials	Item	Document Number	Publication Date	Name of Patentee or Applicant	Filing Date (if appropriate)
	1	5710884	1/20/1998	Dedrick	
	2	5717923	2/10/1998	Dedrick	
	3	5724521	3/3/1998	Dedrick	
	4	5752238	5/12/1998	Dedrick	
	5	5794210	8/11/1998	Goldhaber et al.	
	6	5855008	12/29/1998	Goldhaber et al.	
	7	5918014	6/29/1999	Robinson	
	8	5948061	9/7/1999	Merriman et al.	
	9	6026368	2/15/2000	Brown et al.	
	10	6055513	4/25/2000	Katz et al.	
	11	6073241	6/6/2000	Rosenberg et al.	
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	13	6216129	4/10/2001	Eldering	
	14	6285987	9/4/2001	Roth	
	15	6324519	11/27/2001	Eldering	
	16	6366298	4/2/2002	Haitsuka et al.	
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	27	7194424	3/20/2007	Greer et al.	
	28	7343354	3/11/2008	Hennessey	
	29	7346615	3/18/2008	Bem	
	30	7373599	5/13/2008	McElfresh et al.	

Examiner: _____ Date Considered: _____

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Serial No.:	11/765,433
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Art Unit:	2154
Conf. No.:	7471

U.S. PATENT DOCUMENTS

Examiner Initials	Item	Document Number	Publication Date	Name of Patentee or Applicant	Filing Date (if appropriate)
	31	7428493	9/23/2008	Shkedi	
	32	7454364	11/18/2008	Shkedi	
	33	7546249	6/9/2009	Main	
	34	7558795	7/7/2009	Malik	
	35	20010020242	9/6/2001	Gupta et al.	
	36	20010039515	11/8/2001	Mayadas	
	37	20020029267	03/07/2002	Sankuratripati	
	38	20020072965	6/13/2002	Merriman et al.	
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	55	20050278443	12/15/2005	Winner et al.	
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	58	20060095322	4/4/2006	Dierks	
	59	20060106710	5/18/2006	Meek et al.	
	60	20060116924	6/1/2006	Angles et al.	

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Conf. No.:	7471

U.S. PATENT DOCUMENTS

Examiner Initials	Item	Document Number	Publication Date	Name of Patentee or Applicant	Filing Date (if appropriate)
	61	20060122879	6/28/2006	O'Kelley	
	62	20070294401	12/20/2007	Shkedi	
	63	20080010155	1/10/2008	Shkedi	
	64	20080313194	12/18/2008	Shkedi	
	65	20090094119	4/9/2009	Shkedi	

FOREIGN PATENT DOCUMENTS

Examiner Initials	Item	Document Number	Publication Date	Country	Name of Patentee	Translation Yes / No
	66	WO2005/046237	5/19/2005		Gutta et al.	n/a

OTHER ART

Examiner Initials	Item	Author, Title, Date, Pertinent Pages, Etc.
	67	Engage Technologies, Inc.; Form S-1A; filed with the SEC; pp. 36-50; July 19, 1999.
	68	"The e-Marketing Report"; Morgan Stanley Dean Whitter; May, 2000; portions.

Examiner: /Donald Champagne/ Date Considered: 10/14/2010

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EAST Search History

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L3	19	profile.clm. AND shkedi.in.	US-PGPUB; USPAT	OR	OFF	2010/10/14 21:53

EAST Search History (Interference)

< This search history is empty>

10/14/2010 10:10:36 PM
C:\Documents and Settings\dchampagne\My Documents\EAST\Workspaces\temp.wsp

EAST Search History

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L8	39430	(classif?$7 cluster$3 categor?$7 group$3 segment$5) NEAR4 (profile$1 demograp?$1 behavior$2)	US-PGPUB; USPAT	OR	OFF	2010/10/18 17:45
L9	2207	8 SAME ((provide$2 providing supply$3 supplier$1) WITH (profile$1 demograp?$1 behavior$2))	US-PGPUB; USPAT	OR	OFF	2010/10/18 17:50
L10	378	9 SAME ((user$1 viewer$1 listener$1 consumer$1 individual$1 customer$1 shopper$1 buyer$1 purchaser $1 subscriber$1 visitor$1) WITH (ID$1 "I.D." PIN$1 code $1 tag$1 tagg??$1 cookie$1 identi??$6 account$1))	US-PGPUB; USPAT	OR	OFF	2010/10/18 18:46
L17	93	10 AND ((adverti??$5 advert $1 commercials listing$1 ((marketing commercial campaign) ADJ (information message$1)) coupon$1 incentive$1 promot?$2 promotion$2 sponsor$4) NEAR3 (target$3 customi$6 personali$6 tailor$3 individuali $6 optim??$5 focus?$2))	US-PGPUB; USPAT	OR	OFF	2010/10/18 19:01
L20	48	17 AND ((profile$1 demograp?$1 behavior$2) WITH (payment$1 pay$3 cost$1 pric?$2 bid$4 auction$3 bill$3 charg?$2 debit$4 fee fees))	US-PGPUB; USPAT	OR	OFF	2010/10/18 19:29
L21	1	"20070294401".pn.	US-PGPUB; USPAT	OR	OFF	2010/10/18 19:35
L23	1	L21 AND 20	US-PGPUB; USPAT	OR	OFF	2010/10/18 19:36
L25	27	20 AND (@ad<"20060620" @rlad<"20060620" @prad<"20060620")	US-PGPUB; USPAT	OR	OFF	2010/10/18 19:38

EAST Search History (Interference)

< This search history is empty>

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10/18/2010 9:14:46 PM
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	:	Roy Shkedi	Art Unit	:	3688
Serial No.	:	11/765,433	Examiner	:	Champagne
Filed	:	June 19, 2007			
Title	:	Providing Collected Profiles to Media Properties Having Specified Interests			

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

Filed via EFS January 26, 2011

RESPONSE TO OFFICE ACTION

Dear Sir:

In response to the Office Action dated October 26, 2010, please amend the claims as shown below beginning on page 2 and consider the remarks that follow beginning on page 11.

No fees are due.

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Amendments

AMENDMENT TO THE SPECIFICATION

Please amend the paragraph at page 1, lines 14-19 as follows:

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

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AMENDMENTS TO THE CLAIMS

Please amend the claims as follows:

1. (Currently Amended) A method implemented using a hardware computer system programmed to provide ~~for providing~~ collected profiles comprising:

(a) responsive to receiving profile information about ~~an electronic~~ a visitor ~~to~~ who electronically visited equipment of a profile supplier, with the computer system automatically selecting a media property based on a comparison of the profile information received about the visitor with a previously received request for specific profiles or kinds of profiles of interest to an entity controlling the media property, which request is stored in the computer system; and

(b) with the computer system automatically arranging for electronic storage of a tag that is associated with the visitor and that is readable by the selected media property.

2. (Currently Amended) The method of claim 1 wherein part (a) comprises automatically selecting a plurality of media properties, based on a comparison of the profile information received about the visitor with each request of a set of requests, at least one of which requests was previously received from each of the respective entities controlling the media properties, each request being for specific profiles or kinds of profiles, which requests are stored in the computer system.

3. (Currently Amended) The method of claim 1 wherein performing part (a) responsive to receiving profile information about ~~an electronic~~ the visitor ~~to a~~ who electronically visited equipment of the profile supplier comprises performing part (a) responsive to receiving an electronic redirect of a computer of the visitor along with the visitor's profile from a computer comprising the profile supplier equipment.

4. (Currently Amended) The method of claim 1 wherein part (a) further comprises with the computer system categorizing the profile information received about the visitor into a category of profiles.

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5. (Currently Amended) The method of claim 1 further comprising with the computer system recording a fee to the profile supplier in exchange for the profile information received from the profile supplier.

6. (Original) The method of claim 1 wherein the tag comprises personally identifiable information identifying the visitor.

7. (Original) The method of claim 1 wherein automatically arranging for electronic storage of the tag comprises arranging for electronic storage of the profile information in the tag.

8. (Original) The method of claim 1 wherein automatically arranging for electronic storage of the tag comprises arranging for electronic storage of the profile information in a database locatable through the tag.

9. (Currently Amended) The method of claim 1 wherein automatically arranging for electronic storage of the tag comprises redirecting a computer of the visitor to the selected media property ~~with a request to have~~ to enable the selected media property to tag the visitor computer.

10. (Currently Amended) The method of claim 1 further comprising, after parts (a) and (b), with the computer system electronically receiving a report from the entity controlling the selected media property containing information about usage of the profile in association with an electronic visit by the profiled visitor to the selected media property.

11. (Currently Amended) The method of claim 10 further comprising, based on the report, with the computer system recording an amount owed by the entity controlling the selected media property for profile usage.

12. (Currently Amended) The method of claim 11 further comprising with the computer system calculating fees owed to a plurality of profile suppliers based on respective contributions of said profile suppliers to the profile identified in the report as having been used.

13. (Currently Amended) The method of claim 10 wherein the report contains information about usage of the profile in association with a profile-based

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advertisement electronically delivered to the profiled visitor by the selected media property.

14. (Currently Amended) The method of claim 11 wherein the report comprises an electronic redirection of a computer of the visitor from the selected media property when the selected media property utilizes the profile to deliver the advertisement.

15. (Original) The method of claim 14 wherein the redirection occurs by incorporating a redirection instruction into the advertisement.

16. (Currently Amended) The method of claim 1 wherein the equipment of the profile supplier operates in a different media than the selected media property.

17. (Currently Amended) The method of claim 16 wherein the equipment of the profile supplier operates in the Internet and the selected media property operates in a television media.

18. (Currently Amended) The method of claim 1 wherein part (a) comprises automatically selecting a media property based on a comparison of the profile information received about the visitor with a plurality of requests, previously received from the entity controlling the media property, each request being for a specific profile or kind of profiles.

19. (Currently Amended) The method of claim 18 further comprising, after parts (a) and (b), with the computer system electronically receiving a report from the entity controlling the selected media property containing information about usage of the profile in association with an electronic visit by the profiled visitor to the selected media property, and wherein the report further contains information identifying which profile or kind of profiles the selected media property used in connection with usage of the profile.

20. (Currently Amended) The method of claim 19 wherein the report comprises an electronic redirection of a computer of the visitor from the selected media property when the selected media property utilizes the profile to deliver the advertisement, and wherein the information identifying which profile or kinds of

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profiles the selected media property used is contained in the URL to which the visitor is redirected.

21. (Currently Amended) The method of claim 1:

(i) wherein performing part (a) responsive to receiving profile information about ~~an electronic~~ the visitor ~~to a~~ who electronically visited equipment of the profile supplier comprises performing part (a) responsive to receiving an electronic redirect of a computer of the visitor along with the visitor's profile from the equipment of the profile supplier;

(ii) wherein part (a) further comprises categorizing the profile information received about the visitor into a category of profiles;

(iii) wherein part (a) comprises automatically selecting at least one of a plurality of media properties, based on a comparison of the profile information received about the visitor with each request of a set of requests, at least one of which requests was previously received from each of the respective entities controlling the media properties, each request being for specific profiles or kinds of profiles, which requests are stored in the computer system;

(iv) wherein automatically arranging for electronic storage of the tag comprises redirecting the visitor's computer to the selected media property ~~with a request to have~~ to enable the selected media property to tag the visitor's computer[[.]];

(v) further comprising, after parts (a) and (b), with the computer system electronically receiving a report from the entity controlling the selected media property containing information about usage of the profile in association with an electronic visit by the profiled visitor's computer to the selected media property;

(vi) wherein the report contains information about usage of the profile in association with a profile-based advertisement electronically delivered to the profiled visitor's computer by the selected media property; and

(vii) further comprising, based on the report, with the computer system recording (A) an amount owed by the entity controlling the selected media

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property for profile usage, and (B) a fee owed to the profile supplier for providing the profile information that was used by the selected media property.

22. (Currently Amended) A machine comprising a computer server programmed to implement a method for providing collected profiles comprising:

(a) responsive to receiving profile information about ~~an electronic~~ a visitor ~~to~~ who electronically visited equipment of a profile supplier, with the computer server automatically selecting a media property based on a comparison of the profile information received about the visitor with a previously received request for specific profiles or kinds of profiles of interest to an entity controlling the media property, which request is stored in the machine; and

(b) with the machine automatically arranging for electronic storage of a tag that is associated with the visitor and that is readable by the selected media property.

23. (Currently Amended) The ~~computer server~~ machine of claim 22 wherein the computer server is further programmed to implement a method for providing collected profiles:

(i) wherein performing part (a) responsive to receiving profile information about ~~an electronic~~ the visitor ~~to a~~ who electronically visited equipment of the profile supplier comprises performing part (a) responsive to receiving an electronic redirect of a computer of the visitor along with the visitor's profile from a computer comprising the profile supplier equipment;

(ii) wherein part (a) further comprises categorizing the profile information received about the visitor into a category of profiles;

(iii) wherein part (a) comprises automatically selecting at least one of a plurality of media properties, based on a comparison of the profile information received about the visitor with each request of a set of requests, at least one of which requests was previously received from each of the respective entities controlling the media properties, each request being for specific profiles or kinds of profiles, which requests are stored in the machine;

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(iv) wherein automatically arranging for electronic storage of the tag comprises redirecting the visitor computer to the selected media property with a request to have the selected media property tag the visitor's computer[[.]];

(v) further comprising, after parts (a) and (b), with the machine electronically receiving a report from the entity controlling the selected media property containing information about usage of the profile in association with a visit by the profiled visitor to the selected media property;

(vi) wherein the report contains information about usage of the profile in association with a profile-based advertisement delivered to the profiled visitor by the selected media property; and

(vii) further comprising, based on the report, with the machine recording (A) an amount owed by the entity controlling the selected media property for profile usage, and (B) a fee owed to the profile supplier for providing the profile information that was used by the selected media property.

24. (Currently Amended) A method ~~for receiving collected~~ of causing delivery of electronic advertisements based on requested profiles comprising:

(a) electronically providing to, for storage at a hardware computer system controlled by a profile owner company, a request for specific profiles or kinds of profiles of interest;

(b) wherein the profile owner computer system is programmed (i) to automatically select a media property based on a comparison of profile information about visitors who electronically visited equipment of a profile supplier with stored profiles or kinds of profiles, and (ii) ~~along with a request for the profile owner~~ to automatically arrange for electronic storage of a tag that is associated with the visitors ~~to a first media property~~ and that is readable by the selected media property, for those of the visitors having profile information matching the ~~requested~~ stored profiles or kinds of profiles related to the selected media property; and

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[[(b)]](c) later, with the media property, automatically checking electronic equipment of visitors to ~~a second~~ the media property for the tag readable by the media property and, when found, automatically causing the delivery of a profile-dependent advertisement to the tagged visitor[[s]] equipment.

25. (Currently Amended) The method of claim 24 further comprising, after part (a) and before part [[(b)]] (c), with the media property automatically tagging computers of visitors redirected by the profile owner computer system.

26. (Currently Amended) The method of claim 24 further comprising, after parts (a) and [[(b)]] (c), with the media property electronically reporting ~~to the profile owner~~ information about delivery of the advertisement to the tagged visitor[[s]] equipment, which report is provided to the profile owner company.

27. (Currently Amended) The method of claim 26 wherein electronically reporting comprises automatically redirecting tagged visitor[[s]] computers to the profile owner computer system along with delivery of the advertisement.

28. (Original) The method of claim 27 wherein automatically redirecting comprises delivering an advertisement containing a redirection instruction.

29. (Currently Amended) The method of claim 26 wherein reporting further comprises automatically electronically identifying to the profile owner company one of a plurality of profiles or kind of profiles used in association with delivery of the advertisement.

30. (Currently Amended) The method of claim 29 wherein electronically reporting comprises automatically redirecting tagged visitor[[s]] computers to the profile owner computer system along with delivery of the advertisement and identifying comprises redirecting tagged visitor[[s]] computers to one of a plurality of URLs depending on which of the plurality of profiles or kinds of profiles was used in association with delivery of the advertisement.

31. (Currently Amended) The method of claim 24 further comprising, after parts (a) and [[(b)]] (c), with the media property automatically recording the

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amount of ~~paying~~ a fee owed to the profile owner company as a result of delivery of the ad to the tagged visitor[[s]] equipment.

32. (Currently Amended) The method of claim 24 wherein the act of automatically causing delivery of a profile-dependent advertisement in part [[(b)]] (c) is performed only when a price for delivery of the profile-dependent advertisement to the tagged visitor equipment is higher than a price for delivery to the tagged visitor of ~~an~~ a first advertisement based on content adjacent to the ad space into which the first advertisement is delivered.

33. (Currently Amended) The method of claim 32 further comprising:

(i) after part (a) and before part [[(b)]] (c), with the media property automatically tagging visitor[[s]] computers redirected by the profile owner computer system;

(ii) after parts (a) and [[(b)]] (c), with the media property automatically electronically reporting ~~to the profile owner~~ information about delivery of the advertisement to the tagged visitor[[s]] computers, which information includes identifying to the profile owner company one of a plurality of profiles or kind of profiles used in association with delivery of the advertisement; and

(iii) after parts (a) and [[(b)]] (c), with the media property automatically recording the amount of ~~paying~~ a fee owed to the profile owner company as a result of delivery of the advertisement to the tagged visitor[[s]] computers.

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Remarks

The Office Action rejects all claims based on 35 U.S.C. §101, 112(2), and 102/103, with the sole prior art reference used for the art rejections being U.S. Patent 6,446,261 (Rosser"), and comments on claim interpretation. Assignee's undersigned attorney thanks the examiner for his particularly careful review, and notes that he has likewise reviewed the examiner's comments and rejections with corresponding attention and entered rejections and remarks believed sufficient to overcome all rejections. Assignee responds to the Office Action point-by-point in the sections that follow.

Claim-interpretation issues

No response is needed to paragraph 1 of the Office Action, which states various rules on claim interpretation.

Paragraph 2 of the Office Action states that the term "media property" is not given an explicit and clear definition in the specification. Paragraph [0016] of the specification (using the numbers in the published application, 2007/0294401) contains an explicit definition (meeting the rules stated in paragraph 1 of the Office Action) of "media property" namely: "a media property (in the present context) can also be defined as any equipment that controls an ad space viewed by a visitor …." Assignee urges that this definition be adopted, not the stated definition of "media (content)."

The Office Action observes elsewhere that there is some inconsistency in claim language as to whether the term "media property" is something else, such as the corporate actor controlling the equipment in question or the media content produced by the equipment. Assignee addresses that subject later and (as discussed below) has entered amendments and provided explanations as needed to avoid any ambiguity.

Paragraph 3 of the Office Action refers to specification paragraphs [0009] and [0010] and defines "profile information" or "a visitor's profile" as "any information characterizing a visitor/user." Assignee has no difficulty with that definition.

Paragraph 4 of the Office Action says that "profile supplier" is not given an explicit and clear definition in the specification and interprets it "as any entity that gathers and uses or transmits profile information." In response, please note that the specification refers to a "profile supplier" at paragraph [0009], which says, "A publisher

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may also be referred to as a 'profile supplier' when it transfers profile information, such as behavioral information, demographic information, etc., to a BT company. Therefore, a publisher that is a BT company may also be its own profile supplier."

Accordingly, assignee disagrees with the statement that the specification does not define a "profile supplier" explicitly but agrees with the Office Action's interpretation of that term. The specification corresponds well with the Office Action's interpretation: A "profile supplier" is indeed an entity that gathers profile information from users and either uses that information itself or transfers it to another company (the transferee being identified in the specification as the "BT company").

Patentability rejection

No response is needed to paragraph 5 of the Office Action, which quotes Section 101 of the Patent Act, or the discussion of *Bilski* or the Patent Office's guidance in response to that court decision.

Paragraph 6 of the Office Action rejects claims 1-21 and 24-33 (the method claims) as "abstractions." The original claims predated *Bilski*, and assignee has amended them to alter the factors considered under the Office's interpretation of *Bilski*. In particular, the claims expressly recite a machine that automatically performs the method steps. To perform the methods requires a machine that automatically selects media properties, redirects, or uses a substitute tagging technique, for a large number of visitors to websites, and significant technological skill is required to program and control such machines properly. Thus, the involvement of the machine in the methods proposed to be patented is not "merely nominally, insignificantly, or tangentially related to the performance of the steps."

Although it is true that the methods in the claims can be practiced by a wide array of equipment, including both existing machines and future-devised improvements, it cannot fairly be said that the claims as amended are directed to "mere statements of a general concept" or that granting the claims "would effectively grant a monopoly over the concept" (at least not any more so than any patent has that effect) or that the "claim only states a problem to be solved" or that the "general concept is

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disembodied" or that the "mechanisms by which the steps are implemented [are] subjective or imperceptible."

None of the "examples of general concepts" listed on page 4 of the Office Action are applicable here; the amended method claims are not directed to "basic economic practices or theories," "basic legal theories," "mathematical concepts," "mental activities," "interpersonal interactions," "teaching concepts," "human behavior," or "instructing 'how business should be conducted.'"

In response to paragraph 7 of the Office Action, which rejects claims 22-23 (the apparatus claims) under *Bilski*, assignee has amended those claims to clarify that the "computer server" is a positively claimed part of the claim, in the claim's body, and not merely a preamble given non-limiting effect.

In paragraph 8, the Office Action further observes that "a 'computer server' can be software or hardware, and the examiner could not find a hardware (a machine or apparatus having structure) computer server disclosed in the application." The Office Action invites assignee to overcome this rejection by limiting the claim to "have structure," which assignee understands means limiting to a computer server that is hardware as opposed to pure software, *and* by identifying support in the specification for such a limitation.

According to a 2005 Webopedia definition, a "server" is defined as follows:

> "Server (n.) - A computer or device on a network that manages network resources. For example, a file server is a computer and storage device dedicated to storing files. Any user on the network can store files on the server. A print server is a computer that manages one or more printers, and a network server is a computer that manages network traffic. A database server is a computer system that processes database queries. Servers are often dedicated, meaning that they perform no other tasks besides their server tasks. On multiprocessing operating systems, however, a single computer can execute several programs at once. A server in this case could refer to the program that is managing resources rather than the entire computer. If you're not familiar with the functions of a server, but have heard the term in passing, you may think of a server as some mystical computer beast that performs amazing tasks and generally is a hands-off system. Before we delve into the inner-workings of a server, let's start by dispelling that 'mystical' thing. From a hardware perspective, a server is simply a computer on your network that is configured to share its resources or run applications for the other computers on the network. You may have a server in

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> place to handle file or database sharing between all users on your network, or have a server configured to allow all users to share a printer, rather than having a printer hooked up to each individual computer in your organization. What makes the term server doubly confusing is that it can refer to both hardware and software. That is, it can be used to describe a specific software package running on a computer or the computer on which that software is running. The type of server and the software you would use depends on the type of network. LANs and WANs for example are going to use file and print servers while the Internet would use Web servers."

This definition suggests that "server" can refer to pure software, in some instances.

Assignee's specification contains the following exemplary usages describing the equipment and "server":

* [0004] "The only server that can read a cookie on a user's computer is a server operating under the same domain as the server that placed the cookie on a user's computer to begin with."

* [0005] "For a site to have its ad served by an ***ASP-hosted ad server***, such as the one operated by DoubleClick, the site needs to redirect visitors from the site to the DoubleClick ad server, to fetch the ad from the server. Following the redirect from the site, the visitor accesses the DoubleClick ad server." [Emphasis added]

* [0012] "The ***central server*** may also tag the visitor or arrange for the visitor to be tagged by operators of other media properties. A BT company can place a cookie on a site's section when a visitor's computer visits that section, if a code of the company was integrated into the page of that section by the site that owns the page. The code (e.g., HTML or Java) redirects to the BT company's server all visitors to the page." [Emphasis added]

* [0016] "[A] media property (in the present context) can also be defined as ***any equipment*** that controls an ad space viewed by a visitor, including a web site, an ad network's site (where the ad network represents the ad space of different sites) …." [Emphasis added]

* [0018] "[T]he tag could be deciphered only by second media property computers that received the deciphering code from the first media property."

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* [0037] "In one implementation, when a media property uses a profile, the media property transfers the visitor, along with the profile it is using, to the PO company's ***system***, to let the PO company know which kind of profile was used." [Emphasis added]

* [0044] "A PO company's ***database*** 12 records (Fig. 1, 1000) the profiles, or the kind of profiles, a media property (e.g., Fig. 2, MP1) is looking for." [Emphasis added]

* [0047] "When the PO company receives that information, in addition to recording the search for the flight to Florida in the visitor's profile (whether the profile is stored in the cookie or tag, the PO company's ***central database 13***, or both of those places), the PO company's server 10 may further categorize the person …." [Emphasis added, and see Figure 2, which shows #13 with the image of a hard disk drive]

* [0062] "Later, if and when ***the weather.com ad server (MP2)*** recognizes that the same visitor 20 had happened to visit weather.com's site (weather.com can recognize the visitor by reading its own weather.com cookie), the weather.com ad server (MP2) can choose to deliver a travel-related ad 30 to the visitor 20 within the weather.com ad space." [Emphasis added]

* Original claim 22 refers to "A ***computer server*** programmed …."

As reflected in the above quotations, applicant intended that the "server" described in the specification and identified in the claims refer to a machine (or machines) - or "equipment," as in the specification's definition of "media property" - that is programmed through hardware or software means and is structured and configured to perform the specified actions. The machine is referenced as a "system" that has a "central database" associated therewith and as a "central server" and a "computer server." The more general term "server," as in some places applied to the machine or machines performing the specified actions described in the specification or the claims as filed, thus was not intended to refer to pure software.

Some of the quotations reproduced above might be better understood by looking at other conventional definitions. For example, paragraph [0005] refers to the optional use of an "ASP-hosted ad server." As defined by Webopedia, "Application Service Provider" is defined as follows: "Abbreviated as ASP, a third-party entity that manages

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and distributes software-based services and solutions to customers across a wide area network ***from a central data center***." [Emphasis added] In ordinary industry parlance, therefore, an "ad server" refers to a piece of equipment (that might belong to an advertiser or a third party such as a hosting service or ASP) that serves electronic ads.

The word "computer," such as used in the original claim 22 (part of the specification), is defined (using the most general definition only) by Webopedia as follows: "Computer. A programmable ***machine***. The two principal characteristics of a computer are: [1] It responds to a specific set of instructions in a well-defined manner. [2] It can execute a prerecorded list of instructions (a program). Modern computers are electronic and digital. The actual machinery - wires, transistors, and circuits - is called hardware; the instructions and data are called software." [Emphasis added]

Applicant uses the term "computer" in original claim 22 in the Webopedia sense - although a computer *includes* software, a computer is not *purely* software. Assignee used the term "server" at various places in the specification to refer, as in the main Webopedia definition, to "a computer or device on a network that manages network resources," and in the case of an "ad server," specifically a computer or device on the network that can serve advertisements.

Please note that the specification also refers to various types of non-website implementations, in which case the "network" in question might not be the Internet but rather something like television, and thus other equipment might be used.

Claim 22 as amended here continues to use the term "computer server," not the word "server" alone. Assignee has amended the claim to ensure that such term is in the *body* of the claim and constitutes a *positive limitation* as opposed to a mere preamble. Corresponding amendments are made to dependent claim 23. The word "computer" is not subject to the interpretation in the Office Action (and the Webopedia dictionary quoted above) as possibly being instantiated purely in software.

Because (1) the specification specifically identified the "server" as claimed as being a "machine" (or "machines"), suitable programmed, (2) the word "computer" is used in the specification (especially in the original claims) and is properly defined as "a programmable machine," and (3) one of the statutory classes of patentable subject

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matter in Section 101 is a "machine," the Section 101 rejection ought not to apply to the claims as amended.

Section 112(2) rejections

No response is needed to paragraph 9 of the Office Action, which quotes Section 112, second paragraph.

Paragraph 10 of the Office Action rejects claims 1-23 as being indefinite because of inconsistent use of the term "media property" in independent claims 1 and 22 to refer to a corporate or other actor, as opposed to "media content." Paragraphs 11-12 of the Office Action contain a discussion of certain difficulties in referring to entities but an acknowledgement that patents can contain "actor language" used as "short-hand for … patentable functions, not ownership entities."

Assignee has carefully considered the claims' various references to "media property" and made certain amendments to make the use of that term consistent in referencing "equipment" controlling an ad space. The rejection should be withdrawn, because the amended claims use the term consistently to refer to equipment, not actors, using the definition in the specification referenced above.

It is correct to say that applicant used the term "media property" in some places in this application seemingly referencing the actor that controls the website. The Office Action rightly identifies such usages as intended as a "short-hand for … patentable functions, not ownership entities" specifically. Assignee has carefully amended the *claims* to try as best as possible to distinguish between actors and equipment, not only as to "media properties" but also as to profile suppliers, visitors, and profile owners.

Assignee has not undertaken, however, to attempt to modify the *specification* to change such "short-hand" to refer explicitly to equipment, for each use of the term "media property" (or the other terms). If the examiner believes that such amendments are required for patentability, as opposed simply to leaving the "short-hand," assignee would be willing to make such changes, and thus we respectfully request the examiner to consider whether an objection to the specification is necessary.

Paragraph 13 of the Office Action rejects claims 24-33 under 35 U.S.C. §112(2) as indefinite on account of the use of the term "profile owner" in the claim. The Office

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Action suggests replacing this term with "profile provider," but that solution would not match applicant's intent; applicant used the term "profile owner" to refer to a "profile owner company ('PO company')" first identified in the "summary of the invention" (see specification para. [0035]). Also, applicant has clarified the reference (in this and other claims) by explicitly referring to the equipment (server) operated by such actor.

Paragraph 14 of the Office Action rejects claims 32 and 33 under 35 U.S.C. §112(2) as indefinite, on account of the use of the term "the advertisement" in the last line of claim 32, as lacking clear antecedent basis. Assignee's representative understands the rejection to derive from lack of clarity on account of there being two references to advertisements and has amended claim 32 to fix that problem.

Art rejections

No response is needed to paragraphs 15-16 of the Office Action, which quotes Sections 102 and 103.

Paragraphs 17-24 of the Office Action rejects all claims as anticipated by or obvious in view of Rosser. In paragraph 18, the Office Action describes Rosser as utilizing TV viewer profiles, based on set-top boxes that monitor usage and viewing habits, to select specific advertisements ("insertable indicia," which apparently may be encoded) based on matching specific viewer profiles.

With the amendments here, and in view of the clarifications in the remarks above concerning the definition of the respective claim terms, assignee believes that the examiner can see that Rosser does not anticipate and indeed has little to do with the invention as claimed. Starting with claim 1 as amended, what the method recited in that claim selects is not an "ad," as assumed in the Office Action, but a "media property," which (as explained above) is defined in applicant's specification as *equipment that controls an ad space viewed by a visitor*. Rosser does not disclose or suggest selecting any "media properties" (as so defined) based on the profile information, and such would make no sense in the context defined by Rosser.

Also, in Rosser, the "insertable indicia" referenced in the abstract of that reference means the advertisements, and does not correspond to the "tag that is

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associated with the visitor" of the claim, as apparently assumed by the Office Action. The fact that such "insertable indicia" (ad) is encoded does not change that conclusion.

Assignee has amended claim 24 to correspond in the above respects to claim 1. As amended, claim 24 addresses a media property providing profile requests to a profile supplier computer that is programmed as specified in claim 1, namely to automatically select media properties based on comparing visitor profile information to stored profiles related to the selected media property and to arrange for matching visitors to be tagged with a tag readable by the selected media property. Then, the media property uses the profile information to deliver ads to the tagged visitors.

Turning to paragraph 19 of the Office Action, which purports to find in Rosser certain elements of claim 24, a "required viewer usage profile 94" is not, as asserted, a "tag associated with the visitor." Rather, profile 94 seems to be a description of a desired user, which is entered in a database. Perhaps, as discussed in the cited place in Col. 8, profile 94 can be created manually based on conclusions drawn from previous monitoring of various households' STBs. However created, profile 94 is by definition *not* associated with any specific viewer. To the contrary, profile 94 is *compared to* "viewer usage profile 74 of the current set-top device 44." *See* Rosser, col. 10, lines 26-28.

Furthermore, the assertion in paragraph 19 of the Office Action that Rosser discloses the user's electronic equipment visiting some kind of "second media property" is incorrect. In Rosser, the STB does not visit any equipment that controls an ad space (the definition of "media property") after being tagged when visiting equipment of a profile supplier.

In paragraph 20, the Office Action suggests that no patentable weight should be given, in claims 1 and 22, to the profiles being "of interest to the media property" and the tags being "readable by the selected media property." The Office Action contends that such language "does not alter how the process steps are to be performed to achieve the utility of the invention." Specifically with respect to the tags being readable by the selected media property, assignee disagrees - the placement of tags readable specifically by the same entity that previously placed the request is a specific limitation that alters how the process steps are performed.

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As to claim 24, the Office Action makes the same assertion as to providing the request to the profile owner for specific kinds of profiles. Assignee has amended the wording of claim 24 (as noted above), and the amendments should clarify the situation for the examiner substantially. This element is a specific process step that restricts how the process step is performed, and it cannot be disregarded.

In paragraphs 21, 23, and 24, the Office Action generally asserts that Rosser discloses limitations of a variety of dependent claims. In response, assignee states that it is not considered necessary to identify further distinctions from Rosser, in view of the arguments regarding the independent claims, the clarifying amendments submitted here, and the absence of specific identification (in most instances) of places where Rosser allegedly matches the claim language.

In paragraph 22, the Office Action asserts that the limitations of claims 16 and 17 are non-functional descriptive matter. Claim 16 specifies that the "profile supplier operates in a different media than the selected media property," and claim 17 defines the media as Internet (for the profile supplier) and television (for the media property). These limitations define different requirements on the process steps - namely, the steps must be performed in a cross-media implementation. The amendments to these claims clarify that the references are to the equipment, not the actors. This is not mere non-functional descriptive material and cannot be disregarded.

No response is needed as to page 8 of the Office Action, which merely identifies another reference of record and the examiner's contact information.

Interview request

Assignee respectfully requests the examiner to telephone the undersigned before issuance of the next Office Action to arrange a suitable time for an interview (likely by telephone) to discuss the matter, including the results of any supplemental search, as well as any other issues identified by the examiner as of concern, so that the application can be passed to allowance and issue most efficiently. This application has qualified for the Patent Prosecution Highway on account of patentability being approved in a corresponding international application, and the PTO's Highway program provides for

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faster and more efficient processing. An interview at this stage, at least when the examiner is ready, is certainly in the spirit of the program.

Assignee respectfully submits that all pending claims are now in condition for allowance. Please telephone the undersigned as requested or if there are any questions.

Respectfully submitted,

ALMONDNET INC.
by its attorney

Dated: January 26, 2011

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Electronic Acknowledgement Receipt

EFS ID:	9316151
Application Number:	11765433
International Application Number:	
Confirmation Number:	7471
Title of Invention:	PROVIDING COLLECTED PROFILES TO MEDIA PROPERTIES HAVING SPECIFIED INTERESTS
First Named Inventor/Applicant Name:	Roy Shkedi
Customer Number:	26362
Filer:	Louis J. Hoffman/DONALD HERTZ
Filer Authorized By:	Louis J. Hoffman
Attorney Docket Number:	14-PP
Receipt Date:	26-JAN-2011
Filing Date:	19-JUN-2007
Time Stamp:	23:21:56
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	Amendment/Req. Reconsideration-After Non-Final Reject	11-01-26-AlmondNet-ProvProfiles-RTOA-I-FINAL.pdf	118486 34b0921f7b16b2094905115964683ba49da1ca69	no	21

Warnings:	
Information:	

Total Files Size (in bytes):	118486

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/SB/06 (07-06)
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PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875	Application or Docket Number 11/765,433	Filing Date 06/19/2007	☐ To be Mailed

APPLICATION AS FILED – PART I

	(Column 1)	(Column 2)	SMALL ENTITY ☒		OR	OTHER THAN SMALL ENTITY	
FOR	NUMBER FILED	NUMBER EXTRA		RATE ($)	FEE ($)	RATE ($)	FEE ($)
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A		N/A		N/A	
☐ SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A		N/A		N/A	
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A		N/A		N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	minus 20 =	*		X $ =		X $ =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*		X $ =		X $ =	
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $250 ($125 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		TOTAL	

APPLICATION AS AMENDED – PART II

		(Column 1)		(Column 2)	(Column 3)	SMALL ENTITY		OR	OTHER THAN SMALL ENTITY	
AMENDMENT	01/26/2011	CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE ($)	ADDITIONAL FEE ($)		RATE ($)	ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	* 33	Minus	** 33	= 0	X $26 =	0	OR	X $ =	
	Independent (37 CFR 1.16(h))	* 3	Minus	***3	= 0	X $110 =	0	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	0	OR	TOTAL ADD'L FEE	

		(Column 1)		(Column 2)	(Column 3)					
AMENDMENT		CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE ($)	ADDITIONAL FEE ($)		RATE ($)	ADDITIONAL FEE ($)
	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 number found in the appropriate box in column 1.

Legal Instrument Examiner:
/VIOLA ROGERS/

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

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

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
11/765,433	06/19/2007	Roy Shkedi	14-PP	7471

26362 7590 04/06/2011

LOUIS J. HOFFMAN, P.C.
11811 North Tatum Boulevard, Suite 2100
Phoenix, AZ 85028

EXAMINER	
CHAMPAGNE, DONALD	
ART UNIT	PAPER NUMBER
3688	

NOTIFICATION DATE	DELIVERY MODE
04/06/2011	ELECTRONIC

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

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

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

Louis@valuablepatents.com
donald@valuablepatents.com
shaelyn@valuablepatents.com

PTOL-90A (Rev. 04/07)

Interview Summary	Application No.	Applicant(s)	
	11/765,433	SHKEDI, ROY	
	Examiner	Art Unit	
	Donald L. Champagne	3688	

All participants (applicant, applicant's representative, PTO personnel):

(1) *Donald L. Champagne*. (3)_____.

(2) *Louis J. Hoffman, Esq.*. (4)_____.

Date of Interview: *29 March 2011*.

Type: a)☐ Telephonic b)☐ Video Conference
c)☒ Personal [copy given to: 1)☐ applicant 2)☐ applicant's representative]

Exhibit shown or demonstration conducted: d)☐ Yes e)☒ No.
If Yes, brief description: _____.

Claim(s) discussed: *1*.

Identification of prior art discussed: *Rosser*.

Agreement with respect to the claims f)☐ was reached. g)☐ was not reached. h)☒ N/A.

Substance of Interview including description of the general nature of what was agreed to if an agreement was reached, or any other comments: *See Continuation Sheet*.

(A fuller description, if necessary, and a copy of the amendments which the examiner agreed would render the claims allowable, if available, must be attached. Also, where no copy of the amendments that would render the claims allowable is available, a summary thereof must be attached.)

THE FORMAL WRITTEN REPLY TO THE LAST OFFICE ACTION MUST INCLUDE THE SUBSTANCE OF THE INTERVIEW. (See MPEP Section 713.04). If a reply to the last Office action has already been filed, APPLICANT IS GIVEN A NON-EXTENDABLE PERIOD OF THE LONGER OF ONE MONTH OR THIRTY DAYS FROM THIS INTERVIEW DATE, OR THE MAILING DATE OF THIS INTERVIEW SUMMARY FORM, WHICHEVER IS LATER, TO FILE A STATEMENT OF THE SUBSTANCE OF THE INTERVIEW. See Summary of Record of Interview requirements on reverse side or on attached sheet.

/Donald L. Champagne/
Primary Examiner, Art Unit 3688

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Summary of Record of Interview Requirements

Manual of Patent Examining Procedure (MPEP), Section 713.04, Substance of Interview Must be Made of Record
A complete written statement as to the substance of any face-to-face, video conference, or telephone interview with regard to an application must be made of record in the application whether or not an agreement with the examiner was reached at the interview.

Title 37 Code of Federal Regulations (CFR) § 1.133 Interviews
Paragraph (b)

In every instance where reconsideration is requested in view of an interview with an examiner, a complete written statement of the reasons presented at the interview as warranting favorable action must be filed by the applicant. An interview does not remove the necessity for reply to Office action as specified in §§ 1.111, 1.135. (35 U.S.C. 132)

37 CFR §1.2 Business to be transacted in writing.
All business with the Patent or Trademark Office should be transacted in writing. The personal attendance of applicants or their attorneys or agents at the Patent and Trademark Office is unnecessary. The action of the Patent and Trademark Office will be based exclusively on the written record in the Office. No attention will be paid to any alleged oral promise, stipulation, or understanding in relation to which there is disagreement or doubt.

———

The action of the Patent and Trademark Office cannot be based exclusively on the written record in the Office if that record is itself incomplete through the failure to record the substance of interviews.

It is the responsibility of the applicant or the attorney or agent to make the substance of an interview of record in the application file, unless the examiner indicates he or she will do so. It is the examiner's responsibility to see that such a record is made and to correct material inaccuracies which bear directly on the question of patentability.

Examiners must complete an Interview Summary Form for each interview held where a matter of substance has been discussed during the interview by checking the appropriate boxes and filling in the blanks. Discussions regarding only procedural matters, directed solely to restriction requirements for which interview recordation is otherwise provided for in Section 812.01 of the Manual of Patent Examining Procedure, or pointing out typographical errors or unreadable script in Office actions or the like, are excluded from the interview recordation procedures below. Where the substance of an interview is completely recorded in an Examiners Amendment, no separate Interview Summary Record is required.

The Interview Summary Form shall be given an appropriate Paper No., placed in the right hand portion of the file, and listed on the "Contents" section of the file wrapper. In a personal interview, a duplicate of the Form is given to the applicant (or attorney or agent) at the conclusion of the interview. In the case of a telephone or video-conference interview, the copy is mailed to the applicant's correspondence address either with or prior to the next official communication. If additional correspondence from the examiner is not likely before an allowance or if other circumstances dictate, the Form should be mailed promptly after the interview rather than with the next official communication.

The Form provides for recordation of the following information:
- Application Number (Series Code and Serial Number)
- Name of applicant
- Name of examiner
- Date of interview
- Type of interview (telephonic, video-conference, or personal)
- Name of participant(s) (applicant, attorney or agent, examiner, other PTO personnel, etc.)
- An indication whether or not an exhibit was shown or a demonstration conducted
- An identification of the specific prior art discussed
- An indication whether an agreement was reached and if so, a description of the general nature of the agreement (may be by attachment of a copy of amendments or claims agreed as being allowable). Note: Agreement as to allowability is tentative and does not restrict further action by the examiner to the contrary.
- The signature of the examiner who conducted the interview (if Form is not an attachment to a signed Office action)

It is desirable that the examiner orally remind the applicant of his or her obligation to record the substance of the interview of each case. It should be noted, however, that the Interview Summary Form will not normally be considered a complete and proper recordation of the interview unless it includes, or is supplemented by the applicant or the examiner to include, all of the applicable items required below concerning the substance of the interview.

A complete and proper recordation of the substance of any interview should include at least the following applicable items:
1) A brief description of the nature of any exhibit shown or any demonstration conducted,
2) an identification of the claims discussed,
3) an identification of the specific prior art discussed,
4) an identification of the principal proposed amendments of a substantive nature discussed, unless these are already described on the Interview Summary Form completed by the Examiner,
5) a brief identification of the general thrust of the principal arguments presented to the examiner,
   (The identification of arguments need not be lengthy or elaborate. A verbatim or highly detailed description of the arguments is not required. The identification of the arguments is sufficient if the general nature or thrust of the principal arguments made to the examiner can be understood in the context of the application file. Of course, the applicant may desire to emphasize and fully describe those arguments which he or she feels were or might be persuasive to the examiner.)
6) a general indication of any other pertinent matters discussed, and
7) if appropriate, the general results or outcome of the interview unless already described in the Interview Summary Form completed by the examiner.

Examiners are expected to carefully review the applicant's record of the substance of an interview. If the record is not complete and accurate, the examiner will give the applicant an extendable one month time period to correct the record.

Examiner to Check for Accuracy

If the claims are allowable for other reasons of record, the examiner should send a letter setting forth the examiner's version of the statement attributed to him or her. If the record is complete and accurate, the examiner should place the indication, "Interview Record OK" on the paper recording the substance of the interview along with the date and the examiner's initials.

Continuation of Substance of Interview including description of the general nature of what was agreed to if an agreement was reached, or any other comments:

The inventive concept was discussed. Atty. argued that it is appropriate to interpret the claim language such that Rosser does not read on the claims as amended (in the filing of 26 January 2011). The examiner agreed to give the application a de novo review.

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
11/765,433	06/19/2007	Roy Shkedi	14-PP	7471

26362 7590 04/14/2011

LOUIS J. HOFFMAN, P.C.
11811 North Tatum Boulevard, Suite 2100
Phoenix, AZ 85028

EXAMINER	
CHAMPAGNE, DONALD	
ART UNIT	PAPER NUMBER
3688	

NOTIFICATION DATE	DELIVERY MODE
04/14/2011	ELECTRONIC

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

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

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

Louis@valuablepatents.com
donald@valuablepatents.com
shaelyn@valuablepatents.com

PTOL-90A (Rev. 04/07)

Office Action Summary	Application No.	Applicant(s)	
	11/765,433	SHKEDI, ROY	
	Examiner	Art Unit	
	Donald L. Champagne	3688	

-- 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* MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, 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 *26 January 2011*.

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

3)☐ 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

4)☒ Claim(s) *1-33* is/are pending in the application.

4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) *1-33* is/are rejected.

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

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

Application Papers

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

10)☒ The drawing(s) filed on *19 June 2007* 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).

11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

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).

a)☐ All b)☐ Some * c)☐ None of:

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) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3) ☐ Information Disclosure Statement(s) (PTO/SB/08) Paper No(s)/Mail Date _____.
4) ☐ Interview Summary (PTO-413) Paper No(s)/Mail Date. _____ .
5) ☐ Notice of Informal Patent Application
6) ☐ Other: _____.

DETAILED ACTION

Summary

1. As promised in the interview conducted 29 March 2011, the examiner has performed a *de novo* review of this application and the claims and arguments filed 26 January 2011. The examiner continues to find that the claims use broad and ill-defined language, so many of the rejections in the last Office action have been renewed here.

Interpretation of Claim Language

2. Note on interpretation of claim terms - Unless a term is given an "explicit" and "clear" definition in the specification (MPEP § 2106.II.C), the examiner is obligated to give claims their broadest reasonable interpretation, in light of the specification as it would be interpreted by one of ordinary skilled in the art (MPEP § 2111). This means that the words of a claim must be given their "plain meaning" unless the plain meaning is inconsistent with the specification (MPEP § 2111.01.I and 2111.01.III). An explicit and clear definition must establish the metes and bounds of the terms. A clear definition must unambiguously establish what is and what is not included. A clear definition is indicated by a section labeled definitions, or by the use of phrases such as "by xxx we mean"; "xxx is defined as"; or "xxx includes … but does not include …" An example does not constitute a "clear definition" beyond the scope of the example. An applicant may re-define terms used to describe the invention, but must do so "with reasonable clarity, deliberateness, and precision" and, if done, must "'set out his uncommon definition in some manner within the patent disclosure' so as to give one of ordinary skill in the art notice of the change" in meaning (MPEP § 2111.01.IV and 2173.05(a)).

3. **Media property** is not given an "explicit" and "clear" definition in the specification. **Media property** is interpreted to be (media) content. Several examples of **media property** as content are given at para. [0014] in the published application (US 2007/0294401 A1).

4. **Profile information** or **a visitor's profile** is any information characterizing a visitor/user. See para. [0009] and [0010] of the published application.

5. **Profile supplier** is not given an "explicit" and "clear" definition in the specification. **Profile supplier** is interpreted as any entity that gathers and uses or transmits **profile information**.

While applicant traversed the examiner's argument, it is noted that applicant does accept this interpretation (p. 12, first full para.).

6. Neither a **computer system** nor a **hardware computer system** is disclosed in the specification. Both are interpreted to be a "computer", a term of art that is widely accepted to be any programmable device (machine) that can store, receive and process data (New York Times Reference Dictionary). Both the *central computer system* and the *set-top box* disclosed by Rosser read on a "computer". A **machine** is not disclosed explicitly, but that term is supported as the genus of "computer".

Claim Rejections - 35 USC § 112

7. The following is a quotation of the first paragraph of 35 U.S.C. 112:

> The specification shall contain a written description of the invention, and of the manner and process of making and using it, in such full, clear, concise, and exact terms as to enable any person skilled in the art to which it pertains, or with which it is most nearly connected, to make and use the same and shall set forth the best mode contemplated by the inventor of carrying out his invention.

8. Claims 3, 9, 14-17, 20, 21, 23, 27, 30 and 33 are rejected under 35 U.S.C. 112, first paragraph, as failing to comply with the written description requirement. The claim(s) contains subject matter which was not described in the specification in such a way as to reasonably convey to one skilled in the relevant art that the inventor(s), at the time the application was filed, had possession of the claimed invention.

A. In each claim 3, 9, 14, 15, 20, 21, 23, 27, 30 and 33, "redirect/ion" of a computer is new matter. (In context, it is physically impossible to "redirect" a computer.)

B. Claims 16 and 17 are also new matter. The spec. does not disclose "equipment" operating in a "media". Indeed, the published application (para. [0016] and [0017]) discloses that equipment is a "media property".

9. The following is a quotation of the second paragraph of 35 U.S.C. 112:

> The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.

10. Claims 1-33 are rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention. In claims 1, 22 and 24, "readable by the selected media property" is

indefinite. In claims 31 and 33, "the media property automatically recording/electronically reporting" is indefinite. In these claims, the term **media property** is used to mean "a corporate entity, apparatus or other actor", while the accepted meaning is "media content". This language is indefinite because the specification does not clearly redefine the term **media property**. Where applicant acts as his or her own lexicographer to specifically define a term of a claim contrary to its ordinary meaning, the written description must clearly redefine the claim term and set forth the uncommon definition so as to put one reasonably skilled in the art on notice that the applicant intended to so redefine that claim term. *Process Control Corp. v. HydReclaim Corp.*, 190 F.3d 1350, 1357, 52 USPQ2d 1029, 1033 (Fed. Cir. 1999).

Claim Rejections - 35 USC § 102 and 35 USC § 103

11. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

> A person shall be entitled to a patent unless –
>
> (b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

12. 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.

13. Claims 1-31 are rejected under 35 U.S.C. 102(b) as being anticipated by Rosser (US 6,446,261 B1).

14. Rosser teaches (independent claims 1, 22 and 24) a method implemented using a hardware computer system programmed to provide collected profiles, a machine comprising a computer server programmed to implement a method for providing collected profiles, and a method of causing delivery of advertisements based on electronic profiles, the method (as expressed by claim 1) comprising:

(a) responsive to receiving profile information (*A viewer profile*, Abstract line 5) about a visitor who electronically visited equipment of a profile supplier (*set-top boxes that monitor the usage and viewing habits of the television set or other video reception device*, Abstract lines 3-4), with the computer system (*a central computer*, col. 3 lines 31-34) automatically selecting a media property (*specific ads*, Abstract, last line) based on a comparison of the profile information received about the visitor with a previously received request for specific profiles or kinds of profiles (*link specific insertable indicia with matching specific viewer profiles*, Abstract, lines 11-12, and col. 3 lines 31-34); and

(b) automatically arranging for electronic storage of a tag (*insertable indicia*, Abstract lines 10-12) that is associated with the visitor and that is readable (*The insertable indicia are encoded*, Abstract lines 12-13).

15. For claim 24, "providing a request for specific profiles or kinds of profiles of interest" is taught at col. 4 lines 20-23, and "automatically checking visitors to a second media property for the tag", is taught at col. 10 lines 21-35, where any subsequent programming after viewer characterization (col. 8, lines 39-45) reads on "a second media property" and *the required viewer usage profile **94*** reads on "the tag".

16. The following claim language is non-functional descriptive material (NFDM) and was not given patentable weight (MPEP § 2106.01). In claim 1 and numerous dependent claims:

"entity/entities controlling the (selected) media property/properties".

In claim 24:

"controlled by a profile owner company" and "[a request] for the profile owner".

This language is NFDM because it does not alter how the process steps are to be performed to achieve the utility of the invention.

17. Rosser teaches at the citations given above claims 2, 4 (where selecting *the viewer usage profile key* reads on "categorizing the profile information"), 6-8 and 18.

18. Claims 16 and 17 add only non-functional descriptive material and were not given patentable weight (para. 20 above). The claims do not have any clear functional relevance to the parent claims.

19. Rosser also teaches: claims 3, 9, 21, 23 and 25 (col. 5 lines 3-6); claims 10, 13-15, 19, 20, 23 and 26-30, (col. 8 lines 4-19, where *monitored* for *advertisers* reads on "a report"); and claims 5, 11, 12, 21, 23 and 31 (col. 13 lines 57-63, where *advertisers* reads on "promotion supplier" and "profile owner").

20. Claims 32 and 33 are rejected under 35 U.S.C. 103(a) as being unpatentable over Rosser. Rosser does not teach delivering only the higher-priced of two adjacent ads. Under *KSR v. Teleflex* (82 USPQ 2nd 1385), it is common sense to choose the option that yields the greatest benefit. i.e., the higher price option in this case.

Response to Arguments

21. Applicant's arguments filed with an amendment on 26 January 2011 have been fully considered but they are not persuasive. Applicant argues (pp. 11-12) that the spec. does disclose what **media property** and **profile supplier** "can" and "may" mean. As the examiner noted in the last Office action and is repeated as para. 6 above, what a term "can" and "may" mean does not qualify as an "explicit" and "clear" definition. The examiner believes the remaining arguments have been addressed above.

22. Interview request: The examiner failed to see the request for an interview on p. 20 until after the applicant's attorney telephoned the examiner. The examiner regrets this oversight.

Conclusion

23. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

24. A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

25. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Donald L Champagne whose telephone number is 571-272-6717. The examiner can normally be reached Monday to Wednesday and Friday. The examiner can also be contacted by e-mail at donald.champagne@uspto.gov, and *informal* fax communications (i.e., communications not to be made of record) may be sent directly to the examiner at 571-273-6717.

26. The examiner's supervisor, John Weiss, can be reached on 571-272-6812.

27. Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

28. **AFTER FINAL INTERVIEW PRACTICE –** Consistent with MPEP § 706.07(f) and 713.09, prosecution generally ends with the final rejection. **The examiner will grant an interview after final only when applicant files an interview request (form PTOL-413A)** containing compelling evidence that "disposal or clarification for appeal may be accomplished with only nominal further consideration" (MPEP § 713.09). The burden is on applicant to demonstrate this requirement, preferably in no more than 25 words. Amendments are entered after final only when the amendments will clearly simplify issues, or put the case into condition for allowance, clearly and without additional search or more than nominal consideration..

29. Applicant may have after final arguments considered and amendments entered by filing an RCE.

30. Applicant is advised that, unless a proposed amendment is filed after final and the examiner returns an advisory action with block 3(a) checked (signifying that further search or consideration is required), an amendment filed with an RCE **COULD BE MADE FINAL IN THE FIRST ACTION** in accordance with MPEP § 706.07(b).

8 April 2011 /Donald L. Champagne/
Primary Examiner, Art Unit 3688

Notice of References Cited	Application/Control No. 11/765,433	Applicant(s)/Patent Under Reexamination SHKEDI, ROY	
	Examiner Donald L. Champagne	Art Unit 3688	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	A	US-			
	B	US-			
	C	US-			
	D	US-			
	E	US-			
	F	US-			
	G	US-			
	H	US-			
	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N					
	O					
	P					
	Q					
	R					
	S					
	T					

NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	New York Times Reference Dictionary definition of "computer", downloaded 7 April 2010.
	V	
	W	
	X	

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

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Page 287**

Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
	11765433	SHKEDI, ROY
	Examiner	**Art Unit**
	Donald L Champagne	3688

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

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

CLAIM		DATE								
Final	Original	10/19/2010	04/08/2011							
	1	✓	✓							
	2	✓	✓							
	3	✓	✓							
	4	✓	✓							
	5	✓	✓							
	6	✓	✓							
	7	✓	✓							
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	28	✓	✓							
	29	✓	✓							
	30	✓	✓							
	31	✓	✓							
	32	✓	✓							
	33	✓	✓							

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	:	Roy Shkedi	Art Unit	:	3688
Serial No.	:	11/765,433	Examiner	:	Champagne
Filed	:	June 19, 2007			
Title	:	Providing Collected Profiles to Media Properties Having Specified Interests			

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

Filed via EFS June 20, 2011

RESPONSE TO OFFICE ACTION

Dear Sir:

In response to the final Office Action dated April 14, 2011, please amend the claims as shown below beginning on page 2 and consider the remarks that follow beginning on page 11.

No fees are due.

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Amendments

IN THE CLAIMS:

Please amend the claims as follows:

1. (Currently Amended) A method implemented using a hardware computer system programmed to provide collected profiles comprising:

(a) responsive to receiving profile information about a visitor who electronically ~~visited~~ accessed equipment of a profile supplier, with the computer system automatically selecting ~~a media property~~ an electronic-advertising-space-controlling entity based on a comparison of the profile information received about the visitor with a previously received request for specific profiles or kinds of profiles of interest to [[an]] the entity ~~controlling the media property~~, which request is stored in the computer system; and

(b) with the computer system automatically arranging for electronic storage of a tag that is associated with the visitor and that is readable by electronic-advertising-space-controlling equipment controlled by the selected ~~media property~~ entity.

2. (Currently Amended) The method of claim 1 wherein part (a) comprises automatically selecting a plurality of ~~media properties~~ electronic-advertising-space-controlling entities, based on a comparison of the profile information received about the visitor with each request of a set of requests, at least one of which requests was previously received from each of the respective entities ~~controlling the media properties~~, each request being for specific profiles or kinds of profiles, which requests are stored in the computer system.

3. (Currently Amended) The method of claim 1 wherein performing part (a) responsive to receiving profile information about the visitor who, with a computer, electronically ~~visited~~ accessed equipment of the profile supplier comprises performing part (a) responsive to receiving ~~an electronic redirect of a computer of the visitor along with the visitor's profile~~ the profile information as a result of URL redirection from a website that is served by a computer comprising the profile supplier equipment, which website is accessed by the computer of the visitor.

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4. (Previously Amended) The method of claim 1 wherein part (a) further comprises with the computer system categorizing the profile information received about the visitor into a category of profiles.

5. (Previously Amended) The method of claim 1 further comprising with the computer system recording a fee to the profile supplier in exchange for the profile information received from the profile supplier.

6. (Original) The method of claim 1 wherein the tag comprises personally identifiable information identifying the visitor.

7. (Original) The method of claim 1 wherein automatically arranging for electronic storage of the tag comprises arranging for electronic storage of the profile information in the tag.

8. (Original) The method of claim 1 wherein automatically arranging for electronic storage of the tag comprises arranging for electronic storage of the profile information in a database locatable through the tag.

9. (Currently Amended) The method of claim 1 wherein automatically arranging for electronic storage of the tag comprises ~~redirecting a~~ automatic redirection to a URL specified by the selected entity to place a computer of the visitor ~~to~~ in communication with computer equipment controlled by the selected ~~media property~~ entity to enable ~~the selected media property to tag the visitor~~ tagging of the computer of the visitor.

10. (Currently Amended) The method of claim 1 further comprising, after parts (a) and (b), with the computer system electronically receiving a report from the selected entity ~~controlling the selected media property~~ containing information about usage of the profile in association with an electronic ~~visit~~ access by the computer of the profiled visitor to the equipment of the selected ~~media property~~ entity.

11. (Currently Amended) The method of claim 10 further comprising, based on the report, with the computer system recording an amount owed by the selected entity ~~controlling the selected media property~~ for profile usage.

12. (Previously Amended) The method of claim 11 further comprising with the computer system calculating fees owed to a plurality of profile suppliers based

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on respective contributions of said profile suppliers to the profile identified in the report as having been used.

13. (Currently Amended) The method of claim 10 wherein the report contains information about usage of the profile in association with a profile-based advertisement electronically delivered to the computer of the profiled visitor by the equipment of the selected ~~media property~~ entity.

14. (Currently Amended) The method of claim [[11]] 13 wherein receiving the report comprises ~~an~~ electronically communicating with ~~redirection of a~~ the computer of the visitor via URL redirection from the equipment of the selected ~~media property~~ entity when the equipment of the selected ~~media property~~ entity utilizes the profile to deliver [[the]] an electronic advertisement to the computer of the visitor.

15. (Currently Amended) The method of claim 14 wherein the URL redirection occurs ~~by incorporating~~ in accordance with a redirection instruction incorporated into the advertisement.

16. (Currently Amended) The method of claim 1 wherein the equipment of the profile supplier operates in a different ~~media~~ type of network than equipment of the selected ~~media property~~ entity.

17. (Currently Amended) The method of claim 16 wherein the equipment of the profile supplier operates in the Internet and the equipment of the selected ~~media property~~ entity ~~operates in a~~ utilizes the profile to cause delivery of electronic advertisements on a television ~~media~~ of the visitor.

18. (Currently Amended) The method of claim 1 wherein part (a) comprises automatically selecting ~~a media property~~ an electronic-advertising-space-controlling entity based on a comparison of the profile information received about the visitor with a plurality of requests, previously received from the ~~entity controlling the media property~~ entity, each request being for a specific profile or kind of profiles.

19. (Currently Amended) The method of claim 18 further comprising, after parts (a) and (b), with the computer system electronically receiving a report from the selected entity ~~controlling the selected media property~~ containing information about

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usage of the profile in association with an electronic ~~visit~~ access by the computer of the profiled visitor to the equipment of the selected ~~media property~~ entity, and wherein the report further contains information identifying which profile or kind of profiles the equipment of the selected ~~media property~~ entity used in connection with usage of the profile.

20. (Previously Amended) The method of claim 19 wherein receiving the report comprises ~~an~~ electronically communicating with ~~redirection of a~~ the computer of the visitor via URL redirection from the equipment of the selected ~~media property~~ entity when the selected ~~media property~~ entity utilizes the profile to deliver [[the]] an electronic advertisement to the computer of the visitor, and wherein the information identifying which profile or kinds of profiles the equipment of the selected ~~media property~~ entity used is contained in the URL ~~to which the visitor is redirected~~.

21. (Currently Amended) The method of claim 1:

(i) wherein performing part (a) responsive to receiving profile information about the visitor who, with a computer, electronically ~~visited~~ accessed equipment of the profile supplier comprises performing part (a) responsive to receiving ~~an electronic redirect of a computer of the visitor along with the visitor's profile~~ the profile information as a result of URL redirection from a website that is served by a computer comprising the profile supplier equipment ~~of the profile supplier~~, which website is accessed by the computer of the visitor;

(ii) wherein part (a) further comprises with the computer system categorizing the profile information received about the visitor into a category of profiles;

(iii) wherein part (a) comprises automatically selecting ~~at least one of~~ a plurality of ~~media properties~~ electronic-advertising-space-controlling entities, based on a comparison of the profile information received about the visitor with each request of a set of requests, at least one of which requests was previously received from each of the respective entities ~~controlling the media properties~~,

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each request being for specific profiles or kinds of profiles, which requests are stored in the computer system;

(iv) wherein automatically arranging for electronic storage of the tag comprises ~~redirecting the visitor's~~ automatic redirection to a URL specified by the selected entity to place a computer ~~to~~ of the visitor in communication with computer equipment controlled by the selected ~~media property~~ entity to enable ~~the selected media property to tag the visitor's~~ tagging of the computer of the visitor;

(v) further comprising, after parts (a) and (b), with the computer system electronically receiving a report from the selected entity ~~controlling the selected media property~~ containing information about usage of the profile in association with an electronic ~~visit~~ access by the computer of the profiled visitor~~'s computer~~ to the equipment of the selected ~~media property~~ entity;

(vi) wherein the report contains information about usage of the profile in association with a profile-based advertisement electronically delivered to the computer of the profiled visitor~~'s computer~~ by the equipment of the selected ~~media property~~ entity; and

(vii) further comprising, based on the report, with the computer system recording (A) an amount owed by the selected entity ~~controlling the selected media property~~ for profile usage, and (B) a fee owed to the profile supplier for providing the profile information that was used by the selected ~~media property~~ entity.

22. (Previously Amended) A machine comprising a computer server programmed to implement a method for providing collected profiles comprising:

(a) responsive to receiving profile information about a visitor who electronically ~~visited~~ accessed equipment of a profile supplier, with the computer server automatically selecting ~~a media property~~ an electronic-advertising-space-controlling entity based on a comparison of the profile information received about the visitor with a previously received request for specific profiles or kinds

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of profiles of interest to [[an]] the entity ~~controlling the media property~~, which request is stored in the machine; and

(b) with the machine automatically arranging for electronic storage of a tag that is associated with the visitor and that is readable by electronic-advertising-space-controlling equipment controlled by the selected ~~media property~~ entity.

23. (Currently Amended) The machine of claim 22 wherein the computer server is further programmed to implement a method for providing collected profiles:

(i) wherein performing part (a) responsive to receiving profile information about the visitor who, with a computer, electronically ~~visited~~ accessed equipment of the profile supplier comprises performing part (a) responsive to receiving ~~an electronic redirect of a computer of the visitor along with the visitor's profile~~ the profile information as a result of URL redirection from a website that is served by a computer comprising the profile supplier equipment, which website is accessed by the computer of the visitor;

(ii) wherein part (a) further comprises with the machine categorizing the profile information received about the visitor into a category of profiles;

(iii) wherein part (a) comprises automatically selecting ~~at least one of~~ a plurality of ~~media properties~~ electronic-advertising-space-controlling entities, based on a comparison of the profile information received about the visitor with each request of a set of requests, at least one of which requests was previously received from each of the respective entities ~~controlling the media properties~~, each request being for specific profiles or kinds of profiles, which requests are stored in the machine;

(iv) wherein automatically arranging for electronic storage of the tag comprises ~~redirecting the visitor~~ automatic redirection to a URL specified by the selected entity to place a computer ~~to~~ of the visitor in communication with computer equipment controlled by the selected ~~media property~~ entity ~~with a request to have the selected media property tag~~ to enable tagging of the ~~visitor's~~ computer of the visitor~~;~~

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~~(v) further comprising, after parts (a) and (b), with the machine electronically receiving a report from the entity controlling the selected media property containing information about usage of the profile in association with a visit by the profiled visitor to the selected media property;~~

~~(vi) wherein the report contains information about usage of the profile in association with a profile-based advertisement delivered to the profiled visitor by the selected media property; and~~

~~(vii) further comprising, based on the report, with the machine recording (A) an amount owed by the entity controlling the selected media property for profile usage, and (B) a fee owed to the profile supplier for providing the profile information that was used by the selected media property~~.

24. (Currently Amended) A method of causing delivery of electronic advertisements based on requested profiles comprising:

(a) electronically providing ~~to~~, for storage at a hardware computer system controlled by a profile owner company, a request for specific profiles or kinds of profiles of interest;

(b) wherein the profile owner computer system is programmed

(i) to automatically select ~~a media property~~ an electronic-advertising-space-controlling entity based on a comparison of (A) profile information about a visitor[[s]] who electronically ~~visited~~ accessed ~~equipment~~ electronic apparatus of a profile supplier with (B) stored requests for profiles or kinds of profiles, and

(ii) to automatically arrange for electronic storage of a tag that is associated with the visitor[[s]] and that is readable by electronic-advertising-space-controlling equipment controlled by the selected ~~media property~~ entity~~, for those of the visitors having profile information matching the stored profiles or kinds of profiles related to the selected media property~~; and

(c) later, with the ~~media property~~ equipment, automatically checking electronic ~~equipment~~ devices of a multitude of visitors ~~to the media property~~

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accessing the equipment for the tag readable by the ~~media property~~ equipment and, when found, automatically causing ~~the~~ delivery of a profile-dependent electronic advertisement to the tagged visitor ~~equipment~~ devices.

25. (Currently Amended) The method of claim 24 further comprising, after part (a) and before part (c), with the ~~media property~~ equipment automatically tagging ~~computers~~ a device of the visitor[[s]] that is a computer ~~redirected by~~ that has accessed the equipment as a result of URL redirection from the profile owner computer system.

26. (Currently Amended) The method of claim 24 further comprising, after parts (a) and (c), with the ~~media property~~ equipment electronically reporting information about delivery of the advertisement to the tagged visitor ~~equipment~~ devices, which report is provided to the profile owner company.

27. (Currently Amended) The method of claim 26 wherein electronically reporting comprises automatically ~~redirecting~~ placing the tagged visitor devices that are computers ~~to~~ in communication with the profile owner computer system via URL redirection from the equipment of the selected entity ~~along with~~ when the equipment utilizes the profile to cause delivery of the advertisement.

28. (Currently Amended) The method of claim 27 wherein ~~automatically redirecting~~ URL redirection comprises delivering an advertisement containing a redirection instruction.

29. (Previously Amended) The method of claim 26 wherein reporting further comprises automatically electronically identifying to the profile owner company one of a plurality of profiles or kind of profiles used in association with delivery of the advertisement.

30. (Currently Amended) The method of claim 29 wherein electronically reporting comprises automatically ~~redirecting~~ placing the tagged visitor computers ~~to~~ in communication with the profile owner computer system via URL redirection from the equipment of the selected entity ~~along with~~ when the equipment utilizes the profile to cause delivery of the advertisement, and identifying comprises ~~redirecting~~ placing the tagged visitor computers ~~to~~ in communication with one of a plurality of URLs

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depending on which of the plurality of profiles or kinds of profiles was used in association with delivery of the advertisement.

31. (Currently Amended) The method of claim 24 further comprising, after parts (a) and (c), with the ~~media property~~ equipment automatically recording the amount of a fee owed to the profile owner company as a result of delivery of the advertisement to the tagged visitor ~~equipment~~ devices.

32. (Currently Amended) The method of claim 24 wherein the act of automatically causing delivery of a profile-dependent electronic advertisement in part (c) is performed only when a price for delivery of the profile-dependent electronic advertisement to the tagged visitor ~~equipment~~ devices is higher than a price for delivery to the tagged visitor devices of a first advertisement based on content adjacent to the advertising space into which the first advertisement is delivered.

33. (Currently Amended) The method of claim 32 further comprising:

(i) after part (a) and before part (c), with the ~~media property~~ equipment automatically tagging a device of the visitor that is a computer[[s]] ~~redirected by~~ that has accessed the equipment as a result of URL redirection from the profile owner computer system;

(ii) after parts (a) and (c), with the ~~media property~~ equipment automatically electronically reporting information about delivery of the advertisement to the tagged visitor computers, which information includes identifying to the profile owner company one of a plurality of profiles or kind of profiles used in association with delivery of the advertisement; and

(iii) after parts (a) and (c), with the ~~media property~~ equipment automatically recording the amount of a fee owed to the profile owner company as a result of delivery of the advertisement to the tagged visitor computers.

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Remarks

The final Office Action withdraws the previous rejections based on 35 U.S.C. §101 but continues to reject the claims under 35 U.S.C. §112 and §§102/103, with the sole prior art reference used for the art rejections being U.S. Patent 6,446,261 (Rosser"), and comments on claim interpretation. Assignee's undersigned attorney thanks the examiner for his further careful review and for the interview. Assignee has again carefully reviewed the examiner's comments and rejections and entered rejections and remarks believed sufficient to overcome all remaining rejections. Assignee responds to the Office Action point-by-point in the sections that follow.

I. Non-Art Rejections.

No response is needed to Office Action paragraphs 1, 2, 7, 9, 11, 12, and 21-30.

Office Action paragraph 3 states that the term "media property" is not given an explicit and clear definition in the specification. Assignee understands that the specification has not been perfectly consistent by referring to the "media property" as the equipment, the entity controlling such equipment, or the media content delivered by such equipment. As the examiner has previously pointed out, patents often contain "actor language" used as "short-hand for … patentable functions, not ownership entities," so that is neither surprising nor problematic. Accordingly, to overcome this issue and make the rejection moot, assignee has eliminated the term "media property" from the claims and more directly specified whether each reference is intended to refer to the actor, equipment, or content.

Office Action paragraph 4 states that the term "profile information" or "visitor's profile" is defined as "any information characterizing a visitor/user." Assignee agrees.

Office Action paragraph 5 states that the term "profile supplier" is not clearly defined in the specification. However, the examiner has provided a definition with which assignee has agreed. Thus, apparently the specification was clear enough! Accordingly, the Office Action contains no §112(2) rejection on account of lack of sufficiently clear definition.

Office Action paragraph 6 discusses the terms "computer system" and "hardware computer system," and the discussion seems accurate.

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Office Action paragraph 8(A) rejects certain dependent claims under §112(1) because "redirection of a computer" is "new matter" because "physically impossible." That phraseology is the common way of referring to URL redirection, but assignee understands the examiner's technical point. Assignee has reworded the concept to avoid the problem. URL redirection is clearly disclosed in the specification.

Office Action paragraph 8(B) rejects dependent claims 16 and 17 under §112(1) because "media" is "new matter"; inconsistent with "media property." Assignee has reworded the concept to avoid the problem. The specification clearly discloses using a profile from one kind of network (e.g., a computer network) to deliver an advertisement in another kind of network (*e.g.*, set-top boxes in a network, capable of receiving TV).

Office Action paragraph 10 rejects all claims under §112(2) as indefinite because of the term "selected media property." Assignee has overcome that rejection by replacing all uses of the term "media property" from the claim set, as explained above.

II. <u>Art Rejection (Rosser)</u>.

Office Action paragraphs 13-20 rejects all claims under §§102/103 in view of Rosser. As a result of the clarified terminology, assignee believes that the examiner can see that Rosser does not anticipate and indeed has little to do with the invention as claimed. Starting with claim 1 as amended, what the method recited in that claim selects is not an "ad," as assumed in the Office Action, but "an electronic-advertising-space-controlling entity." Rosser does not disclose or suggest selecting any "an electronic-advertising-space-controlling entity" based on the profile information, and such would make no sense in the context defined by Rosser.

The Office Action was able to maintain its rejection based on Rosser only because of construing "media property" as "content," contrary to assignee's intent. Now that the term "media property" is absent in the claims and "content" is not present in the claims, the rejection does not apply.

Also, in Rosser, the "insertable indicia" referenced in the abstract of that reference means the advertisements and does not correspond to the "tag that is associated with the visitor" of the claim, as apparently assumed by the Office Action. The fact that such "insertable indicia" (ad) is encoded does not change that conclusion.

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Also, the rejection (Office Action, para. 14) fails to explain why Rosser's "insertable indicia" (ad) is thought to have been readable by (in accordance with the current claim 1, part (b)) "electronic-advertising-space-controlling equipment controlled by the selected [electronic-advertising-space-controlling] entity."

Assignee has amended claim 24 to correspond in the above respects to claim 1. Assignee relies on the remarks in the previous Response to Office Action, to which the final Office Action did not reply. In particular, contrary to paragraph 15 of the final Office Action, a "required viewer usage profile 94" is not, as asserted, a "tag associated with the visitor." Rather, profile 94 seems to be a description of a desired user, which is entered in a database and *compared to* "viewer usage profile 74 of the current set-top device 44" (*see* Rosser, col. 10, lines 26-28), thus by definition *not* associated with any specific viewer. Furthermore, in Rosser, the STB does not visit any equipment that controls an ad space after being tagged when visiting equipment of a profile supplier.

Because of the amendments to the claims, it is not thought necessary to respond to the Office Action's assertions that the entity controlling the media property is "non-functional descriptive matter." However, limitations referring to entities are positive restrictions defining the things that are selected or that the entities control, as stated in the precise claim language, and they cannot rightly be ignored.

In paragraphs 17 and 19, the Office Action generally asserts that Rosser discloses limitations of dependent claims. In response, assignee states that it is not considered necessary to identify further distinctions from Rosser, in view of the arguments regarding the independent claims, the clarifying amendments submitted here, and the absence of specific identification (in most instances) of places where Rosser allegedly matches the claim language.

In paragraph 18, the Office Action asserts that the limitations of claims 16 and 17 are "non-functional descriptive matter." These limitations define different requirements on the process steps - namely, the steps must be performed in distinct networks. This is not mere "non-functional descriptive material" and cannot be disregarded.

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III. Entry of Amendments Under Rule 116.

The amendments should be entered under Rule 116 to put this application in better condition for appeal or allowance. The amendments respond specifically to the Office Action's objections to clarity of claim terms or terminology, so the changes alter the language but do not make material changes to the scope of the claims; thus, no further search should be required. Specifically, the changes are as follows:

(i) The Office Action held (¶¶3 & 10) that the term "media property" is used inconsistently and thus is vague and that assignee's previous argument that "media property" meant "equipment" (as opposed to "entity" or "content") was not a sufficient response. Now, assignee proposes to amend the claims to replace "media property" in each instance with the term "equipment" (and refer to "entity" in a few instances where appropriate). The change simply overcomes the vagueness rejection without altering the intended scope of the claims, and no additional searching is needed.

(ii) With regard to dependent claims 3, 9, 14, 15, 20, 21, 23, 27, 30, and 33, the Office Action held (¶8A) that the phrase "electronic redirect of a computer" was "new matter" because it was physically impossible to "redirect a computer." Now, assignee proposes to amend the claims to refer to receiving "information as a result of URL redirection from a website" (*e.g.*, claim 3) or "automatic redirection to a URL … to place a computer … in communication with" another computer (*e.g.*, claim 9) or "electronically communicating with the computer … via URL redirection from" another computer (*e.g.*, claim 14) or the like. To employ terminology consistent with the change to claim 3, assignee also proposes to amend in independent claim 1, and its counterpart independent claim 22, the word "visited" to the word "accessed" (and also in dependent claims 10, 19, 21, and 23).

(iii) With regard to dependent claims 16 and 17, the Office Action held (¶8B) that the term "media" in those claims is "new matter" because it is inconsistent with "media property." Now, assignee proposes to amend those two claims to refer to "type of network," to avoid inconsistency and to more clearly specify the intended point.

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There are only a few changes not derived directly from overcoming the non-prior art rejections, and those are for purposes of correcting minor issues or informalities and do not introduce significant requirements for searching. Specifically:

(iv) Dependent claim 23 was intended as a combination of several other dependent claims. Assignee noticed some language that had not been changed in the last amendment to maintain parallelism with the other dependent claims and has corrected the issues here. In addition, assignee wishes to remove the final three subparts of this claim, which should be its free choice and would not require a new search.

(v) In independent claim 24, assignee noticed the stray word "to" and removed it. Also, the claim now refers to a single "visitor," rather than multiple "visitors" in certain places, which makes the wording of the claim cleaner and allows removal as duplicative of the final clause of part (b). The essence of the removed clause remain in the comparison of (A) and (B) in part (b)(i), so the clause's removal does not broaden the claim materially so as to require a new search. Assignee also clarifies that the advertisements are "electronic" ones, which has been stated in other claims.

Assignee requests the examiner to review the claim amendments carefully in view of these remarks and believes that it will be apparent that the changes respond to the Office Action's non-art rejections and correct minor matters only. Thus, entry of this amendment is appropriate to put the case in better condition for appeal or allowance.

Assignee respectfully submits that all pending claims are now in condition for allowance. Please telephone the undersigned as requested or if there are any questions.

Respectfully submitted,

ALMONDNET INC.
by its attorney

Dated: June 20, 2011

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Electronic Acknowledgement Receipt

EFS ID:	10344383
Application Number:	11765433
International Application Number:	
Confirmation Number:	7471
Title of Invention:	PROVIDING COLLECTED PROFILES TO MEDIA PROPERTIES HAVING SPECIFIED INTERESTS
First Named Inventor/Applicant Name:	Roy Shkedi
Customer Number:	26362
Filer:	Louis J. Hoffman/Donald Hertz
Filer Authorized By:	Louis J. Hoffman
Attorney Docket Number:	14-PP
Receipt Date:	20-JUN-2011
Filing Date:	19-JUN-2007
Time Stamp:	17:14:05
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	Amendment After Final	11-06-20-AlmondNet-ProvProfiles-RTOAF.pdf	86730 f70ebd9eef18089fc93c4a630f6c68b19e4d0144	no	15
Warnings:					
Information:					

Total Files Size (in bytes):	86730

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/SB/06 (07-06)
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PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875	Application or Docket Number 11/765,433	Filing Date 06/19/2007	☐ To be Mailed

APPLICATION AS FILED – PART I

	(Column 1)	(Column 2)	SMALL ENTITY ☒		OR	OTHER THAN SMALL ENTITY	
FOR	NUMBER FILED	NUMBER EXTRA		RATE ($)	FEE ($)	RATE ($)	FEE ($)
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A		N/A		N/A	
☐ SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A		N/A		N/A	
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A		N/A		N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	minus 20 =	*		X $ =		X $ =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*		X $ =		X $ =	
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $250 ($125 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		TOTAL	

APPLICATION AS AMENDED – PART II

		(Column 1)		(Column 2)	(Column 3)	SMALL ENTITY		OR	OTHER THAN SMALL ENTITY	
AMENDMENT	06/20/2011	CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE ($)	ADDITIONAL FEE ($)		RATE ($)	ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	* 33	Minus	** 33	= 0	X $26 =	0	OR	X $ =	
	Independent (37 CFR 1.16(h))	* 3	Minus	***3	= 0	X $110 =	0	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	0	OR	TOTAL ADD'L FEE	

		(Column 1)		(Column 2)	(Column 3)					
AMENDMENT		CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE ($)	ADDITIONAL FEE ($)		RATE ($)	ADDITIONAL FEE ($)
	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 number found in the appropriate box in column 1.

Legal Instrument Examiner:
/SANDRA TUCKER SMITH/

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

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
11/765,433	06/19/2007	Roy Shkedi	14-PP	7471

26362 7590 07/08/2011

LOUIS J. HOFFMAN, P.C.
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Phoenix, AZ 85028

EXAMINER	
CHAMPAGNE, DONALD	
ART UNIT	PAPER NUMBER
3688	

NOTIFICATION DATE	DELIVERY MODE
07/08/2011	ELECTRONIC

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

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

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

Louis@valuablepatents.com
donald@valuablepatents.com
shaelyn@valuablepatents.com

Advisory Action Before the Filing of an Appeal Brief	**Application No.** 11/765,433	**Applicant(s)** SHKEDI, ROY	
	Examiner DONALD CHAMPAGNE	**Art Unit** 3688	

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

THE REPLY FILED 19 June 2011 FAILS TO PLACE THIS APPLICATION IN CONDITION FOR ALLOWANCE.

1. ☒ The reply was filed after a final rejection, but prior to or on the same day as filing a Notice of Appeal. To avoid abandonment of this application, applicant must timely file one of the following replies: (1) an amendment, affidavit, or other evidence, which places the application in condition for allowance; (2) a Notice of Appeal (with appeal fee) in compliance with 37 CFR 41.31; or (3) a Request for Continued Examination (RCE) in compliance with 37 CFR 1.114. The reply must be filed within one of the following time periods:
   a) ☒ The period for reply expires *3* months from the mailing date of the final rejection.
   b) ☐ The period for reply expires on: (1) the mailing date of this Advisory Action, or (2) the date set forth in the final rejection, whichever is later. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of the final rejection.

   Examiner Note: If box 1 is checked, check either box (a) or (b). ONLY CHECK BOX (b) WHEN THE FIRST REPLY WAS FILED WITHIN TWO MONTHS OF THE FINAL REJECTION. See MPEP 706.07(f).

Extensions of time may be obtained under 37 CFR 1.136(a). The date on which the petition under 37 CFR 1.136(a) and the appropriate extension fee have been filed is the date for purposes of determining the period of extension and the corresponding amount of the fee. The appropriate extension fee under 37 CFR 1.17(a) is calculated from: (1) the expiration date of the shortened statutory period for reply originally set in the final Office action; or (2) as set forth in (b) above, if checked. Any reply received by the Office later than three months after the mailing date of the final rejection, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

NOTICE OF APPEAL

2. ☐ The Notice of Appeal was filed on _____. A brief in compliance with 37 CFR 41.37 must be filed within two months of the date of filing the Notice of Appeal (37 CFR 41.37(a)), or any extension thereof (37 CFR 41.37(e)), to avoid dismissal of the appeal. Since a Notice of Appeal has been filed, any reply must be filed within the time period set forth in 37 CFR 41.37(a).

AMENDMENTS

3. ☒ The proposed amendment(s) filed after a final rejection, but prior to the date of filing a brief, will not be entered because
   (a) ☐ They raise new issues that would require further consideration and/or search (see NOTE below);
   (b) ☐ They raise the issue of new matter (see NOTE below);
   (c) ☒ They are not deemed to place the application in better form for appeal by materially reducing or simplifying the issues for appeal; and/or
   (d) ☐ They present additional claims without canceling a corresponding number of finally rejected claims.

   NOTE: _____. (See 37 CFR 1.116 and 41.33(a)).

4. ☐ The amendments are not in compliance with 37 CFR 1.121. See attached Notice of Non-Compliant Amendment (PTOL-324).
5. ☒ Applicant's reply has overcome the following rejection(s): See Continuation Sheet.
6. ☐ Newly proposed or amended claim(s) _____ would be allowable if submitted in a separate, timely filed amendment canceling the non-allowable claim(s).
7. ☒ For purposes of appeal, the proposed amendment(s): a) ☒ will not be entered, or b) ☐ will be entered and an explanation of how the new or amended claims would be rejected is provided below or appended.
   The status of the claim(s) is (or will be) as follows:
   Claim(s) allowed: _____.
   Claim(s) objected to: _____.
   Claim(s) rejected: *1-33*.
   Claim(s) withdrawn from consideration: _____.

AFFIDAVIT OR OTHER EVIDENCE

8. ☐ The affidavit or other evidence filed after a final action, but before or on the date of filing a Notice of Appeal will not be entered because applicant failed to provide a showing of good and sufficient reasons why the affidavit or other evidence is necessary and was not earlier presented. See 37 CFR 1.116(e).
9. ☐ The affidavit or other evidence filed after the date of filing a Notice of Appeal, but prior to the date of filing a brief, will not be entered because the affidavit or other evidence failed to overcome all rejections under appeal and/or appellant fails to provide a showing a good and sufficient reasons why it is necessary and was not earlier presented. See 37 CFR 41.33(d)(1).
10. ☐ The affidavit or other evidence is entered. An explanation of the status of the claims after entry is below or attached.

REQUEST FOR RECONSIDERATION/OTHER

11. ☒ The request for reconsideration has been considered but does NOT place the application in condition for allowance because: See Continuation Sheet.
12. ☐ Note the attached Information *Disclosure Statement*(s). (PTO/SB/08) Paper No(s). _____
13. ☐ Other: _____.

/Donald L. Champagne/
Primary Examiner, Art Unit 3688

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Page 308

.

Continuation of 5. Applicant's reply has overcome the following rejection(s): The rejection under 35 USC 112, 2nd para., at para. 8.A. of the final rejection.

Continuation of 11. does NOT place the application in condition for allowance because: Most of the issues identified in the final rejection remain, as explained below.

The proposed amendment of claims 3, 9 … 33 did overcome the rejection under 35 USC 112, 2nd para., at para. 8.A. of the final rejection, so the examiner would not argue that rejection before the Board. However, the proposed amendment vitiated some of the claims by introducing "entities", so the amendment cannot merely be entered even in part.

The essential issue is the treatment of an "entity" or "media property", meaning a business or other actor, Applicant believes this claim language should be given patentable weight, while the examiner does not. Method claims are judged by their steps, WHAT they do FUNCTIONALLY, not by WHO takes the action. See para. 16 of the final rejection.

A good example of patentable functionality is "controlling". That is a patentable function when done by a machine, but it is non-functional when done by an "entity" or other actor. In the earlier claims, the phrase, "controlled by a profile owner company", was not given patentable weight. (Para. 16 of the final rejection) In applicants' proposed amendment of claim 1, the phrase, "controlled by the selected entity", is also not entitled to patentable weight.

The essential problem is that an "entity" or other actor is defined by ownership. Ownership is inherently indefinite because it is a legal abstraction that can be created, merged, dispersed or destroyed at human whim. The US Supreme Court has ruled that “A corporation is an artificial being, invisible, intangible and existing only in contemplation of law.” CTS Corp. v. Dynamics Corp. of America, 481 U.S. 69, 89, 107 S. Ct. 1637, 1649-1650 (1987) (citing Trustees of Dartmouth College v. Woodward, 17 U.S. (4 Wheat) 518 (1819)).

In the instant case, applicant proposes to limit claims to "equipment controlled by the selected entity". But the spec. does not disclose how to define the controlling "entity". Say that a patent was issued with this limitation, and half of the original entity was bought by another entity. Who or what is then the “controlling entity"?

35 USC 112, second paragraph, requires a reasonable degree of definiteness in terms used to define the invention. “controlling entity” does not meet the requirements of 35 USC 112, second paragraph, because it is indefinite. A “controlling entity” is the Supreme Court’s “artificial being, invisible, intangible and existing only in contemplation of law.” A “controlling entity” is a legal abstraction that can be created, merged, dispersed or destroyed at human whim. United States patents cannot be predicated on something "existing only in contemplation of law" and dependent on human whim.

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PTO/SB/30 (07-09)
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Request for Continued Examination (RCE) Transmittal

Address to:
Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Application Number	11/765,433
Filing Date	06/19/2007
First Named Inventor	Shkedi, Roy
Art Unit	3688
Examiner Name	Champagne, Donald
Attorney Docket Number	14-PP

This is a Request for Continued Examination (RCE) under 37 CFR 1.114 of the above-identified application.
Request for Continued Examination (RCE) practice under 37 CFR 1.114 does not apply to any utility or plant application filed prior to June 8, 1995, or to any design application. See Instruction Sheet for RCEs (not to be submitted to the USPTO) on page 2.

1. Submission required under 37 CFR 1.114 Note: If the RCE is proper, any previously filed unentered amendments and amendments enclosed with the RCE will be entered in the order in which they were filed unless applicant instructs otherwise. If applicant does not wish to have any previously filed unentered amendment(s) entered, applicant must request non-entry of such amendment(s).

   a. [✓] Previously submitted. If a final Office action is outstanding, any amendments filed after the final Office action may be considered as a submission even if this box is not checked.

      i. [ ] Consider the arguments in the Appeal Brief or Reply Brief previously filed on _____

      Ii. [ ] Other _____

   b. [ ] Enclosed

      I. [ ] Amendment/Reply

      ii. [ ] Affidavit(s)/ Declaration(s)

      iii. [✓] Information Disclosure Statement (IDS)

      iv. [ ] Other _____

2. Miscellaneous

   a. [ ] Suspension of action on the above-identified application is requested under 37 CFR 1.103(c) for a period of _____ months. (Period of suspension shall not exceed 3 months; Fee under 37 CFR 1.17(i) required)

   b. [ ] Other _____

3. Fees The RCE fee under 37 CFR 1.17(e) is required by 37 CFR 1.114 when the RCE is filed.

   a. [ ] The Director is hereby authorized to charge the following fees, any underpayment of fees, or credit any overpayments, to Deposit Account No. _____.

      i. [ ] RCE fee required under 37 CFR 1.17(e)

      ii. [ ] Extension of time fee (37 CFR 1.136 and 1.17)

      iii. [ ] Other _____

   b. [ ] Check in the amount of $ _____enclosed

   c. [✓] Payment by credit card

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT REQUIRED

Signature	/Louis J. Hoffman/	Date	07/14/2011
Name (Print/Type)	Louis J. Hoffman	Registration No.	38,918

CERTIFICATE OF MAILING OR TRANSMISSION

I hereby certify that this correspondence is being submitted via the Electronic Filing System to the U.S. Patent and Trademark Office on the date shown below.

Signature	/Donald Hertz/		
Name (Print/Type)	Donald Hertz	Date	07/14/2011

This collection of information is required by 37 CFR 1.114. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Mail Stop RCE, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**
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Doc Code: M865 or FAI.REQ.INTV

PTOL-413A (08-10)
Approved for use through 07/31/2012. OMB 0651-0031
U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

Applicant Initiated Interview Request Form

Application No.: 11/765,433 First Named Applicant: Shkedi, Roy
Examiner: Champagne, Donald Art Unit: 3688 Status of Application: After Final - RCE filed

Tentative Participants:
(1) Louis J. Hoffman (2) Examiner Champagne
(3)_____ (4)_____

Proposed Date of Interview: 07/26/2011 **Proposed Time:** 2:00 PM (EDT)

Type of Interview Requested:
(1) [✓] Telephonic (2) [ ] Personal (3) [ ] Video Conference

Exhibit To Be Shown or Demonstrated: [ ] YES [✓] NO
If yes, provide brief description:_____

Issues To Be Discussed

Issues (Rej., Obj., etc)	Claims/ Fig. #s	Prior Art	Discussed	Agreed	Not Agreed
(1) Rej.	Cls. 1-33	Rosser	[ ]	[ ]	[ ]
(2)			[ ]	[ ]	[ ]
(3)			[ ]	[ ]	[ ]
(4)			[ ]	[ ]	[ ]

[ ] Continuation Sheet Attached [ ] Proposed Amendment or Arguments Attached

Brief Description of Arguments to be Presented:
Need to discuss Examiner's remarks in the Advisory Action, dated 07/08/2011.

An interview was conducted on the above-identified application on _____

NOTE: This form should be completed and filed by applicant in advance of the interview (see MPEP § 713.01). If this form is signed by a registered practitioner not of record, the Office will accept this as an indication that he or she is authorized to conduct an interview on behalf of the principal (37 CFR 1.32(a)(3)) pursuant to 37 CFR 1.34. This is not a power of attorney to any above named practitioner. See the Instruction Sheet for this form, which is incorporated by reference. By signing this form, applicant or practitioner is certifying that he or she has read the Instruction Sheet. After the interview is conducted, applicant is advised to file a statement of the substance of this interview (37 CFR 1.133(b)) as soon as possible. This application will not be delayed from issue because of applicant's failure to submit a written record of this interview.

/Louis J. Hoffman/
Applicant/Applicant's Representative Signature

Examiner/SPE Signature

Louis J. Hoffman
Typed/Printed Name of Applicant or Representative

38,918
Registration Number, if applicable

This collection of information is required by 37 CFR 1.133. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 24 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	:	Shkedi, Roy	Art Unit	:	3688
Serial No.	:	11/765,433	Examiner	:	Champagne, Donald
Filing Date	:	06/19/2007	Conf. No.	:	7471
Title	:	Providing collected profiles to media properties having specified interests			

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

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Dear Sir:

Assignee discloses the references listed on form PTO/SB/08a attached to this document. Pursuant to Office rules, a copy of the U.S. Patent reference is not included.

Assignee also wishes to direct the Examiner to the following co-pending applications, as well as the references cited therein:

Serial No.	Filing Date	Earliest Parent Filing Date
11/968,117	12/31/2007	
12/131,798	06/02/2008	
12/131,824	06/02/2008	
12/257,386	10/23/2008	
12/536,451	08/05/2009	
12/823,709	06/25/2010	06/16/2006 (prov.)
12/860,666	08/20/2010	04/17/2007
12/906,007	10/15/2010	
61/393,834	10/15/2010	
12/911,601	10/25/2010	11/28/2000
12/912,726	10/26/2010	12/28/1999
12/981,925	12/30/2010	12/31/2007
13/024,217	02/09/2011	01/15/2009 (prov.)
13/097,885	04/29/2011	04/17/2007
13/115,946	05/25/2011	06/14/2000
13/115,949	05/25/2011	06/14/2000
13/115,952	05/25/2011	06/14/2000
13/167,605	06/23/2011	04/17/2007

Assignee also directs the Examiner's attention to the recently-filed continuation of the instant application, namely Serial No. 13/170,110.

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

Respectfully submitted,

ALMONDNET, INC.

by its attorney

Dated: July 14, 2011

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

LOUIS J. HOFFMAN, P.C.
11811 North Tatum Boulevard
Suite 2100
Phoenix, Arizona 85028
(480) 948-3295

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Exhibit 1003
Page 313

PTO/SB/08a (07-09)
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Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 1 of 1

Complete if Known	
Application Number	11/765,433
Filing Date	06/19/2007
First Named Inventor	Shkedi, Roy
Art Unit	3688
Examiner Name	Champagne, Donald
Attorney Docket Number	14-PP

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] *(if known)*	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		US- 20080183561	07/31/2008	Zohar et al.	
		US-			
		US-			
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		US-			
		US-			
		US-			

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Foreign Patent Document Country Code[3]–Number[4]–Kind Code[5] *(if known)*	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T[6]

Examiner Signature		Date Considered	

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. [1] Applicant's unique citation designation number (optional). [2] See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. [3] Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). [4] For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. [5] Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. [6] Applicant is to place a check mark here if English language Translation is attached.

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 2 hours 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, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.

Electronic Patent Application Fee Transmittal	
Application Number:	11765433
Filing Date:	19-Jun-2007
Title of Invention:	PROVIDING COLLECTED PROFILES TO MEDIA PROPERTIES HAVING SPECIFIED INTERESTS
First Named Inventor/Applicant Name:	Roy Shkedi
Filer:	Louis J. Hoffman/Donald Hertz
Attorney Docket Number:	14-PP
Filed as Small Entity	

Utility under 35 USC 111(a) Filing Fees

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

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Miscellaneous:				
Request for continued examination	2801	1	405	405
		Total in USD ($)		**405**

Electronic Acknowledgement Receipt

EFS ID:	10525526
Application Number:	11765433
International Application Number:	
Confirmation Number:	7471
Title of Invention:	PROVIDING COLLECTED PROFILES TO MEDIA PROPERTIES HAVING SPECIFIED INTERESTS
First Named Inventor/Applicant Name:	Roy Shkedi
Customer Number:	26362
Filer:	Louis J. Hoffman/Donald Hertz
Filer Authorized By:	Louis J. Hoffman
Attorney Docket Number:	14-PP
Receipt Date:	14-JUL-2011
Filing Date:	19-JUN-2007
Time Stamp:	21:15:29
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Credit Card
Payment was successfully received in RAM	$405
RAM confirmation Number	6554
Deposit Account	
Authorized User	

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)

1	Request for Continued Examination (RCE)	11-07-14-AlmondNet-PP-RCE_Cover-FILE.pdf	48984 41e7fea910084ec6dbfc5afa0556b3a3faf796ea	no	1
Warnings:					
This is not a USPTO supplied RCE SB30 form.					
Information:					
2	Letter Requesting Interview with Examiner	11-07-14-AlmondNet-PP-Intview_Request-FILE.pdf	143901 6c0e1b2bc77d6ae957131abd4f8b2c773668fa6a	no	1
Warnings:					
Information:					
3	Transmittal Letter	11-07-14-Almondnet-PP-Supp_IDS_Cover.pdf	18656 2a399b6d74e7011e393d297c1d45d26d3965b30c	no	2
Warnings:					
Information:					
4	Information Disclosure Statement (IDS) Form (SB08)	11-07-14-AlmondNet-PP-Supp_IDS-FILE.pdf	43229 21de877900293d7f54b4ce16418bb9741e9bfaf4	no	1
Warnings:					
Information:					
This is not an USPTO supplied IDS fillable form					
5	Fee Worksheet (SB06)	fee-info.pdf	30326 9a168b9a7343f046059696f707e3521a7de40415	no	2
Warnings:					
Information:					
		Total Files Size (in bytes):	285096		

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.

<u>New Applications Under 35 U.S.C. 111</u>
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.

<u>National Stage of an International Application under 35 U.S.C. 371</u>
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.

<u>New International Application Filed with the USPTO as a Receiving Office</u>
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/SB/06 (07-06)
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PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875	Application or Docket Number 11/765,433	Filing Date 06/19/2007	☐ To be Mailed

APPLICATION AS FILED – PART I

	(Column 1)	(Column 2)	SMALL ENTITY ☒		OR	OTHER THAN SMALL ENTITY	
FOR	NUMBER FILED	NUMBER EXTRA		RATE ($)	FEE ($)	RATE ($)	FEE ($)
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A		N/A		N/A	
☐ SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A		N/A		N/A	
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A		N/A		N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	minus 20 =	*		X $ =		X $ =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*		X $ =		X $ =	
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $250 ($125 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		TOTAL	

APPLICATION AS AMENDED – PART II

AMENDMENT 07/14/2011	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	SMALL ENTITY RATE ($)	ADDITIONAL FEE ($)	OR	OTHER THAN SMALL ENTITY RATE ($)	ADDITIONAL FEE ($)
Total (37 CFR 1.16(i))	* 33	Minus	** 33	= 0	X $26 =	0	OR	X $ =	
Independent (37 CFR 1.16(h))	* 3	Minus	***3	= 0	X $110 =	0	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	**0**	OR	TOTAL ADD'L FEE	

AMENDMENT	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	RATE ($)	ADDITIONAL FEE ($)	OR	RATE ($)	ADDITIONAL FEE ($)
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 number found in the appropriate box in column 1.

Legal Instrument Examiner:
/YUVANNA CHAPHIV/

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

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

UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
11/765,433	06/19/2007	Roy Shkedi	14-PP	7471

26362 7590 08/01/2011

LOUIS J. HOFFMAN, P.C.
11811 North Tatum Boulevard, Suite 2100
Phoenix, AZ 85028

EXAMINER	
CHAMPAGNE, DONALD	
ART UNIT	PAPER NUMBER
3688	

NOTIFICATION DATE	DELIVERY MODE
08/01/2011	ELECTRONIC

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

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

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

Louis@valuablepatents.com
donald@valuablepatents.com
shaelyn@valuablepatents.com

PTOL-90A (Rev. 04/07)

Interview Summary	Application No.	Applicant(s)	
	11/765,433	SHKEDI, ROY	
	Examiner	Art Unit	
	DONALD CHAMPAGNE	3688	

All participants (applicant, applicant's representative, PTO personnel):

(1) *DONALD CHAMPAGNE*. (3)_____.

(2) *Louis L. Hoffman, Esq*. (4)_____.

Date of Interview: *26 July 2011*.

Type: a)☒ Telephonic b)☐ Video Conference
c)☐ Personal [copy given to: 1)☐ applicant 2)☐ applicant's representative]

Exhibit shown or demonstration conducted: d)☐ Yes e)☒ No.
If Yes, brief description: _____.

Claim(s) discussed: *1*.

Identification of prior art discussed: *None*.

Agreement with respect to the claims f)☐ was reached. g)☐ was not reached. h)☒ N/A.

Substance of Interview including description of the general nature of what was agreed to if an agreement was reached, or any other comments: *See Continuation Sheet*.

(A fuller description, if necessary, and a copy of the amendments which the examiner agreed would render the claims allowable, if available, must be attached. Also, where no copy of the amendments that would render the claims allowable is available, a summary thereof must be attached.)

THE FORMAL WRITTEN REPLY TO THE LAST OFFICE ACTION MUST INCLUDE THE SUBSTANCE OF THE INTERVIEW. (See MPEP Section 713.04). If a reply to the last Office action has already been filed, APPLICANT IS GIVEN A NON-EXTENDABLE PERIOD OF THE LONGER OF ONE MONTH OR THIRTY DAYS FROM THIS INTERVIEW DATE, OR THE MAILING DATE OF THIS INTERVIEW SUMMARY FORM, WHICHEVER IS LATER, TO FILE A STATEMENT OF THE SUBSTANCE OF THE INTERVIEW. See Summary of Record of Interview requirements on reverse side or on attached sheet.

/Donald L. Champagne/ Primary Examiner, Art Unit 3688	

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Summary of Record of Interview Requirements

Manual of Patent Examining Procedure (MPEP), Section 713.04, Substance of Interview Must be Made of Record
A complete written statement as to the substance of any face-to-face, video conference, or telephone interview with regard to an application must be made of record in the application whether or not an agreement with the examiner was reached at the interview.

Title 37 Code of Federal Regulations (CFR) § 1.133 Interviews
Paragraph (b)

In every instance where reconsideration is requested in view of an interview with an examiner, a complete written statement of the reasons presented at the interview as warranting favorable action must be filed by the applicant. An interview does not remove the necessity for reply to Office action as specified in §§ 1.111, 1.135. (35 U.S.C. 132)

37 CFR §1.2 Business to be transacted in writing.
All business with the Patent or Trademark Office should be transacted in writing. The personal attendance of applicants or their attorneys or agents at the Patent and Trademark Office is unnecessary. The action of the Patent and Trademark Office will be based exclusively on the written record in the Office. No attention will be paid to any alleged oral promise, stipulation, or understanding in relation to which there is disagreement or doubt.

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The action of the Patent and Trademark Office cannot be based exclusively on the written record in the Office if that record is itself incomplete through the failure to record the substance of interviews.

It is the responsibility of the applicant or the attorney or agent to make the substance of an interview of record in the application file, unless the examiner indicates he or she will do so. It is the examiner's responsibility to see that such a record is made and to correct material inaccuracies which bear directly on the question of patentability.

Examiners must complete an Interview Summary Form for each interview held where a matter of substance has been discussed during the interview by checking the appropriate boxes and filling in the blanks. Discussions regarding only procedural matters, directed solely to restriction requirements for which interview recordation is otherwise provided for in Section 812.01 of the Manual of Patent Examining Procedure, or pointing out typographical errors or unreadable script in Office actions or the like, are excluded from the interview recordation procedures below. Where the substance of an interview is completely recorded in an Examiners Amendment, no separate Interview Summary Record is required.

The Interview Summary Form shall be given an appropriate Paper No., placed in the right hand portion of the file, and listed on the "Contents" section of the file wrapper. In a personal interview, a duplicate of the Form is given to the applicant (or attorney or agent) at the conclusion of the interview. In the case of a telephone or video-conference interview, the copy is mailed to the applicant's correspondence address either with or prior to the next official communication. If additional correspondence from the examiner is not likely before an allowance or if other circumstances dictate, the Form should be mailed promptly after the interview rather than with the next official communication.

The Form provides for recordation of the following information:
- Application Number (Series Code and Serial Number)
- Name of applicant
- Name of examiner
- Date of interview
- Type of interview (telephonic, video-conference, or personal)
- Name of participant(s) (applicant, attorney or agent, examiner, other PTO personnel, etc.)
- An indication whether or not an exhibit was shown or a demonstration conducted
- An identification of the specific prior art discussed
- An indication whether an agreement was reached and if so, a description of the general nature of the agreement (may be by attachment of a copy of amendments or claims agreed as being allowable). Note: Agreement as to allowability is tentative and does not restrict further action by the examiner to the contrary.
- The signature of the examiner who conducted the interview (if Form is not an attachment to a signed Office action)

It is desirable that the examiner orally remind the applicant of his or her obligation to record the substance of the interview of each case. It should be noted, however, that the Interview Summary Form will not normally be considered a complete and proper recordation of the interview unless it includes, or is supplemented by the applicant or the examiner to include, all of the applicable items required below concerning the substance of the interview.

A complete and proper recordation of the substance of any interview should include at least the following applicable items:
1) A brief description of the nature of any exhibit shown or any demonstration conducted,
2) an identification of the claims discussed,
3) an identification of the specific prior art discussed,
4) an identification of the principal proposed amendments of a substantive nature discussed, unless these are already described on the Interview Summary Form completed by the Examiner,
5) a brief identification of the general thrust of the principal arguments presented to the examiner,
   (The identification of arguments need not be lengthy or elaborate. A verbatim or highly detailed description of the arguments is not required. The identification of the arguments is sufficient if the general nature or thrust of the principal arguments made to the examiner can be understood in the context of the application file. Of course, the applicant may desire to emphasize and fully describe those arguments which he or she feels were or might be persuasive to the examiner.)
6) a general indication of any other pertinent matters discussed, and
7) if appropriate, the general results or outcome of the interview unless already described in the Interview Summary Form completed by the examiner.

Examiners are expected to carefully review the applicant's record of the substance of an interview. If the record is not complete and accurate, the examiner will give the applicant an extendable one month time period to correct the record.

Examiner to Check for Accuracy

If the claims are allowable for other reasons of record, the examiner should send a letter setting forth the examiner's version of the statement attributed to him or her. If the record is complete and accurate, the examiner should place the indication, "Interview Record OK" on the paper recording the substance of the interview along with the date and the examiner's initials.

Continuation of Substance of Interview including description of the general nature of what was agreed to if an agreement was reached, or any other comments:

The atty. and examiner discussed the new claim language in view of the advisory action mailed 8 July 2011. The examiner's position in the advisory action can be summarized as, "The essential issue is the treatment of an "entity" … , meaning a business or other actor. Applicant believes this claim language should be given patentable weight, while the examiner does not. Method claims are judged by their steps, WHAT they do FUNCTIONALLY, not by WHO takes the action. See para. 16 of the final rejection."

Here are the new claim limitations (filed 20 June 2011) that the atty. discussed with the examiner:

(A) "with the computer system automatically selecting an electronic-advertising-space-controlling entity" and

(B) "with the computer system automatically arranging for electronic storage of a tag that is associated with the visitor and that is readable by electronic-advertising-space-controlling equipment controlled by the selected entity."

The atty. gave "Toyota" as an example of an "entity". Even though this is the name of a business, the examiner agreed that "(A)" did not seem objectionable since the "entity" is merely something being selected. The examiner said the last phrase in (B), "controlled by the selected entity", did seem to pose ownership problems.

The examiner asked for a break to research the claim language, promising to call the attorney at the end of the day. The examiner did not call back because he wanted to first document his findings. The atty. is welcome to again schedule an interview within the month of August to discuss these findings before the claims are examined.

The examiner found:

(1) "entity" is disclosed only in para. [0016] and [0041] of the application's publication (PGPub, US 2007/0294401 A1). At two places in [0116] it is disclosed that an "entity" is a seller and provider of ads, and could also be an owner of ad space.
(2) The application (PGPub para. [0016] and [0017]) uses ad space "control" to mean "having limited access to" the ad space, for purposes of placing ads and tracking viewers of those ads, for example. The examiner will interpret "control" of an ad space this way.
(3) The spec. does not disclose, "an electronic-advertising-space-controlling entity/equipment". The interpretation of the "equipment" is obvious, but the examiner is presently at a loss to know what applicant means, FUNCTIONALLY, by "an electronic-advertising-space-controlling entity". Barring new evidence, the examiner is inclined to reject this phrase as new matter.

In conclusion, as of this writing the examiner is [1] unsure of the interpretation of "an electronic-advertising-space-controlling entity" and [2] believes "controlled by the selected entity" is an ownership limitation that would not be given patentable weight as non-functional descriptive material..

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	:	Shkedi, Roy	Art Unit	:	3688
Serial No.	:	11/765,433	Examiner	:	Champagne, Donald
Filing Date	:	06/19/2007	Conf. No.	:	7471
Title	:	Providing collected profiles to media properties having specified interests			

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

Filed via EFS August 10, 2011

AMENDMENT AND INTERVIEW REPORT

Dear Sir:

In view of the conclusion of the interview held today, the final Office Action dated April 14, 2011, the Advisory Action dated July 8, 2011, and the Interview Report dated August 1, 2011, please amend the claims further (after the RCE) as shown below beginning on page 2 and please further consider the remarks and interview report that follow beginning on page 10.

No fees are due.

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Amendments

IN THE CLAIMS:

Please amend the claims as follows:

1. (Currently Amended) A method implemented using a hardware computer system programmed to provide collected profiles comprising:

(a) responsive to receiving profile information about a visitor who electronically accessed equipment of a profile supplier, with the computer system automatically selecting an electronic-advertising-space-controlling entity that has identified a URL, which selection is based on a comparison of the profile information received about the visitor with a previously received request for specific profiles or kinds of profiles of interest to the entity, which request is stored in the computer system; and

(b) with the computer system automatically arranging for electronic storage of a tag that is associated with the visitor and that is readable by electronic-advertising-space-controlling equipment, controlled by the selected entity, which equipment is accessible via a domain specified in the URL identified by the selected entity.

2. (Currently Amended) The method of claim 1 wherein part (a) comprises automatically selecting a plurality of electronic-advertising-space-controlling entities, each of which has identified respective URLs, which selection is based on a comparison of the profile information received about the visitor with each request of a set of requests, at least one of which requests was previously received from each of the respective entities, each request being for specific profiles or kinds of profiles, which requests are stored in the computer system.

3. (Previously Amended) The method of claim 1 wherein performing part (a) responsive to receiving profile information about the visitor who, with a computer, electronically accessed equipment of the profile supplier comprises performing part (a) responsive to receiving the profile information as a result of URL redirection from a website that is served by a computer comprising the profile supplier equipment, which website is accessed by the computer of the visitor.

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4. (Previously Amended) The method of claim 1 wherein part (a) further comprises with the computer system categorizing the profile information received about the visitor into a category of profiles.

5. (Previously Amended) The method of claim 1 further comprising with the computer system recording a fee to the profile supplier in exchange for the profile information received from the profile supplier.

6. (Original) The method of claim 1 wherein the tag comprises personally identifiable information identifying the visitor.

7. (Original) The method of claim 1 wherein automatically arranging for electronic storage of the tag comprises arranging for electronic storage of the profile information in the tag.

8. (Original) The method of claim 1 wherein automatically arranging for electronic storage of the tag comprises arranging for electronic storage of the profile information in a database locatable through the tag.

9. (Currently Amended) The method of claim 1 wherein automatically arranging for electronic storage of the tag comprises automatic redirection to [[a]] the URL ~~specified~~ provided by the selected entity to place a computer of the visitor in communication with computer equipment controlled by the selected entity to enable tagging of the computer of the visitor.

10. (Previously Amended) The method of claim 1 further comprising, after parts (a) and (b), with the computer system electronically receiving a report from the selected entity containing information about usage of the profile in association with an electronic access by the computer of the profiled visitor to the equipment of the selected entity.

11. (Previously Amended) The method of claim 10 further comprising, based on the report, with the computer system recording an amount owed by the selected entity for profile usage.

12. (Previously Amended) The method of claim 11 further comprising with the computer system calculating fees owed to a plurality of profile suppliers based

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on respective contributions of said profile suppliers to the profile identified in the report as having been used.

13. (Previously Amended) The method of claim 10 wherein the report contains information about usage of the profile in association with a profile-based advertisement electronically delivered to the computer of the profiled visitor by the equipment of the selected entity.

14. (Previously Amended) The method of claim 13 wherein receiving the report comprises electronically communicating with the computer of the visitor via URL redirection from the equipment of the selected entity when the equipment of the selected entity utilizes the profile to deliver an electronic advertisement to the computer of the visitor.

15. (Previously Amended) The method of claim 14 wherein the URL redirection occurs in accordance with a redirection instruction incorporated into the advertisement.

16. (Previously Amended) The method of claim 1 wherein the equipment of the profile supplier operates in a different type of network than equipment of the selected entity.

17. (Previously Amended) The method of claim 16 wherein the equipment of the profile supplier operates in the Internet and the equipment of the selected entity utilizes the profile to cause delivery of electronic advertisements on a television of the visitor.

18. (Previously Amended) The method of claim 1 wherein part (a) comprises automatically selecting an electronic-advertising-space-controlling entity based on a comparison of the profile information received about the visitor with a plurality of requests, previously received from the entity, each request being for a specific profile or kind of profiles.

19. (Previously Amended) The method of claim 18 further comprising, after parts (a) and (b), with the computer system electronically receiving a report from the selected entity containing information about usage of the profile in association with an electronic access by the computer of the profiled visitor to the equipment of the

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selected entity, and wherein the report further contains information identifying which profile or kind of profiles the equipment of the selected entity used in connection with usage of the profile.

20. (Previously Amended) The method of claim 19 wherein receiving the report comprises electronically communicating with the computer of the visitor via URL redirection from the equipment of the selected entity when the selected entity utilizes the profile to deliver an electronic advertisement to the computer of the visitor, and wherein the information identifying which profile or kinds of profiles the equipment of the selected entity used is contained in the URL.

21. (Currently Amended) The method of claim 1:

(i) wherein performing part (a) responsive to receiving profile information about the visitor who, with a computer, electronically accessed equipment of the profile supplier comprises performing part (a) responsive to receiving the profile information as a result of URL redirection from a website that is served by a computer comprising the profile supplier equipment, which website is accessed by the computer of the visitor;

(ii) wherein part (a) further comprises with the computer system categorizing the profile information received about the visitor into a category of profiles;

(iii) wherein part (a) comprises automatically selecting a plurality of electronic-advertising-space-controlling entities, <u>each of which has identified respective URLs, which selection is</u> based on a comparison of the profile information received about the visitor with each request of a set of requests, at least one of which requests was previously received from each of the respective entities, each request being for specific profiles or kinds of profiles, which requests are stored in the computer system;

(iv) wherein automatically arranging for electronic storage of the tag comprises automatic redirection to [[a]] <u>the</u> URL ~~specified~~ <u>provided</u> by the selected entity to place a computer of the visitor in communication with

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computer equipment controlled by the selected entity to enable tagging of the computer of the visitor;

(v) further comprising, after parts (a) and (b), with the computer system electronically receiving a report from the selected entity containing information about usage of the profile in association with an electronic access by the computer of the profiled visitor to the equipment of the selected entity;

(vi) wherein the report contains information about usage of the profile in association with a profile-based advertisement electronically delivered to the computer of the profiled visitor by the equipment of the selected entity; and

(vii) further comprising, based on the report, with the computer system recording (A) an amount owed by the selected entity for profile usage, and (B) a fee owed to the profile supplier for providing the profile information that was used by the selected entity.

22. (Currently Amended) A machine comprising a computer server programmed to implement a method for providing collected profiles comprising:

(a) responsive to receiving profile information about a visitor who electronically accessed equipment of a profile supplier, with the computer server automatically selecting an electronic-advertising-space-controlling entity that has identified a URL, which selection is based on a comparison of the profile information received about the visitor with a previously received request for specific profiles or kinds of profiles of interest to the entity, which request is stored in the machine; and

(b) with the machine automatically arranging for electronic storage of a tag that is associated with the visitor and that is readable by electronic-advertising-space-controlling equipment, controlled by the selected entity, which equipment is accessible via a domain specified in the URL identified by the selected entity.

23. (Currently Amended) The machine of claim 22 wherein the computer server is further programmed to implement a method for providing collected profiles:

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(i) wherein performing part (a) responsive to receiving profile information about the visitor who, with a computer, electronically accessed equipment of the profile supplier comprises performing part (a) responsive to receiving the profile information as a result of URL redirection from a website that is served by a computer comprising the profile supplier equipment, which website is accessed by the computer of the visitor;

(ii) wherein part (a) further comprises with the machine categorizing the profile information received about the visitor into a category of profiles;

(iii) wherein part (a) comprises automatically selecting a plurality of electronic-advertising-space-controlling entities, each of which has identified respective URLs, which selection is based on a comparison of the profile information received about the visitor with each request of a set of requests, at least one of which requests was previously received from each of the respective entities, each request being for specific profiles or kinds of profiles, which requests are stored in the machine;

(iv) wherein automatically arranging for electronic storage of the tag comprises automatic redirection to [[a]] the URL ~~specified~~ provided by the selected entity to place a computer of the visitor in communication with computer equipment controlled by the selected entity to enable tagging of the computer of the visitor.

24. (Currently Amended) A method of causing delivery of electronic advertisements based on requested profiles comprising:

(a) electronically providing, for storage at a hardware computer system controlled by a profile owner company, (i) a request for specific profiles or kinds of profiles of interest, and (ii) a URL;

(b) wherein the profile owner computer system is programmed:

(i) to automatically select an electronic-advertising-space-controlling entity that has identified a URL, which selection is based on a comparison of (A) profile information about a visitor who electronically

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accessed electronic apparatus of a profile supplier with (B) stored requests for profiles or kinds of profiles, and

(ii) to automatically arrange for electronic storage of a tag that is associated with the visitor and that is readable by electronic-advertising-space-controlling equipment, which equipment is controlled by the selected entity and accessible via a domain specified in the URL provided by the selected entity; and

(c) later, with the equipment, automatically checking electronic devices of a multitude of visitors accessing the equipment via the domain for the tag readable by the equipment and, when found, automatically causing delivery of a profile-dependent electronic advertisement to the tagged visitor devices.

25. (Previously Amended) The method of claim 24 further comprising, after part (a) and before part (c), with the equipment automatically tagging a device of the visitor that is a computer that has accessed the equipment as a result of URL redirection from the profile owner computer system.

26. (Previously Amended) The method of claim 24 further comprising, after parts (a) and (c), with the equipment electronically reporting information about delivery of the advertisement to the tagged visitor devices, which report is provided to the profile owner company.

27. (Previously Amended) The method of claim 26 wherein electronically reporting comprises automatically placing the tagged visitor devices that are computers in communication with the profile owner computer system via URL redirection from the equipment of the selected entity when the equipment utilizes the profile to cause delivery of the advertisement.

28. (Previously Amended) The method of claim 27 wherein URL redirection comprises delivering an advertisement containing a redirection instruction.

29. (Previously Amended) The method of claim 26 wherein reporting further comprises automatically electronically identifying to the profile owner company one of a plurality of profiles or kind of profiles used in association with delivery of the advertisement.

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30. (Previously Amended) The method of claim 29 wherein electronically reporting comprises automatically placing the tagged visitor computers in communication with the profile owner computer system via URL redirection from the equipment of the selected entity when the equipment utilizes the profile to cause delivery of the advertisement, and identifying comprises placing the tagged visitor computers in communication with one of a plurality of URLs depending on which of the plurality of profiles or kinds of profiles was used in association with delivery of the advertisement.

31. (Previously Amended) The method of claim 24 further comprising, after parts (a) and (c), with the equipment automatically recording the amount of a fee owed to the profile owner company as a result of delivery of the advertisement to the tagged visitor devices.

32. (Previously Amended) The method of claim 24 wherein the act of automatically causing delivery of a profile-dependent electronic advertisement in part (c) is performed only when a price for delivery of the profile-dependent electronic advertisement to the tagged visitor devices is higher than a price for delivery to the tagged visitor devices of a first advertisement based on content adjacent to the advertising space into which the first advertisement is delivered.

33. (Previously Amended) The method of claim 32 further comprising:

(i) after part (a) and before part (c), with the equipment automatically tagging a device of the visitor that is a computer that has accessed the equipment as a result of URL redirection from the profile owner computer system;

(ii) after parts (a) and (c), with the equipment automatically electronically reporting information about delivery of the advertisement to the tagged visitor computers, which information includes identifying to the profile owner company one of a plurality of profiles or kind of profiles used in association with delivery of the advertisement; and

(iii) after parts (a) and (c), with the equipment automatically recording the amount of a fee owed to the profile owner company as a result of delivery of the advertisement to the tagged visitor computers.

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Remarks and Interview Report

The final Office Action withdrew the previous rejections based on 35 U.S.C. §101 but continued to reject the claims under 35 U.S.C. §112 and §§102/103, with the sole prior art reference used for the art rejections being U.S. Patent 6,446,261 (Rosser"), and comments on claim interpretation.

Assignee's undersigned attorney thanks the examiner for his further careful review and for the interview begun on July 26 and continued today (August 10, 2011). Assignee has continued to review the examiner's comments and rejections carefully and entered amendments and remarks believed sufficient to overcome all remaining rejections or concerns expressed in the interview.

Assignee responds to the Office Action, the Advisory Action, and the Examiner's Interview Summary point-by-point in the sections that follow.

I. Non-Art Rejections or Concerns Previously Entered or Expressed.

No response is needed to Office Action paragraphs 1, 2, 7, 9, 11, 12, and 21-30.

Office Action paragraph 3 stated that the term "media property" is not given an explicit and clear definition in the specification. Assignee understands that the specification has not been perfectly consistent by referring to the "media property" as the equipment, the entity controlling such equipment, or the media content delivered by such equipment. As the examiner has previously pointed out, patents often contain "actor language" used as "short-hand for … patentable functions, not ownership entities," so that is neither surprising nor problematic. Accordingly, to overcome this issue and make the rejection moot, assignee has previously eliminated the term "media property" from the claims and more directly specified whether each reference is intended to refer to the actor, equipment, or content.

Office Action paragraph 4 stated that the term "profile information" or "visitor's profile" is defined as "any information characterizing a visitor/user." Assignee agrees.

Office Action paragraph 5 stated that the term "profile supplier" is not clearly defined in the specification. However, the examiner provided a definition with which assignee has agreed. Thus, apparently the specification was clear enough! Accordingly, the Office Action contains no §112(2) rejection for lack of sufficiently clear definition.

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Office Action paragraph 6 discussed the terms "computer system" and "hardware computer system," and the discussion seems accurate.

Office Action paragraph 8(A) rejected ten dependent claims under §112(1) because "redirection of a computer" is "new matter" because "physically impossible." That phraseology is the common way of referring to URL redirection, but assignee understands the examiner's technical point. Assignee has reworded the concept to avoid the problem. URL redirection is clearly disclosed in the specification. The July 8th Advisory Action indicated that this rejection would be overcome by entry of the amendments proposed after final. Those amendments were entered through RCE, so this rejection seems moot.

Office Action paragraph 8(B) rejected dependent claims 16 and 17 under §112(1) because "media" is "new matter"; inconsistent with "media property." Assignee has reworded the concept to avoid the problem. The specification clearly discloses using a profile from one kind of network (e.g., a computer network) to deliver an advertisement in another kind of network (*e.g.*, set-top boxes in a network, capable of receiving TV). The Advisory Action did not state that the rejection would be overcome, but neither did the Advisory Action state any remaining problem with the amendments.

Office Action paragraph 10 rejected all claims under §112(2) as indefinite because of the term "selected media property." Assignee has overcome that rejection by replacing all uses of the term "media property" from the claim set, as explained above.

The Advisory Action continued to express concerns about the term "entity" as "meaning a business or other actor," cited a Supreme Court case saying that an "entity" is a "legal abstraction," and wrote, "Ownership is inherently indefinite because it is a legal abstraction that can be created, merged, dispersed or destroyed at human whim." The Advisory Action refers to "controlling entity" as indefinite. The Advisory Action therefore suggested that the claims would continue to be viewed as indefinite under §112(2) based on use of the term "entity."

Assignee's undersigned representative and the examiner discussed this concept in the interview on July 26th. The undersigned argued that the claims, as found, did not depend on the stockholders or owners of the "entity" in the claims. The claims simply

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refer to an entity (in the context of claim 1, for example) as (1) having previously provided a "request for specific profiles or kinds of profiles of interest to the entity, which request is stored in the computer system" of the practitioner of the method (part (a)), and (2) controlling "electronic-advertising-space-controlling equipment" (such as an ad server computer or the like).

The undersigned gave an example of "Toyota" as the "entity" - it is certainly possible for an automated computer system to select the "entity" known as "Toyota," based on "previously received requests for specific profiles … of interest" to Toyota, and it is likewise perfectly reasonable to know that Toyota controlled an ad server computer. To assignee's mind, who owns Toyota at any given time does not make any difference and is irrelevant to performing the claim. Accordingly, there is nothing indefinite about selecting an "entity" (*e.g.*, Toyota) that has provided requests for profiles and controls an ad server, as opposed to selecting a different entity.

The examiner stated that the amendment to part (a) was no objectionable in view of assignee's arguments, but that he wished to consider the point further, specifically the "entity controlling" language in part (b), and he adjourned the July 26th interview, intending to resume it later in the day. Instead, the examiner transmitted an Examiner's Interview Summary and offered to hold the interview again in August.

The Examiner's Interview Summary included three numbered paragraphs. The first paragraph reviewed the specification's disclosure of "entity." The second paragraph stated a construction of the term "control" that the examiner thought was appropriate to use, based on paragraphs [0016-17] of the specification. Assignee agrees with that construction. The third paragraph stated that "the spec does not disclose 'an electronic-advertising-space-controlling equipment/entity" and thus the examiner was inclined to reject the term "entity" as "new matter."

In the course of arranging a date for resumption of the interview, the examiner provided a document describing an amendment to claim 1 that might form the basis for allowance. Assignee appreciated that suggestion and has carefully adjusted the language to follow the core thought behind the examiner's suggestion yet correctly word the claims to match the invention thought patentable.

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The undersigned and the examiner concluded the interview today. First, with respect to "new matter," the examiner agreed that, in view of the first paragraph in his Examiner's Interview Summary, which cited specification disclosure of an "entity," the third paragraph, referring to "new matter," was obviously mistaken. The examiner confirmed that the specification had ample written description of "entity."

Second, with respect to the suggestion that could form a basis for allowance, the examiner reviewed during the interview the amendments presented here to claims 1 and 24. Assignee's representative pointed to the URL reference being added, which is received from the "entity," and noted that this was tied to the "domain" (in the examiner's suggestion) in part (b), with the "equipment" that is "controlled" by the "entity" being accessible through the "domain." Thus, the "entity" is defined specifically enough by context, and neither part (a) nor part (b) of claim 1 is indefinite.

The examiner responded by advising that (although he needed to study the proposal a bit more closely) the amendments appeared to capture the concept that the "entity" would be correlated with the two pieces of information that such "entity" provided, namely the profile requests and the URL stated. Thus "entity" was not indefinite in this context, and the URL being connected to the domain tied in the "equipment." Accordingly, the claim would seem allowable, and the examiner encouraged assignee to prepare a full amendment (this paper) to incorporate those changes, which he would review and advise if he spotted any remaining issues.

The undersigned told the examiner that assignee considered the amendments unnecessary, and that the claims as originally drafted should be allowable without amendment, because the entity is sufficiently defined even with the original language. Assignee intends to pursue such points in a continuation, and the examiner indicated openness to considering the argument from a fresh perspective in that context, if filed.

II. <u>Art Rejection (Rosser)</u>.

Office Action paragraphs 13-20 rejected all claims under §§102/103 in view of Rosser. As a result of the clarified terminology, assignee continues to believe that the examiner can see that Rosser does not anticipate and indeed has little to do with the invention as claimed. Starting with claim 1 as amended, what the method recited in that

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claim selects is not an "ad," as assumed in the Office Action, but "an electronic-advertising-space-controlling entity." Rosser does not disclose or suggest selecting any "an electronic-advertising-space-controlling entity" based on the profile information, and such would make no sense in the context defined by Rosser.

The Office Action was able to maintain its rejection based on Rosser only because of construing "media property" as "content," contrary to assignee's intent. Now that the term "media property" is absent in the claims and "content" is not present in the claims, the theory of the rejection does not apply.

Also, in Rosser, the "insertable indicia" referenced in the abstract of that reference means the advertisements and does not correspond to the "tag that is associated with the visitor" of the claim, as apparently assumed by the Office Action. The fact that such "insertable indicia" (ad) is encoded does not change that conclusion. Also, the rejection (Office Action, para. 14) fails to explain why Rosser's "insertable indicia" (ad) is thought to have been readable by (as per current claim 1, part (b)) "electronic-advertising-space-controlling equipment controlled by the selected [electronic-advertising-space-controlling] entity" and accessible in the stated domain.

Assignee has amended claim 24 to correspond in the above respects to claim 1. Assignee relies on the remarks in the previous Response to Office Action, to which the Office has not replied. In particular, contrary to paragraph 15 of the final Office Action, a "required viewer usage profile 94" is not, as asserted, a "tag associated with the visitor." Rather, profile 94 seems to be a description of a desired user, which is entered in a database and *compared to* "viewer usage profile 74 of the current set-top device 44" (*see* Rosser, col. 10, lines 26-28), thus by definition *not* associated with any specific viewer. Furthermore, in Rosser, the STB does not visit any equipment that controls an ad space after being tagged when visiting equipment of a profile supplier.

The Advisory Action correctly highlighted another dispute between applicant and examiner as follows: "Applicant believes this claim language ['controlled by' an 'entity' or other actor] should be given patentable weight, while the examiner does not."

Assignee's position remains that limitations referring to entities are positive restrictions defining the things that are selected or that the entities control, as stated in

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the precise claim language, and they cannot rightly be ignored. However, even if the examiner were correct, and the limitations directed to an entity controlling equipment were indeed "non-functional descriptive matter" not given patentable weight - as assignee explained in today's interview - Rosser still would not disclose the claimed combination. In other words, Rosser does not disclose the techniques specified in the claimed invention, even if the "entity controlling" limitation were ignored. Thus, because of the amendments here, it is not thought needed to resolve the dispute mentioned in the Advisory Action, and it can be addressed in a continuation as needed.

In paragraphs 17 and 19, the Office Action generally asserted that Rosser discloses limitations of dependent claims. In response, assignee states that it is not considered necessary to identify further distinctions from Rosser, in view of the arguments regarding the independent claims, the clarifying amendments submitted here, and the absence of specific identification (in most instances) of places where Rosser allegedly matches the claim language.

In paragraph 18, the Office Action asserted that the limitations of claims 16 and 17 are "non-functional descriptive matter." Those limitations define different requirements on process steps - namely, steps must be performed in distinct networks. This is not mere "non-functional descriptive material" and cannot be disregarded.

Assignee respectfully submits that all pending claims are now in condition for allowance. Please telephone the undersigned as requested or if there are any questions.

Respectfully submitted,

ALMONDNET INC.
by its attorney

Dated: August 10, 2011

/Louis J. Hoffman/
Louis J. Hoffman
Reg. No. 38,918
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Page 338

Electronic Acknowledgement Receipt

EFS ID:	10710411
Application Number:	11765433
International Application Number:	
Confirmation Number:	7471
Title of Invention:	PROVIDING COLLECTED PROFILES TO MEDIA PROPERTIES HAVING SPECIFIED INTERESTS
First Named Inventor/Applicant Name:	Roy Shkedi
Customer Number:	26362
Filer:	Louis J. Hoffman/Donald Hertz
Filer Authorized By:	Louis J. Hoffman
Attorney Docket Number:	14-PP
Receipt Date:	10-AUG-2011
Filing Date:	19-JUN-2007
Time Stamp:	19:02:44
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	Preliminary Amendment	11-08-10-AlmondNet-ProvProfiles-PostRCEAm.pdf	82679 8b108bf4eff00d83ce3cc3bc214a432304497fb9	no	15
Warnings:					
Information:					

Total Files Size (in bytes):	82679

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/SB/06 (07-06)
Approved for use through 1/31/2007. OMB 0651-0032
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PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875	Application or Docket Number 11/765,433	Filing Date 06/19/2007	☐ To be Mailed

APPLICATION AS FILED – PART I

	(Column 1)	(Column 2)	SMALL ENTITY ☒		OR	OTHER THAN SMALL ENTITY	
FOR	NUMBER FILED	NUMBER EXTRA		RATE ($)	FEE ($)	RATE ($)	FEE ($)
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A		N/A		N/A	
☐ SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A		N/A		N/A	
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A		N/A		N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	minus 20 =	*		X $ =		X $ =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*		X $ =		X $ =	
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $250 ($125 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		TOTAL	

APPLICATION AS AMENDED – PART II

AMENDMENT 08/10/2011	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	SMALL ENTITY RATE ($)	ADDITIONAL FEE ($)	OR	OTHER THAN SMALL ENTITY RATE ($)	ADDITIONAL FEE ($)
Total (37 CFR 1.16(i))	* 33	Minus	** 33	= 0	X $26 =	0	OR	X $ =	
Independent (37 CFR 1.16(h))	* 3	Minus	***3	= 0	X $110 =	0	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	**0**	OR	TOTAL ADD'L FEE	

AMENDMENT	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	RATE ($)	ADDITIONAL FEE ($)	OR	RATE ($)	ADDITIONAL FEE ($)
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 number found in the appropriate box in column 1.

Legal Instrument Examiner:
/FRANCES FIELDS/

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

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

Possible Basis for Allowance

USPTO Application 11/765433 - Attorney Docket Number: 14-PP

For discussion 10 August 2011

Subject to a search of the prior art, the following amendment makes representative claim 1 allowable.

1. A method implemented using a hardware computer system programmed to provide collected profiles comprising:

(a) responsive to receiving profile information about a visitor who electronically accessed equipment of a profile supplier, with the computer system automatically selecting an electronic-advertising-space- controlling entity defined by the domain of the entity, based on a comparison of the profile information received about the visitor with a previously received request for specific profiles or kinds of profiles of interest to the entity, which request is stored in the computer system; and

(b) with the computer system automatically arranging for electronic storage of a tag that is associated with the visitor and that is readable by electronic-advertising-space-controlling equipment ~~controlled by~~ operating in the domain of the selected entity.

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
11/765,433	06/19/2007	Roy Shkedi	14-PP	7471

26362 7590 08/17/2011

LOUIS J. HOFFMAN, P.C.
11811 North Tatum Boulevard, Suite 2100
Phoenix, AZ 85028

EXAMINER	
CHAMPAGNE, DONALD	
ART UNIT	PAPER NUMBER
3688	

NOTIFICATION DATE	DELIVERY MODE
08/17/2011	ELECTRONIC

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

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

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

Louis@valuablepatents.com
donald@valuablepatents.com
shaelyn@valuablepatents.com

PTOL-90A (Rev. 04/07)

Applicant-Initiated Interview Summary	Application No. 11/765,433	Applicant(s) SHKEDI, ROY	
	Examiner DONALD CHAMPAGNE	Art Unit 3688	

All participants (applicant, applicant's representative, PTO personnel):

(1) *DONALD L. CHAMPAGNE*. (3)_____.

(2) *Louis J. Hoffman, Esq.*. (4)_____.

Date of Interview: *10 August 2011*.

Type: ☒ Telephonic ☐ Video Conference
☐ Personal [copy given to: ☐ applicant ☐ applicant's representative]

Exhibit shown or demonstration conducted: ☐ Yes ☒ No.
If Yes, brief description: _____.

Issues Discussed ☐101 ☒112 ☐102 ☐103 ☐Others
(For each of the checked box(es) above, please describe below the issue and detailed description of the discussion)

Claim(s) discussed: *1*.

Identification of prior art discussed: *None*.

Substance of Interview
(For each issue discussed, provide a detailed description and indicate if agreement was reached. Some topics may include: identification or clarification of a reference or a portion thereof, claim interpretation, proposed amendments, arguments of any applied references etc...)

This was a continuation of the interview conducted 26 July 2011. In the interim, the examiner sent the attached proposed amendment of claim 1 to the atty. The atty, asked instead to discuss an amendment preferred by the applicant, and we did so. The examiner said the applicant's proposal appeared to have merit and suggested the amendment be filed. That was done on 10 August 2011 and will be examiner in due course.

Applicant recordation instructions: The formal written reply to the last Office action must include the substance of the interview. (See MPEP section 713.04). If a reply to the last Office action has already been filed, applicant is given a non-extendable period of the longer of one month or thirty days from this interview date, or the mailing date of this interview summary form, whichever is later, to file a statement of the substance of the interview

Examiner recordation instructions: Examiners must summarize the substance of any interview of record. A complete and proper recordation of the substance of an interview should include the items listed in MPEP 713.04 for complete and proper recordation including the identification of the general thrust of each argument or issue discussed, a general indication of any other pertinent matters discussed regarding patentability and the general results or outcome of the interview, to include an indication as to whether or not agreement was reached on the issues raised.

☒ Attachment

Examiner's proposed amendment of claim 1 entitled "Possible Basis for Allowance"	/Donald L. Champagne/ Primary Examiner, Art Unit 3688

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Summary of Record of Interview Requirements

Manual of Patent Examining Procedure (MPEP), Section 713.04, Substance of Interview Must be Made of Record
A complete written statement as to the substance of any face-to-face, video conference, or telephone interview with regard to an application must be made of record in the application whether or not an agreement with the examiner was reached at the interview.

Title 37 Code of Federal Regulations (CFR) § 1.133 Interviews
Paragraph (b)

In every instance where reconsideration is requested in view of an interview with an examiner, a complete written statement of the reasons presented at the interview as warranting favorable action must be filed by the applicant. An interview does not remove the necessity for reply to Office action as specified in §§ 1.111, 1.135. (35 U.S.C. 132)

37 CFR §1.2 Business to be transacted in writing.
All business with the Patent or Trademark Office should be transacted in writing. The personal attendance of applicants or their attorneys or agents at the Patent and Trademark Office is unnecessary. The action of the Patent and Trademark Office will be based exclusively on the written record in the Office. No attention will be paid to any alleged oral promise, stipulation, or understanding in relation to which there is disagreement or doubt.

———

The action of the Patent and Trademark Office cannot be based exclusively on the written record in the Office if that record is itself incomplete through the failure to record the substance of interviews.

It is the responsibility of the applicant or the attorney or agent to make the substance of an interview of record in the application file, unless the examiner indicates he or she will do so. It is the examiner's responsibility to see that such a record is made and to correct material inaccuracies which bear directly on the question of patentability.

Examiners must complete an Interview Summary Form for each interview held where a matter of substance has been discussed during the interview by checking the appropriate boxes and filling in the blanks. Discussions regarding only procedural matters, directed solely to restriction requirements for which interview recordation is otherwise provided for in Section 812.01 of the Manual of Patent Examining Procedure, or pointing out typographical errors or unreadable script in Office actions or the like, are excluded from the interview recordation procedures below. Where the substance of an interview is completely recorded in an Examiners Amendment, no separate Interview Summary Record is required.

The Interview Summary Form shall be given an appropriate Paper No., placed in the right hand portion of the file, and listed on the "Contents" section of the file wrapper. In a personal interview, a duplicate of the Form is given to the applicant (or attorney or agent) at the conclusion of the interview. In the case of a telephone or video-conference interview, the copy is mailed to the applicant's correspondence address either with or prior to the next official communication. If additional correspondence from the examiner is not likely before an allowance or if other circumstances dictate, the Form should be mailed promptly after the interview rather than with the next official communication.

The Form provides for recordation of the following information:
- Application Number (Series Code and Serial Number)
- Name of applicant
- Name of examiner
- Date of interview
- Type of interview (telephonic, video-conference, or personal)
- Name of participant(s) (applicant, attorney or agent, examiner, other PTO personnel, etc.)
- An indication whether or not an exhibit was shown or a demonstration conducted
- An identification of the specific prior art discussed
- An indication whether an agreement was reached and if so, a description of the general nature of the agreement (may be by attachment of a copy of amendments or claims agreed as being allowable). Note: Agreement as to allowability is tentative and does not restrict further action by the examiner to the contrary.
- The signature of the examiner who conducted the interview (if Form is not an attachment to a signed Office action)

It is desirable that the examiner orally remind the applicant of his or her obligation to record the substance of the interview of each case. It should be noted, however, that the Interview Summary Form will not normally be considered a complete and proper recordation of the interview unless it includes, or is supplemented by the applicant or the examiner to include, all of the applicable items required below concerning the substance of the interview.

A complete and proper recordation of the substance of any interview should include at least the following applicable items:
1) A brief description of the nature of any exhibit shown or any demonstration conducted,
2) an identification of the claims discussed,
3) an identification of the specific prior art discussed,
4) an identification of the principal proposed amendments of a substantive nature discussed, unless these are already described on the Interview Summary Form completed by the Examiner,
5) a brief identification of the general thrust of the principal arguments presented to the examiner,
   (The identification of arguments need not be lengthy or elaborate. A verbatim or highly detailed description of the arguments is not required. The identification of the arguments is sufficient if the general nature or thrust of the principal arguments made to the examiner can be understood in the context of the application file. Of course, the applicant may desire to emphasize and fully describe those arguments which he or she feels were or might be persuasive to the examiner.)
6) a general indication of any other pertinent matters discussed, and
7) if appropriate, the general results or outcome of the interview unless already described in the Interview Summary Form completed by the examiner.

Examiners are expected to carefully review the applicant's record of the substance of an interview. If the record is not complete and accurate, the examiner will give the applicant an extendable one month time period to correct the record.

Examiner to Check for Accuracy

If the claims are allowable for other reasons of record, the examiner should send a letter setting forth the examiner's version of the statement attributed to him or her. If the record is complete and accurate, the examiner should place the indication, "Interview Record OK" on the paper recording the substance of the interview along with the date and the examiner's initials.

Examiner-Initiated Interview Summary	**Application No.** 11/765,433	**Applicant(s)** SHKEDI, ROY	
	Examiner DONALD CHAMPAGNE	**Art Unit** 3688	

All participants (applicant, applicant's representative, PTO personnel):

(1) *DONALD CHAMPAGNE*. (3)_____.

(2) *Louis J. Hoffman, Esq.*. (4)_____.

Date of Interview: *2-6 January 2012*.

Type: ☐ Telephonic ☐ Video Conference
☐ Personal [copy given to: ☐ applicant ☐ applicant's representative]

Exhibit shown or demonstration conducted: ☐ Yes ☒ No.
If Yes, brief description: _____.

Issues Discussed ☐101 ☒112 ☒102 ☒103 ☒Others
(For each of the checked box(es) above, please describe below the issue and detailed description of the discussion)

Claim(s) discussed: *1-33*.

Identification of prior art discussed: *Liu et al.*.

Substance of Interview
(For each issue discussed, provide a detailed description and indicate if agreement was reached. Some topics may include: identification or clarification of a reference or a portion thereof, claim interpretation, proposed amendments, arguments of any applied references etc...)

The examiner advised the atty. that claim 12 had been found allowable (subject to some final checks) and offered expedited allowance by examiner's amendment. It was not clear to applicant why other claims were not allowable, so it was decided to mail the non-final rejection .

Applicant recordation instructions: It is not necessary for applicant to provide a separate record of the substance of interview.

Examiner recordation instructions: Examiners must summarize the substance of any interview of record. A complete and proper recordation of the substance of an interview should include the items listed in MPEP 713.04 for complete and proper recordation including the identification of the general thrust of each argument or issue discussed, a general indication of any other pertinent matters discussed regarding patentability and the general results or outcome of the interview, to include an indication as to whether or not agreement was reached on the issues raised.

☐ Attachment

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Page 346

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
11/765,433	06/19/2007	Roy Shkedi	14-PP	7471

26362 7590 01/12/2012

LOUIS J. HOFFMAN, P.C.
14301 North 87th Street, Suite 312
Scottsdale, AZ 85260

EXAMINER	
CHAMPAGNE, DONALD	
ART UNIT	PAPER NUMBER
3688	

NOTIFICATION DATE	DELIVERY MODE
01/12/2012	ELECTRONIC

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

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

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

Louis@valuablepatents.com
donald@valuablepatents.com
shaelyn@valuablepatents.com

Office Action Summary	Application No.	Applicant(s)	
	11/765,433	SHKEDI, ROY	
	Examiner	Art Unit	
	DONALD CHAMPAGNE	3688	

-- 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* MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, 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 *10 August 2011*.

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

3)☐ 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

4)☒ Claim(s) *1-33* is/are pending in the application.

4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) *12* is/are allowed.

6)☒ Claim(s) *1-11 and 13-33* is/are rejected.

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

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

Application Papers

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

10)☒ The drawing(s) filed on *19 June 2007* 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).

11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

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).

a)☐ All b)☐ Some * c)☐ None of:

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) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3) ☒ Information Disclosure Statement(s) (PTO/SB/08) Paper No(s)/Mail Date *07-14-2011*.
4) ☒ Interview Summary (PTO-413) Paper No(s)/Mail Date. *2-6 Jan 2012* .
5) ☐ Notice of Informal Patent Application
6) ☐ Other: _____.

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DETAILED ACTION

Summary

1. Further review has provided the following claim interpretation, but also produced new prior art that reads on all but claim 12.

Interpretation of Claim Language

2. Note on interpretation of claim terms - Unless a term is given an "explicit" and "clear" definition in the specification (MPEP § 2106.II.C), the examiner is obligated to give claims their broadest reasonable interpretation, in light of the specification as it would be interpreted by one of ordinary skilled in the art (MPEP § 2111). This means that the words of a claim must be given their "plain meaning" unless the plain meaning is inconsistent with the specification (MPEP § 2111.01.I and 2111.01.III). An explicit and clear definition must establish the metes and bounds of the terms. A clear definition must unambiguously establish what is and what is not included. A clear definition is indicated by a section labeled definitions, or by the use of phrases such as "by xxx we mean"; "xxx is defined as"; or "xxx includes … but does not include …" An example does not constitute a "clear definition" beyond the scope of the example. An applicant may re-define terms used to describe the invention, but must do so "with reasonable clarity, deliberateness, and precision" and, if done, must "'set out his uncommon definition in some manner within the patent disclosure' so as to give one of ordinary skill in the art notice of the change" in meaning (MPEP § 2111.01.IV and 2173.05(a)).

3. As noted in the last Office action (mailed 14 April 2011, para. 3) and acknowledged by applicant (arguments filed with an amendment on 10 August 2011, middle of p. 10) **media property** is not defined consistently in the specification. However, from the context of the claims, one of ordinary skill in the art would understand **media property** to mean a customer (e.g., a web site) seeking to buy **profile information**. In order to overcome a rejection in the last Office action, applicant has replaced **media property** with an **electronic-advertising space-controlling entity**, which is also interpreted to mean a customer seeking to buy **profile information**.

4. **Profile information** or **a visitor's profile** is any information characterizing a visitor/user. See para. [0009] and [0010] of the published application (US 2007/0294401 A1). **Profile information** includes the profile identification code.

5. **Profile supplier** is given the plain meaning of any entity that supplies **profile information**. A **profile supplier** is the counterparty vendor to the **media property** or **electronic-advertising space-controlling entity** buyer. A web site that assigns the profile identification code, such as *global service web server **112*** in Liu et al. (discussed below), reads on a **profile supplier**.

6. **Computer system**, **hardware computer system** and **machine comprising a computer server** are supported by the disclosure of a "media property computer" (para. [0018] of the published application).

Claim Rejections - 35 USC § 112

7. The following is a quotation of the second paragraph of 35 U.S.C. 112:

> The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.

8. Claim 16 and 17 are rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention.

9. For claim 16, "a different type of network" is indefinite.

10. For claim 17, the distinction between "Internet" and 'television" is indefinite: Yeun (US 7,003,792 B1) teaches a television receiver is a kind of "Internet terminal"; Haeuser et al. (US 2007/0283384 A1) teaches "Internet Protocol Television"; Tomsen (US 2002/0056109 A1) teaches a web site can be accessed via a television set; and Cristofalo et al. (US 2002/0194589 A1) teaches "TV/Internet convergence programming".

Claim Rejections - 35 USC § 102 and 35 USC § 103

11. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

> A person shall be entitled to a patent unless –

> (b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

12. 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.

13. Claims 1-11 and 13-31 are rejected under 35 U.S.C. 102(b) as being anticipated by Liu et al. (US 6,839,680 B1. "Liu" hereafter).

14. Liu teaches (independent claims 1, 22 and 24) a method implemented using a hardware computer system programmed to provide collected profiles, a machine comprising a computer server programmed to implement a method for providing collected profiles, and a method of causing delivery of advertisements based on electronic profiles, the method (as represented by claim 1) comprising:

(a) responsive to receiving profile information about a visitor (*Individual user profiles*, Abstract line 11) who electronically visited equipment of a profile supplier (*multiple web sites, servers and domains*, Abstract lines 2-3), with the computer system automatically selecting an electronic-advertising-space-controlling entity (*a requesting web server*, Abstract lines 20-21), that has identified a URL (the URL of said web server), which selection is based on a comparison of the profile information received about the visitor with a previously received request for specific profiles or kinds of profiles (Abstract, lines 10-12); and

(b) with the computer system automatically arranging for electronic storage of a tag (*tracks web site visits based on cookies*, col. 16 lines 26-34, or *global identifiers (GID)*, col. 16 lines 38-45) that is associated with the visitor and that is readable by electronic-advertising-space-controlling equipment controlled by the selected entity (*the web site*, col. 6 lines 11-13), which equipment is accessible via a domain specified in the URL identified by the selected entity.

15. Note: The reference invention, called *ProReach* (col. 2 lines 30-32), is software designed to be used by individual web sites (*ProReach system users*, col. 4 lines 4-7, also called *a requesting web server*, Abstract lines 20-21, and *a ProReach-enabled site **100***, col. 16 line 37) to track the activity of visitors (*web users*) at *multiple web sites, servers and domains* (Abstract, lines 1-7).

16. For independent claim 21 and dependent claim 2, Liu also teaches "a plurality of electronic-advertising-space-controlling entities" as *web site[s] that form alliances* (Abstract lines 25-26 and col. 22, line 54 *et. seq.*). For claim 21 and dependent claim 19, Liu also teaches "categorizing the profile information" (Abstract, lines 1-7), and "a fee owed to the profile supplier "and "a report from the selected entity" (inherently, to enable computation and invoicing of the fee, col. 30 lines 18-46).

17. Liu also teaches: claim 3, where the *global service web server **112*** (col. 16 lines 46-48) reads on, "a website that is served by a computer comprising the profile supplier equipment"; claim 8 (col. 6 lines 17-21); claims 13-15, 20 and 23 (col. 67 lines 8-30); claim 18, inherently, when the "entity" is an alliance (Abstract lines 25-26 and col. 22, line 54 *et. seq.*);

18. Liu also teaches at the citations given above claims 4-7, 9-11, 16, 17 and 25-31.

19. Claims 32 and 33 are rejected under 35 U.S.C. 103(a) as being unpatentable over Liu. Liu does not teach delivering only the higher-priced of alternative ads. Under *KSR v. Teleflex* (82 USPQ 2nd 1385), it is common sense to choose the option that yields the greatest benefit. i.e., the higher price alternative in this case.

Likely Allowable Subject Matter

20. Claim 12 is not taught or suggested by Liu nor any other prior art by another of which the examiner is aware. Indeed, Liu (col. 23 lines 31-53) all but teaches away from claim 12. Hence, subject to (1) successful completion of final searches of the prior art by another (classification, non-patent literature and interference searches) and (2) a final review of applicant's other applications for possible double patenting (applicant's US patent 7,979,307 was found in a preliminary review to warrant further review), the application could be allowed by incorporating claim 12 into the independent claims and canceling claims 16 and 17. Applicant's attorney is invited to contact the examiner to pursue this option.

Conclusion

21. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Donald L Champagne whose telephone number is 571-272-6717. The examiner can normally be reached on Monday to Wednesday and Friday. The examiner can also be contacted by e-mail at donald.champagne@uspto.gov, and *informal* fax communications (i.e., communications not to be made of record) may be sent directly to the examiner at 571-273-6717.

22. The examiner's supervisor, John Weiss, can be reached on 571-272-6812. The fax phone number for all *formal* fax communications is 571-273-8300.

23. Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

9 January 2012 /Donald L. Champagne/
Primary Examiner, Art Unit 3688

Notice of References Cited	Application/Control No. 11/765,433	Applicant(s)/Patent Under Reexamination SHKEDI, ROY	
	Examiner DONALD CHAMPAGNE	Art Unit 3688	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-7,979,307	07-2011	Shkedi, Roy	705/14.4
	B	US-			
	C	US-			
*	D	US-6,839,680	01-2005	Liu et al.	705/7.33
	E	US-			
*	F	US-2002/0056109	05-2002	Tomsen, Mai-lan	725/60
*	G	US-2002/0194589	12-2002	Cristofalo et al.	725/32
*	H	US-7,003,792	02-2006	Yuen, Henry C.	725/46
*	I	US-2007/0283384	12-2007	Haeuser et al.	725/34
	J	US-			
	K	US-			
	L	US-			
	M	US-			

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N					
	O					
	P					
	Q					
	R					
	S					
	T					

NON-PATENT DOCUMENTS

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

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

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Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	11765433	SHKEDI, ROY
	Examiner	Art Unit
	Donald L Champagne	3688

SEARCHED			
Class	Subclass	Date	Examiner

SEARCH NOTES		
Search Notes	Date	Examiner
Inventor name search in PALM & EAST	14 Oct 2010	DLC
EAST srch "clms_1&22"	18 Oct 2010	DLC
EAST "srch02"	29 Oct 2011	DLC
EAST searches "Fee for contribution" an "Internet_TV"	2-8 Jan 2012	DLC

INTERFERENCE SEARCH			
Class	Subclass	Date	Examiner

EAST Search History

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L5	58118	(payment$1 pay$3 cost$1 pric?$2 bid$4 auction$3 bill$3 charg?$2 debit$4 fee fees money cash budget$4 account$3) WITH profile	US-PGPUB; USPAT	OR	ON	2012/01/02 20:01
L6	324	5 WITH contribut??$2	US-PGPUB; USPAT	OR	ON	2012/01/02 20:01
L8	32	6 SAME (adverti??$5 advert$1 commercials listing$1 ((marketing commercial campaign) ADJ (information message$1)) coupon$1 incentive$1 promot?$2 promotion$2 sponsor$4)	US-PGPUB; USPAT	OR	OFF	2012/01/02 20:03

EAST Search History (Interference)

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1/2/2012 8:19:06 PM
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EAST Search History

EAST Search History (Prior Art)

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L2	1747	profile$1 SAME Internet SAME (TV television)	US-PGPUB; USPAT	OR	OFF	2012/01/08 19:45
L3	1874	(profile$1 WITH (Internet URL online "on-line" network LAN (world ADJ2 Web) website webpage homepage ((web home) ADJ (page site)))) SAME (TV television)	US-PGPUB; USPAT	OR	OFF	2012/01/08 19:46
L4	375	(profile$1 WITH (Internet URL online "on-line" network LAN (world ADJ2 Web) website webpage homepage ((web home) ADJ (page site)))) SAME ((TV television) WITH (adverti??$5 advert$1 commercials listing$1 ((marketing commercial campaign) ADJ (information message$1)) coupon$1 incentive$1 promot?$2 promotion$2 sponsor$4))	US-PGPUB; USPAT	OR	OFF	2012/01/08 19:47
L6	182	(((user$1 viewer$1 listener$1 consumer$1 individual$1 customer$1 shopper$1 buyer$1 purchaser$1 subscriber$1 visitor$1 audience responde?$2 participant$1 member$4) NEAR4 profile$1) WITH (Internet URL online "on-line" LAN (world ADJ2 Web) website webpage homepage ((web home) ADJ (page site)))) SAME ((TV television) WITH (adverti??$5 advert$1 commercials listing$1 ((marketing commercial campaign) ADJ (information message$1)) coupon$1 incentive$1 promot?$2 promotion$2 sponsor$4))	US-PGPUB; USPAT	OR	OFF	2012/01/08 19:52
L7	56	6 AND (@ad<"20060620" @prad<"20060620" @rlad<"20060620")	US-PGPUB; USPAT	OR	OFF	2012/01/08 19:55
L8	119	(((user$1 viewer$1 listener$1 consumer$1 individual$1 customer$1 shopper$1 buyer$1 purchaser$1 subscriber$1 visitor$1 audience responde?$2 participant$1 member$4) NEAR4 profile$1) WITH (Internet URL online "on-line" LAN (world ADJ2 Web) website webpage homepage ((web home) ADJ (page site)))) SAME ((TV television) WITH (target$3 customi$6 personali$6 tailor$3 individuali$6 optim??$5 focus?$2)WITH (adverti??$5 advert$1 commercials listing$1 ((marketing commercial campaign) ADJ (information message$1)) coupon$1 incentive$1 promot?$2 promotion$2 sponsor$4))	US-PGPUB; USPAT	OR	OFF	2012/01/08 19:57
L9	26	8 AND (@ad<"20060620" @prad<"20060620" @rlad<"20060620")	US-PGPUB; USPAT	OR	OFF	2012/01/08 19:57

EAST Search History (Interference)

<This search history is empty>

1/8/2012 8:40:42 PM
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Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
	11765433	SHKEDI, ROY
	Examiner	**Art Unit**
	Donald L Champagne	3688

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

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

CLAIM		DATE								
Final	Original	10/19/2010	04/08/2011	10/29/2011						
	1	✓	✓	✓						
	2	✓	✓	✓						
	3	✓	✓	✓						
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	33	✓	✓	✓						

PTO/SB/08a (07-09)
Approved for use through 07/31/2012. OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
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Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 1 of 1

Complete if Known	
Application Number	11/765,433
Filing Date	06/19/2007
First Named Inventor	Shkedi, Roy
Art Unit	3688
Examiner Name	Champagne, Donald
Attorney Docket Number	14-PP

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] *(if known)*	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		US- 20080183561	07/31/2008	Zohar et al.	
		US-			
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FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Foreign Patent Document Country Code[3]-Number[4]-Kind Code[5] *(if known)*	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T[6]

Examiner Signature	/Donald Champagne/ (10/29/2011)	Date Considered	

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. [1] Applicant's unique citation designation number (optional). [2] See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. [3] Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). [4] For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. [5] Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. [6] Applicant is to place a check mark here if English language Translation is attached.

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 2 hours 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, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /D.C./

EAST Search History

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L17	94	("20020091568" | "20060053047" | "7043531" | "7072853" | "20030135413" | "20030171990" | "20050278443" | "6055513" | "6141010" | "7558795" | "20020143632" | "20050131762" | "7188076" | "20060095322" | "5918014" | "5948061" | "6026368" | "6366298" | "7343354" | "7346615" | "20010044743" | "6925440" | "20010020242" | "20080313194" | "5710884" | "5794210" | "6385592" | "20020194058" | "20050165644" | "20060106710" | "5717923" | "5855008" | "6216129" | "6487538" | "7373599" | "7428493" | "20030036944" | "20030065558" | "20030154126" | "20040117322" | "20060085263" | "6973436" | "20040059632" | "20010039515" | "20020082923" | "20020161636" | "20030110497" | "20080010155" | "5724521" | "6285987" | "6484492" | "7155508" | "6446261" | "20020123928" | "20040260605" | "20060020508" | "20020029267" | "20030046156" | "20040068436" | "20050028188" | "20050086112" | "20050086113" | "20060064351" | "20060069614" |	US-PGPUB; USPAT	OR	OFF	2011/10/29 14:51

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		"20060116924" | "7013290" | "7065550" | "7181438" | "20080183561" | "20030083938" | "20050038698" | "20050216336" | "6832207" | "20020099603" | "5752238" | "6615247" | "7039594" | "7058593" | "20050010472" | "20050038702" | "20050222905" | "20020072965" | "20020072971" | "20040024632" | "20050021397" | "20050216823" | "20060122879" | "20070294401" | "20090094119" | "6073241" | "6324519" | "7051351" | "7194424" | "7454364").PN.				
L20	14	(profile$1 NEAR2 (supplier$2 broker$1)) SAME (tag$4 cookie)	US-PGPUB; USPAT	OR	OFF	2011/10/29 15:45
L21	59	(compil?$4 NEAR3 profile$1) SAME (tag$4 cookie)	US-PGPUB; USPAT	OR	OFF	2011/10/29 15:45
L22	14	L20 AND ((user$1 viewer$1 listener$1 consumer$1 individual$1 contestant$1 customer$1 shopper$1 buyer $1 purchaser$1 subscriber$1 visitor$1 audience responde? $2 participant$1 member$4) NEAR3 profile$1)	US-PGPUB; USPAT	OR	OFF	2011/10/29 15:45
L23	43	L21 AND ((user$1 viewer$1 listener$1 consumer$1 individual$1 contestant$1 customer$1 shopper$1 buyer $1 purchaser$1 subscriber$1 visitor$1 audience responde? $2 participant$1 member$4) NEAR3 profile$1)	US-PGPUB; USPAT	OR	OFF	2011/10/29 15:45
L24	19	L23 AND (profile$1 NEAR4 (compar?$2 similar$5 match $3))	US-PGPUB; USPAT	OR	OFF	2011/10/29 15:45
L25	129	((gather$3 assembl?$2) NEAR3 profile$1) SAME (tag $4 cookie)	US-PGPUB; USPAT	OR	OFF	2011/10/29 15:45

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L26	80	L25 AND ((user$1 viewer$1 listener$1 consumer$1 individual$1 contestant$1 customer$1 shopper$1 buyer $1 purchaser$1 subscriber$1 visitor$1 audience responde? $2 participant$1 member$4) NEAR3 profile$1)	US-PGPUB; USPAT	OR	OFF	2011/10/29 15:45
L27	38	L26 AND (profile$1 NEAR4 (compar?$2 similar$5 match $3))	US-PGPUB; USPAT	OR	OFF	2011/10/29 15:45
L28	1	L27 AND ((profile$1 NEAR4 (compar?$2 similar$5 match $3)) WITH (supplier$1 business$2 merchan?$5 seller $1 distributor$1 vendor$1))	US-PGPUB; USPAT	OR	OFF	2011/10/29 15:45
L29	32	(L27 NOT L28) AND (@ad<"20060620" @prad<"20060620" @rlad<"20060620")	US-PGPUB; USPAT	OR	OFF	2011/10/29 15:45
L30	9093	(profiles NEAR4 (order$3 request$3))	US-PGPUB; USPAT	OR	OFF	2011/10/29 15:45
L31	433	L30 AND (profile$1 WITH (tag $4 cookie))	US-PGPUB; USPAT	OR	ON	2011/10/29 15:45
L32	365	L31 AND ((user$1 viewer$1 listener$1 consumer$1 individual$1 contestant$1 customer$1 shopper$1 buyer $1 purchaser$1 subscriber$1 visitor$1 audience responde? $2 participant$1 member$4) NEAR3 profile$1)	US-PGPUB; USPAT	OR	OFF	2011/10/29 15:45
L33	295	L32 AND (profile$1 NEAR4 (compar?$2 similar$5 match $3))	US-PGPUB; USPAT	OR	OFF	2011/10/29 15:45
L34	154	L33 AND (@ad<"20060620" @prad<"20060620" @rlad<"20060620") NOT (L22 L24 L29)	US-PGPUB; USPAT	OR	OFF	2011/10/29 15:45
L35	96	L34 AND (profiles NEAR4 request$3)	US-PGPUB; USPAT	OR	OFF	2011/10/29 15:45
L36	46	L35 AND @pd<"20060620"	US-PGPUB; USPAT	OR	OFF	2011/10/29 15:45
L38	82	34 AND (profiles NEAR4 order $3)	US-PGPUB; USPAT	OR	OFF	2011/10/29 16:06

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L39	24	(38 NOT 36) AND @pd<"20060620"	US-PGPUB; USPAT	OR	OFF	2011/10/29 16:06
L40	3	17 AND (profiles NEAR4 request$3)	US-PGPUB; USPAT	OR	OFF	2011/10/29 17:54

EAST Search History (Interference)

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	:	Shkedi, Roy	Art Unit	:	3688
Serial No.	:	11/765,433	Examiner	:	Champagne, Donald
Filing Date	:	06/19/2007	Conf. No.	:	7471
Title	:	Providing collected profiles to media properties having specified interests			

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

Filed via EFS March 13, 2012

RESPONSE TO OFFICE ACTION

Dear Sir:

In response to the Office Action dated January 12, 2012, and accompanying "Interview Report," assignee, which has assumed prosecution of this application, respectfully requests reconsideration in view of the amendments to the claims below beginning on page 2 and the remarks and interview report that follow beginning on page 11.

No fees are due.

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Amendments

IN THE CLAIMS:

Please amend the claims as follows:

1. (Currently Amended) A method implemented using a hardware computer system programmed to provide collected profiles comprising:

[[(a)]] responsive to receiving profile information about a visitor who electronically accessed equipment of a profile supplier, as a result of being in electronic communication with a computer of the visitor because of URL redirection by the equipment of the profile supplier, with the computer system automatically:

(a) selecting [[an]] a first of a plurality of electronic-advertising-space-controlling ~~entity that~~ entities, each of which entities has identified a respective URL, which selection is based on a comparison of the profile information received about the visitor with a previously received respective requests for specific profiles or kinds of profiles of interest to ~~the~~ each entity, which requests [[is]] have been stored in the computer system; and

(b) ~~with the computer system automatically arranging for~~ performing a further URL redirection to place the computer of the visitor in electronic communication with computer equipment controlled by the selected entity at the URL identified by the selected entity, to enable electronic storage of a tag that is associated with the computer of the visitor and that is readable by ~~electronic-advertising-space-controlling~~ advertisement-serving equipment[[,]] controlled by the selected entity, which equipment is accessible via a domain specified in the URL identified by the selected entity.

2. (Canceled)

3. (Canceled)

4. (Previously Presented) The method of claim 1 wherein part (a) further comprises with the computer system categorizing the profile information received about the visitor into a category of profiles.

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5. (Previously Presented) The method of claim 1 further comprising with the computer system recording a fee to the profile supplier in exchange for the profile information received from the profile supplier.

6. (Original) The method of claim 1 wherein the tag comprises personally identifiable information identifying the visitor.

7. (Original) The method of claim 1 wherein automatically arranging for electronic storage of the tag comprises arranging for electronic storage of the profile information in the tag.

8. (Original) The method of claim 1 wherein automatically arranging for electronic storage of the tag comprises arranging for electronic storage of the profile information in a database locatable through the tag.

9. (Currently Amended) The method of claim 1 wherein ~~automatically arranging for electronic storage of the tag comprises automatic redirection to the URL provided by the selected entity to place a computer of the visitor in communication with computer equipment controlled by the selected entity to enable tagging of~~ part (b) comprises redirecting to enable the computer equipment controlled by the selected entity at the URL identified by the selected entity to place a tag on the computer of the visitor.

10. (Previously Presented) The method of claim 1 further comprising, after parts (a) and (b), with the computer system electronically receiving a report from the selected entity containing information about usage of the profile in association with an electronic access by the computer of the profiled visitor to the equipment of the selected entity.

11. (Previously Presented) The method of claim 10 further comprising, based on the report, with the computer system recording an amount owed by the selected entity for profile usage.

12. (Previously Presented) The method of claim 11 further comprising with the computer system calculating fees owed to a plurality of profile suppliers based on respective contributions of said profile suppliers to the profile identified in the report as having been used.

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13. (Previously Presented) The method of claim 10 wherein the report contains information about usage of the profile in association with a profile-based advertisement electronically delivered to the computer of the profiled visitor by the equipment of the selected entity.

14. (Previously Presented) The method of claim 13 wherein receiving the report comprises electronically communicating with the computer of the visitor via URL redirection from the equipment of the selected entity when the equipment of the selected entity utilizes the profile to deliver an electronic advertisement to the computer of the visitor.

15. (Previously Presented) The method of claim 14 wherein the URL redirection occurs in accordance with a redirection instruction incorporated into the advertisement.

16. (Canceled)

17. (Canceled)

18. (Previously Presented) The method of claim 1 wherein part (a) comprises automatically selecting an electronic-advertising-space-controlling entity based on a comparison of the profile information received about the visitor with a plurality of requests, previously received from the entity, each request being for a specific profile or kind of profiles.

19. (Previously Presented) The method of claim 18 further comprising, after parts (a) and (b), with the computer system electronically receiving a report from the selected entity containing information about usage of the profile in association with an electronic access by the computer of the profiled visitor to the equipment of the selected entity, and wherein the report further contains information identifying which profile or kind of profiles the equipment of the selected entity used in connection with usage of the profile.

20. (Previously Presented) The method of claim 19 wherein receiving the report comprises electronically communicating with the computer of the visitor via URL redirection from the equipment of the selected entity when the selected entity utilizes the profile to deliver an electronic advertisement to the computer of the visitor,

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and wherein the information identifying which profile or kinds of profiles the equipment of the selected entity used is contained in the URL.

21. (Currently Amended) The method of claim 1:

(i) ~~wherein performing part (a) responsive to receiving profile information about the visitor who, with a computer, electronically accessed equipment of the profile supplier comprises performing part (a) responsive to receiving the profile information as a result of URL redirection from a website that is served by a computer comprising the profile supplier equipment, which website is accessed by the computer of the visitor;~~

~~(ii)~~ wherein part (a) further comprises with the computer system categorizing the profile information received about the visitor into a category of profiles;

[[(iii)]] (ii) wherein part (a) comprises automatically selecting a plurality of electronic-advertising-space-controlling entities, each of which has identified respective URLs, which selection is based on a comparison of the profile information received about the visitor with each request of a set of requests, at least one of which requests was previously received from each of the respective entities, each request being for specific profiles or kinds of profiles, which requests are stored in the computer system; and

[[(iv)]] (iii) wherein ~~automatically arranging for electronic storage of the tag comprises automatic redirection to the URL provided by the selected entity to place a computer of the visitor in communication with~~ comprises redirection to enable the computer equipment controlled by the selected entity ~~to enable tagging of~~ at the URL identified by the selected entity to place a tag on the computer of the visitor[[;]].

~~(v) further comprising, after parts (a) and (b), with the computer system electronically receiving a report from the selected entity containing information about usage of the profile in association with an electronic access by the computer of the profiled visitor to the equipment of the selected entity;~~

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~~(vi) wherein the report contains information about usage of the profile in association with a profile-based advertisement electronically delivered to the computer of the profiled visitor by the equipment of the selected entity; and~~

~~(vii) further comprising, based on the report, with the computer system recording (A) an amount owed by the selected entity for profile usage, and (B) a fee owed to the profile supplier for providing the profile information that was used by the selected entity.~~

22. (Currently Amended) A machine comprising a computer server programmed to implement a method for providing collected profiles comprising:

[[(a)]] responsive to receiving profile information about a visitor who electronically accessed equipment of a profile supplier, as a result of being in electronic communication with a computer of the visitor because of URL redirection by the equipment of the profile supplier, with the computer server automatically:

(a) selecting [[an]] a first of a plurality of electronic-advertising-space-controlling ~~entity that~~ entities, each of which entities has identified a respective URL, which selection is based on a comparison of the profile information received about the visitor with a previously received respective requests for specific profiles or kinds of profiles of interest to ~~the~~ each entity, which requests [[is]] have been stored in the machine; and

(b) ~~with the machine automatically arranging for~~ performing a further URL redirection to place the computer of the visitor in electronic communication with computer equipment controlled by the selected entity at the URL identified by the selected entity, to enable electronic storage of a tag that is associated with the computer of the visitor and that is readable by ~~electronic-advertising-space-controlling~~ advertisement-serving equipment[[,]] controlled by the selected entity, which equipment is accessible via a domain specified in the URL identified by the selected entity.

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23. (Currently Amended) The machine of claim 22 wherein the computer server is further programmed to implement a method for providing collected profiles:

(i) ~~wherein performing part (a) responsive to receiving profile information about the visitor who, with a computer, electronically accessed equipment of the profile supplier comprises performing part (a) responsive to receiving the profile information as a result of URL redirection from a website that is served by a computer comprising the profile supplier equipment, which website is accessed by the computer of the visitor;~~

~~(ii)~~ wherein part (a) further comprises with the machine categorizing the profile information received about the visitor into a category of profiles;

[[(iii)]] (ii) wherein part (a) comprises automatically selecting a plurality of electronic-advertising-space-controlling entities, each of which has identified respective URLs, which selection is based on a comparison of the profile information received about the visitor with each request of a set of requests, at least one of which requests was previously received from each of the respective entities, each request being for specific profiles or kinds of profiles, which requests are stored in the machine; and

[[(iv)]] (iii) wherein ~~automatically arranging for electronic storage of the tag comprises automatic redirection to the URL provided by the selected entity to place a computer of the visitor in communication with~~ comprises redirection to enable the computer equipment controlled by the selected entity ~~to enable tagging of~~ at the URL identified by the selected entity to place a tag on the computer of the visitor.

24. (Currently Amended) A method of causing delivery of electronic advertisements based on requested profiles comprising:

(a) electronically providing, for storage at a hardware computer system controlled by a profile owner company, (i) a request for specific profiles or kinds of profiles of interest, and (ii) a URL;

(b) wherein the profile owner computer system is programmed, responsive to receiving profile information about a visitor who electronically

accessed equipment of a profile supplier, as a result of being in electronic communication with a device of the visitor because of URL redirection by the equipment of the profile supplier, to automatically:

(i) ~~to automatically~~ select [[an]] a first of a plurality of electronic-advertising-space-controlling ~~entity that~~ entities, each of which entities has identified a respective URL, which selection is based on a comparison of ~~(A)~~ the profile information received about [[a]] the visitor ~~who electronically accessed electronic apparatus of a profile supplier~~ with ~~(B)~~ stored respective requests for specific profiles or kinds of profiles of interest to each entity, and

(ii) ~~to automatically arrange for~~ performing a further URL redirection to place the device of the visitor in electronic communication with computer equipment controlled by the selected entity at the URL identified by the selected entity, to enable electronic storage of a tag that is associated with the device of the visitor and that is readable by ~~electronic-advertising-space-controlling~~ advertisement-serving equipment[[,]] ~~which equipment is~~ controlled by the selected entity, which equipment is ~~and~~ accessible via a domain specified in the URL ~~provided~~ identified by the selected entity; and

(c) later, with the advertisement-serving equipment, automatically checking electronic devices of a multitude of visitors accessing the equipment via the domain for the tag readable by the equipment and, when found, automatically causing delivery of a profile-dependent electronic advertisement to the ~~tagged~~ visitor devices with which the tag is associated.

25. (Canceled)

26. (Currently Amended) The method of claim 24 further comprising, after parts (a) and (c), with the equipment electronically reporting information about delivery of the advertisement to the ~~tagged~~ visitor devices with which the tag is associated, which report is provided to the profile owner company.

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27. (Currently Amended) The method of claim 26 wherein electronically reporting comprises automatically placing the ~~tagged~~ visitor devices with which the tag is associated, which visitor devices ~~that~~ are computers, in communication with the profile owner computer system via URL redirection from the advertisement-serving equipment of the selected entity when the advertisement-serving equipment utilizes the profile to cause delivery of the advertisement.

28. (Previously Presented) The method of claim 27 wherein URL redirection comprises delivering an advertisement containing a redirection instruction.

29. (Previously Presented) The method of claim 26 wherein reporting further comprises automatically electronically identifying to the profile owner company one of a plurality of profiles or kind of profiles used in association with delivery of the advertisement.

30. (Currently Amended) The method of claim 29 wherein electronically reporting comprises automatically placing the ~~tagged~~ visitor computers with which the tag is associated in communication with the profile owner computer system via URL redirection from the advertisement-serving equipment of the selected entity when the equipment utilizes the profile to cause delivery of the advertisement, and identifying comprises placing the ~~tagged~~ visitor computers with which the tag is associated in communication with one of a plurality of URLs depending on which of the plurality of profiles or kinds of profiles was used in association with delivery of the advertisement.

31. (Currently Amended) The method of claim 24 further comprising, after parts (a) and (c), with the equipment automatically recording the amount of a fee owed to the profile owner company as a result of delivery of the advertisement to the ~~tagged~~ visitor devices with which the tag is associated.

32. (Currently Amended) The method of claim 24 wherein the act of automatically causing delivery of a profile-dependent electronic advertisement in part (c) is performed only when a price for delivery of the profile-dependent electronic advertisement to the ~~tagged~~ visitor devices with which the tag is associated is higher than a price for delivery to the ~~tagged~~ visitor devices with which the tag is associated of

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a first advertisement based on content adjacent to the advertising space into which the first advertisement is delivered.

33. (Currently Amended) The method of claim 32 further comprising:

(i) ~~after part (a) and before part (c), with the equipment automatically tagging a device of the visitor that is a computer that has accessed the equipment as a result of URL redirection from the profile owner computer system;~~

~~(ii)~~ after parts (a) and (c), with the equipment automatically electronically reporting information about delivery of the advertisement to the ~~tagged~~ visitor computers with which the tag is associated, which information includes identifying to the profile owner company one of a plurality of profiles or kind of profiles used in association with delivery of the advertisement; and

[[(iii)]] (ii) after parts (a) and (c), with the equipment automatically recording the amount of a fee owed to the profile owner company as a result of delivery of the advertisement to the ~~tagged~~ visitor computers with which the tag is associated.

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Remarks

The Office Action withdrew previous rejections based on 35 U.S.C. §101 and the Rosser reference (made in a final rejection before assignee filed an RCE) but continued to reject the claims. Dependent claims 16 and 17 were rejected as indefinite under 35 U.S.C. §112(2); in response, assignee cancels those claims to limit the number of disputes requiring discussion. The remaining claims (with one exception) stand rejected under §§102/103, with the sole prior art reference being U.S. Patent 6,839,680 ("Liu"). The Office Action also contains comments on claim interpretation.

Assignee's undersigned attorney thanks the examiner for his further careful review, for his prompt action, and for the discussions in December 2011 and January 2012. During a few weeks bridging year-end, undersigned and examiner first spoke about process, then developed a plan to talk by phone on January 6, 2012, about the Liu reference that the examiner had cited orally. However, the examiner ended up deciding to send the Office Action and canceled the January 6th scheduled call, so no substantive discussion was held concerning Liu. Thus, no interview was held in January.

Thereafter, assignee reviewed the Office Action's comments and rejections carefully and entered amendments (above) and provided remarks (below) believed sufficient to overcome all remaining rejections expressed in the Office Action. Assignee transmitted a draft of this document to the examiner and requested an interview be held before filing this paper, to ensure that this matter was concluded efficiently. The examiner scheduled the interview but asked for a bit more time to review the draft response, including the amended claim. In an email sent just before the scheduled interview time, the examiner said that he "would like to cancel our planned interview" because the "proposed claim 1 looks good." He further wrote, "I can find no formalities problems and it overcomes Liu et al. I also did a quick US pat doc search and found nothing that clearly reads on claim 1." He suggested, "Please file the claims and I'll search them as soon as I can, certainly within two months."

In view of that advice, assignee is filing this response, which responds to the Office Action point-by-point in the sections that follow. Please advise if anything is found in the complete search justifying resetting the requested interview.

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I. Matters Other Than the Art Rejection.

As an initial matter, the examiner asked that assignee note for the record how the method of claim 1 works with respect to redirection. The method of claim 1 is performed by a computer system that has access to the visitor's computer as a result of receiving (from what the specification characterizes as a "profile supplier") a redirect of the visitor's computer. This is recited in lines 3-6 of claim 1. According to the language of claim 1, in response, the computer system automatically further redirects the visitor's computer to the computer system of the selected ad server entity (see part (b) of claim 1; the selection is discussed in part (a) of claim 1).

Turning to the Office Action, no response is needed to paragraphs 1, 2, 7-12, and 20-23. Assignee appreciates the indication of likely allowance of claim 12 but does not wish to pursue that subject matter solely through this application.

Office Action paragraph 3 refers to the interpretation of the term "media property" and discusses that subject in "the context of the claims." But assignee previously eliminated the term "media property" from the claims. Accordingly, there is no reason why "interpretation" of that term was (or is) required. In view of the breadth of the term "media property" in the definitions and explanations supplied in the specification, the definition proposed in the Office Action seem overly narrow. Regardless, further discussion of the proper "interpretation" of a term *not found in the claims* seems inappropriate.

Of more pertinence, the same paragraph of the Office Action interprets "an electronic-advertising space-controlling entity" (disclosed, for example, at paragraph [0016] of the published application) as "a customer seeking to buy profile information." Generally, that definition appears correct, but the term "buy" is too restrictive; hence, assignee agrees that the proper (and broadest reasonable) interpretation of the term is "a customer seeking to gain access to profile information."

Office Action paragraph 4 states that the term "profile information" or "visitor's profile" is defined as "any information characterizing a visitor/user." Assignee agrees. That paragraph also states that "profile information includes the profile identification code." That assertion may or may not be true, depending on circumstances and the

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specific construction of a particular system. It is not understood why that question requires resolution, in an abstract sense, at this time.

Office Action paragraph 5 states that the term "profile supplier" means "any entity that supplies profile information." Assignee agrees. The next sentence refers to the "profile supplier" as the "counterparty vendor to the … buyer." Although assignee understands what the examiner is trying to say, unfortunately that sentence is not precisely worded, but no debate is thought needed about the subject. Finally, the paragraph contains the remark, "A web site that assigns the profile identification code, such as global service web server 112 in Liu et al. (discussed below), reads on a profile supplier." Assignee disagrees, as stated in the next section, discussing the art rejection.

Office Action paragraph 6 discusses the terms "system," "hardware computer system," and "machine comprising a computer server." The discussion seems accurate, with the exception that such equipment is not necessarily computers *of a "media property"*; rather, depending on context, such hardware, systems, or machines might be computers of, or controlled by, other entities.

II. Art Rejection (Liu).

Office Action paragraphs 13-19 rejects all claims (save one) under §§102/103 based on Liu. Assignee wishes to focus first on a rewritten claim that most clearly distinguishes from Liu yet captures a broad concept. Assignee has proposed amendments to the independent claims to focus on clear distinctions.

Liu does not disclose real-time delivery of requested profiles to media property equipment through further redirection of visitor computers that have been redirected (to the computer performing the method of claim 1) from profile suppliers. Liu indeed seems to teach away from that concept.

The Office Action refers to Liu's column 16, lines 26-48 for disclosure of tracking web site visits based on cookies or global identifiers associated with the visitor, which the Office Action says are readable by the web site at column 6, lines 11-13 of Liu. The Office Action also refers to Liu's abstract, lines 20-21, for selecting a requesting web server, and contends, without specific added citation, that Liu discloses that the requesting server has identified a URL, namely the URL of the web server. The Office

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Action does not provide further explanation of where Liu discloses limitations of redirection to the requesting web server (note that this was in former claim 9).

None of those citations support the notion that Liu discloses or suggests the limitations of present claim 1, part (b), which specifies "performing a further URL redirection to place the computer of the visitor in electronic communication with computer equipment controlled by the selected entity at the URL identified by the selected entity, to enable electronic storage of a tag that is associated with the computer of the visitor and that is readable by advertisement-serving equipment controlled by the selected entity, which equipment is accessible via a domain specified in the URL identified by the selected entity."

In Liu's system (called "ProReach"), instead of the arrangement specified by claim 1, the ProReach "members" must log into a central ProReach computer to gain access to accumulated data fitting a defined parameters. It is not clear from Liu if the "members" can somehow download the data from the ProReach computer or if (or how) such data could be used to deliver customized ads to the visitors identified by the "global identifiers" mentioned by Liu. For example, Liu does not seem to explain how an entity's ad server could possibly recognize a visitor's computer the next time the ad server encounters the visitor's computer if all the entity has is a ProReach cookie ID. (Recall that cookies are readable only by the domain that placed them.) Liu refers to "global identifiers," but it is not clear what those are, or how they work, or whether they would allow members to advertise to visitors.

Assignee's system has a number of advantages.

- The claimed system allows the entities (to which the visitor computers are further redirected) to serve personalized (profile-based) ads when the entities later encounter the user, unlike Liu, which appears more likely directed to informatics, namely gathering information on a group of people to which a member plans to market separately (*see* Liu's references to using ProReach in connection with "ad campaigns").
- The claimed system distributes desired data to the entities automatically, unlike Liu, where access to desired data requires a member to log in manually.

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- The claimed system distributes profile data reflecting quite recent activity of the visitor (as the result of the redirections), unlike Liu, where, even if a ProReach member elected to log in periodically to download data, the data could well have become stale and worthless by the time it was made available to the member's ad server (however that is accomplished).

Even if the central ProReach system might act as a central ad server for its members, so that it serves ads based on members' desired data (and this is not clearly taught by Liu), that does not match the invention being claimed, which is directed to a paradigm under which each entity advertising would prefer to serve ads using its own ad server (or servers under its control) and therefore would prefer to receive the data and have the data associated with cookies placed by their own computer systems.

In short, Liu (1) doesn't teach how members can use ProReach data about which computer users match a given stored provide with the respective members' own ad servers, and (2) even if Liu allowed such, it doesn't permit such use in a timely manner.

Also, the Office Action says (in connection with former claim 3, but pertinent to the beginning of claim 1 also) that the "global service web server 112" disclosed in Liu's column 16, lines 38-48 matches the profile-supplier website (that redirects the visitor to the computer performing the method of claim 1). It is not understood that server 112 is a profile *supplier*: server 112 is specified as having the purpose of assigning tags (to computers of "web clients"), which implies that the profiles were supplied from elsewhere. Liu discloses server 112 redirecting back to the web site 100 "with extra data," but it is not clear what such "extra data" is (or even whether such "extra data" is *profile* data). Also, server 112 redirects to web site 100, and the Office Action does not explain how *web site 100* contains the computer performing the method of claim 1; hence, server 112 is not a profile supplier *to the computer performing claim 1* even if it is a profile supplier at all.

Further, dependent claims 5 and 31 each add the limitation of recording a fee to the profile supplier. The Office Action points to a part of Liu that discloses paying a fee, but it is a fee paid in the wrong direction, from the "member" to ProReach for use of the service. Liu does not seem to contain any indication of paying profile-supplying

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members. To the contrary, Liu discusses "alliances," whereby members would not need to be paid; they would cooperate to share data freely *instead*.

Dependent claims 10-15, 19, 20, 26-30, and 33 all refer to a report from the "entity" regarding usage. Although Liu discloses the possibility of members obtaining reports from ProSight, the Office Action does not seem to identify any place in Liu discussing *ProSight* receiving reports from members on the *member's* usage of the data. It is not clear why such an extension to Liu would make sense. To the contrary, the members pay ProSight to access the data, so one would expect them to be free to use the data without telling ProSight about it.

Independent Claim 24 is a method claim performed by the "entity," and this claim adds the limitation (see part (c) for specific limitations) of causing delivery of a customized ad upon checking the visitor's computer at a later time for a previously placed tag, such as a tag placed by the computer system of claim 1. The Office Action does not seem to explain why Liu is thought to have disclosed advertising by the ProSight "members" based on tags, nor even, more generally, storing tags readable by "advertisement-serving equipment" of the members (the last limitation being found in both claims 1 and 24).

Claims 32-33, dependent on claim 24, add the limitation that the ad is delivered only when the price obtained is higher than a normal price for an adjacent ad. The Office Action admits that this feature is absent from Liu, but argues that "it is common sense to choose the option that yields the greatest benefit, i.e., the higher price alternative in this case." Respectfully, that reasoning does not follow. Claim 32 is directed to a method that involves *charging more than usual* for profile-dependent ads, and Liu does not teach or suggest, or even allow for, such a process. This is simply not a situation where the ProReach member is "choosing one of two options" as stated in the Office Action's reasoning.

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Assignee respectfully submits that all pending claims are now in condition for allowance. Please telephone the undersigned as requested or if there are any questions.

Respectfully submitted,

DATONICS, LLC
by its attorney

Dated: March 13, 2012

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Electronic Acknowledgement Receipt

EFS ID:	12295908
Application Number:	11765433
International Application Number:	
Confirmation Number:	7471
Title of Invention:	PROVIDING COLLECTED PROFILES TO MEDIA PROPERTIES HAVING SPECIFIED INTERESTS
First Named Inventor/Applicant Name:	Roy Shkedi
Customer Number:	26362
Filer:	Louis J. Hoffman/Donald Hertz
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Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Amendment/Req. Reconsideration-After Non-Final Reject	12-03-13-AlmondNet-ProvProfiles-PostRCERTOA.pdf	95038 a89db892d373b91cf6c80eb1ef90004b20073460	no	17

Warnings:	
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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.

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

Page 1 of 1

Serial No.:	11/765,433
Applicant:	Shkedi Roy
Filed:	06/19/2007
Art Unit:	3688
Conf. No.:	7471

U.S. PATENT DOCUMENTS

Examiner Initials	Item	Document Number	Publication Date	Name of Patentee or Applicant	Filing Date (if appropriate)
	1	7756744	07/13/2010	Schiff et al.	
	2	6983379	01/03/2006	Spalink et al.	
	3	6044376	03/28/2000	Kurtzman II	
	4	20080133342	06/05/2008	Criou et al.	
	5	20060161553	07/20/2006	Woo	
	6	20050120091	06/02/2005	Casais	
	7	20020112013	08/15/2002	Walsh	
	8	20020002541	01/03/2002	Williams	
	9	8051444	11/01/2011	Shkedi	
	10	7890609	02/15/2011	Shkedi	
	11	7861260	12/28/2010	Shkedi	
	12	7822637	10/26/2010	Shkedi	

FOREIGN PATENT DOCUMENTS

Examiner Initials		Document Number	Publication Date	Name of Patentee	Translation Yes / No
	13	KR2001-0096343	11/07/2001	MyOne Card Corp.	Yes

OTHER ART

Examiner Initials	Item	Author Title Date Pertinent Pages Etc.
	14	KERWIN, "NY Times Web Site Lets Advertisers Get Personal: Profile Info From Users Allows Ads to be Highly Targeted", Advertising Age; July 14, 1997.

Examiner: _____ Date Considered: _____

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

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정은섭

심사청구 : 있음

(54) 고객 성향 분석정보 획득 시스템 및 방법

요약

본 발명은 고객 성향 분석정보 획득 시스템 및 방법에 관한 것으로서, 제휴된 인터넷 포탈 사이트에서 사이트의 현황정보와 이용자의 성향 정보 등의 솔루션을 제공하면서 획득한 이용자의 성향 분석 정보들을 통합적으로 분석하여 다시금 제휴 사이트에 제공함으로써 공동 마케팅 및 타겟 마케팅을 행할 수 있도록 한다.

대표도
도 1

색인어
이용자성향 사이트현황 타겟마케팅 공동마케팅 쿠키셋

명세서

도면의 간단한 설명

도 1은 본 발명에 의한 고객 성향 분석 정보 획득 방법을 구현하기 위한 구성도이다.

도 2는 본 발명에 의한 고객 성향 분석 정보 획득 방법을 설명하기 위한 흐름도이다.

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도 3은 본 발명에 의한 사이트 현황정보로써 시간대별 이용자 프로파일 현황을 나타낸 예시도이다.

도 4는 본 발명에 의한 사이트 현황정보로써 제공서비스별 이용자 프로파일 현황을 나타낸 예시도이다.

도 5는 도 2의 이용자 성향 분석 과정을 나타낸 흐름도이다.

도 6은 본 발명에 의해 이용자를 유사성향 그룹으로 정의한 상태를 나타낸 예시도이다.

- 도면의 주요부분에 대한 부호의 설명 -

10 : 인증서버 20 : 웹서버

30 : 고객DB 40 : 로그서버

50 : 분석DB 60 : 현황분석서버

70 : 고객정보 추출서버 80 : 성향분석서버

100 : 고객서버

발명의 상세한 설명

발명의 목적

발명이 속하는 기술 및 그 분야의 종래기술

본 발명은 고객 성향 분석정보 획득 시스템 및 방법에 관한 것으로서, 보다 상세하게는 제휴된 인터넷 포탈 사이트에서 사이트의 현황정보와 이용자의 성향 정보 등의 솔루션을 제공하면서 획득한 이용자의 성향 분석 정보들을 통합적으로 분석하여 다시금 제휴 사이트에 제공함으로써 공동 마케팅 및 타겟 마케팅을 행할 수 있도록 한 고객 성향 분석정보 획득 시스템 및 방법에 관한 것이다.

인터넷 분야에서 고객을 확보하는 방법이란 인터넷 포탈 또는 일반 기업이 회원을 확보하는 방법을 의미하는 것으로서, 일반적으로 회원을 확보하는 방법은 직접 회원에게 이익을 주고 회원 가입을 유도하는 것이 일반적이다. 그 예로는 다양한 컨텐츠를 제공하고 회원을 확보하는 방법이나 광고를 보면 금전적으로 혜택을 주어서 회원을 확보하는 방법이나 또는 무료 e -mail을 제공함으로써 회원을 확보하는 방법 등이 있다.

이와 같은 종래의 회원을 확보하기 위한 방법의 특징은 고객과의 직접적인 접촉 하에서 고객정보를 획득하는 것으로써 고객에게 이익을 직접적으로 제공해야 하기 때문에 금전적인 부담이 많이 든다는 문제점이 있다. 보통 1인당 고객을 획득하는 비용은 적게는 수 천원부터 수 만원이 든다.

또한, 인터넷 포탈 사이트가 회원을 확보하게 되면 이를 기반으로 다양한 사업을 하는데 광고 영업의 경우 페이지뷰 기준으로 광고 영업을 하기 때문에 실제로 회원이나 방문자가 실제로 그 배너 광고를 보는지는 알 수 없는 문제이다. 따라서, 이를 해결하기 위해 좀 더 발전시킨 방법이 컨텐츠 타겟팅과 프로파일 타겟팅 방법인데 이 또한 매스마케팅 기반아래서 이루어지기 때문에 고객 일대일 기반으로 개인 성향에 맞추어 광고를 할 수는 없는 문제점이 있다.

따라서, 결국 광고 수입은 페이지뷰에 근거한 고정액으로 계약될 수밖에 없고, 더 높은 광고 수입을 기대할 수는 없는 문제점이 있다.

발명이 이루고자 하는 기술적 과제

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본 발명은 상기와 같은 문제점을 해결하기 위해 창작된 것으로서, 본 발명의 목적은 제휴된 인터넷 포탈 사이트에서 사이트의 현황정보와 이용자의 성향 정보 등의 솔루션을 제공하면서 획득한 이용자의 성향 분석 정보들을 통합적으로 분석하여 다시금 제휴 사이트에 제공함으로써 제휴 업체간 공동 마케팅 및 이용자에 대한 타겟 마케팅을 행할 수 있도록 한 고객 성향 분석정보 획득방법을 제공함에 있다.

발명의 구성 및 작용

상기와 같은 목적을 실현하기 위한 본 발명의 고객 성향 분석 정보 획득 시스템은 각 사이트에서 각종 컨텐츠, 커뮤니티, 전자상거래를 서비스하는 웹서버와, 각 사이트에 등록된 사용자들의 정보를 기록하는 고객DB와, 웹서버에 접속하는 사용자를 고객DB의 정보와 비교하여 인증하는 인증서버와, 웹서버에 접속한 사용자의 로그정보를 저장하는 로그서버와, 로그서버의 정보와 사이트 고객DB를 통해 이용자 중심으로 모델링하여 저장하는 분석DB와, 분석DB의 데이터를 기반으로 사이트의 현황정보를 분석하여 제공하는 현황분석서버와, 분석DB의 데이터를 기반으로 성향분석을 수행하는 성향분석서버와, 분석DB의 데이터를 분석하고 저장하여 고객서버로 인터넷을 통해 전송하는 고객정보 추출서버와, 각 사이트의 고객정보 추출서버로부터 전송 받은 정보들을 다시 정리하고 분석하여 통합적인 이용자 성향을 분석하여 각 사이트로 다시 제공하는 고객서버로 이루어진 것을 특징으로 한다.

또한, 고객 성향 분석 정보 획득 방법은 각 사이트에서 요구하는 솔루션의 내용에 따라 각 사이트에서 제공하는 서비스를 분류하여 표준 분류체계로 맵핑하는 단계와, 이용자가 각 사이트에 방문할 때 웹 로그와 쿠키셋을 설정하여 이용자의 신원을 확보하여 웹 서버 환경별 로그 형태를 설계하는 단계와, 설계된 로그 정보를 통합하여 데이터를 로그서버로 전송하여 로그 데이터베이스에 저장하는 단계와, 로그서버에 저장된 로그 정보를 이용자 중심으로 모델링하여 분석DB를 구축하는 단계와, 분석DB의 데이터를 기반으로 현황분석서버를 통해 사이트 현황정보와 성향분석서버를 통해 이용자 성향을 분석하는 단계와, 각 사이트에서 분석된 데이터를 고객정보 추출서버를 통해 인터넷으로 고객 서버로 전송하는 단계와, 고객 서버에 저장된 각 사이트의 이용자 성향 및 항해 정보로 통합 이용자 성향을 분석하는 단계와, 통합 이용자 성향 분석 정보를 각 사이트에 전송하여 공동 마케팅 및 타겟 마케팅을 수행하도록 하는 단계로 이루어진 것을 특징으로 한다.

또한, 위에서 이용자 성향 분석을 할 때 사이트에서 제공되는 서비스를 일정한 분류체계를 정리하는 단계와, 분류체계에 따라 분리된 내용별로 이용자들을 스코어링 하여 개인별 성향을 도출하는 단계와, 클러스터링 알고리즘을 이용하여 유사한 성향을 가지는 이용자들을 그룹핑하여 세부집단을 분류하고 정의하는 단계로 이루어진 것을 특징으로 한다.

위와 같이 이루어진 본 발명은 각각의 인터넷 포탈 사이트를 대상으로 공동 마케팅 제휴 네트워크를 구축하고 제휴된 인터넷 포탈 사이트에게 사이트에서 원하는 사이트의 현황정보와 이용자 성향 정보를 각각의 사이트에 제공하면서 획득한 이용자 성향 정보를 통해 통합적인 이용자 성향 정보를 분석하여 다시 제휴된 네트워크에 제공하면서 회원고객을 획득함으로써 제휴된 인터넷 기업들과 공동 마케팅 사업 및 타겟 마케팅을 수행할 수 있도록 한다.

이하, 본 발명의 바람직한 실시예를 첨부된 도면을 참조하여 설명한다. 또한 본 실시예는 본 발명의 권리범위를 한정하는 것은 아니고, 단지 예시로 제시된 것이다.

도 1은 본 발명에 의한 고객 성향 분석 정보 획득 방법을 구현하기 위한 구성도이다.

여기에 도시된 바와 같이 각 사이트에서 각종 컨텐츠, 커뮤니티, 전자상거래를 서비스하는 웹서버(20)와, 각 사이트에 등록된 사용자들의 정보를 기록하는 고객DB(30)와, 웹서버(20)에 접속하는 사용자를 고객DB(30)의 정보와 비교하여 인증하는 인증서버(10)와, 웹서버(20)에 접속한 사용자의 로그정보를 저장하는 로그서버(40)와, 로그서버(40)의 정보와 사이트 고객DB(30)를 통해 이용자 중심으로 모델링하여 저장하는 분석DB(50)와, 분석DB(50)의 데이터를 기반으로 사이트의 현황정보를 분석하여 제공하는 현황분석서버(60)와, 분석DB(40)의 데이터를 기반으로 성향분석을 수

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행하는 성향분석서버(80)와, 분석DB(50)의 데이터를 분석하고 저장하여 고객서버(100)로 인터넷(90)을 통해 전송하는 고객정보 추출서버(70)와, 각 사이트의 고객정보 추출서버(70)로부터 전송받은 정보들을 다시 정리하고 분석하여 통합적인 이용자 성향을 분석하여 각 사이트로 다시 제공하는 고객서버(100)로 이루어진다.

위에서 현황분석서버(60)는 사용자들이 접속하여 로그정보와 분석된 사용자 정보를 조회할 수 있도록 구성된다.

위와 같이 이루어진 본 발명의 고객 성향 분석 정보 획득 시스템에 의한 고객 성향 분석 정보 획득 방법을 설명하기 위해 도 2에 도시된 흐름도를 참조하여 설명하면 다음과 같다.

먼저, 인터넷 업계의 전문 포탈 중심으로 공동마케팅 제휴 계약을 통해 각 사이트에서 원하는 각 사이트의 현황분석이나 이용자 성향 분석 정보 등의 솔루션을 제공하면서 얻게 되는 각 사이트의 현황분석이나 이용자 성향 분석 정보를 제공받을 수 있도록 선행 작업이 이루어져야 한다.

웹서버(20)를 통해 각종 콘텐츠나, 커뮤니티, 전자상거래 등의 서비스를 제공하는 각 사이트에서 원하는 정보의 내용과 사이트의 전반적인 사이트의 시스템 상황을 분석하고 정의한다(S10).

그런다음, 각 사이트에서 제공하는 컨텐츠, 커뮤니티, 상거래 아이템을 각각 분류하고 표준 분류체계에 따라 맵핑한다(S20).

이후, 이용자가 각 사이트에 방문하게 되면 남게 되는 웹 로그에 남게 되는데 이때 쿠키셋을 설정하여 이용자의 신원을 확보하여 웹서버(20)의 환경별 로그 형태를 설계하여 최적화 한다(S30). 이때 이용자들의 신원을 확보할 때 각 사이트의 이용자들의 허락을 받아서 확보하게 된다.

이와 같이 각 사이트에 방문하는 다수의 이용자가 방문하여 제공하는 서비스를 이용하거나 접속할 때 남기는 웹 로그들과 쿠키셋을 통해 설계된 로그 형태대로 정보를 통합하여 각 인터넷 사이트의 부하 정도를 고려하여 사용자가 많이 접속하지 않는 새벽에 스케줄링된 작업을 수행하여 자동으로 데이터를 로그서버(40)로 전송하여 로그 데이터베이스에 저장한다(S40).

이와 같이 로그서버(40)에 저장된 로그 정보는 데이터 파싱기술을 이용하여 이용자 중심으로 모델링하여 분석DB(50)를 구축한다(S50).

즉, 이용자들에 대한 등록데이터, 등록된 관심사, 클릭스트림, 선호 컨텐츠, 가입커뮤니티, 구매성향 등을 저장한다.

그런다음, 분석DB(50)의 데이터를 기반으로 현황분석서버(60)를 통해 사이트 현황정보를 분석한다(S60).

사이트 현황 정보는 사이트에 접속한 기간에 대한 현황 즉, 시간대, 요일, 월, 분기별로 제공하며, 이용자의 상태 즉, 회원과 비회원, 신규회원과 기존회원, 우량, 일반, 휴면, 이탈회원 등 최근 방문일, 방문주기 등을 제공하고, 이용자의 프로파일 현황으로 성별, 연령, 직업, 지역 등을 제공한다. 또한, 제공서비스별 현황으로 컨텐츠, 커뮤니티, 상거래 등의 현황을 제공한다.

위와 같은 사이트 현황 정보를 예를 들면, 도 3에 도시된 바와 같이 시간대별 이용자 프로파일 현황을 제공하거나 도 4에 도시된 바와 같이 제공서비스별 이용자 프로파일 현황 즉, 건강정보에 접속한 이용자의 프로파일 현황, 뉴스정보에 접속한 이용자의 프로파일 현황을 제공한다. 그리고, 컨텐츠 분류별 이용자 프로파일 현황 등을 제공하게 된다.

또한, 분석DB(50)의 데이터를 기반으로 성향분석서버(80)를 통해 이용자 성향을 분석한다(S70).

이용자 성향 분석은 도 5에 도시된 바와 같이 먼저, 사이트에서 제공되는 서비스 즉, 컨텐츠, 커뮤니티, 상거래 상품 등에 따라 일정한 분류체계에 따라 정리한다(S702). 이때 누락된 자료는 재정리하여 정제된 자료를 확보한다.

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그런다음, 분류체계에 따라 분리된 내용별로 이용자들을 스코어링 하여 개인별 성향을 도출한다(S704).

위와 같이 도출된 개인별 성향은 클러스터링 알고리즘을 이용하여 도 6과 같이 유사한 성향을 가지는 이용자들을 그룹핑하여 유사한 성향을 가지는 수십 개의 세부집단을 분류하고 정의한다(S706).

이와 같이 각 사이트에서 분석된 데이터를 고객정보 추출서버(70)로 보내면 인터넷(90)을 통해 고객서버(100)로 전송된다(S80).

그러면, 고객서버(100)는 각 사이트에서 전송된 사이트의 현황 분석정보나 이용자 성향 분석정보, 항해 정보를 통해 고객 정보를 획득한 후 이 정보를 통합하여 통합적인 이용자 성향을 분석한다(S90).

이와 같이 통합적으로 분석된 이용자 성향 분석 정보는 다시 각 사이트에 제공되어 이용자의 성향을 세부적인 집단으로 분류하여 각 집단에 적합한 일대일 타켓팅 광고가 가능하고 각각 제휴된 각 사이트간에 공동 마케팅을 수행할 수 있게 된다(S100).

이렇게 각 사이트에서 원하는 요구사항에 따라 사이트 현황 분석 및 이용자 성향을 분석하면서 획득하는 각 사이트에 가입된 수십만의 이용자를 정보를 통합하여 통합적인 이용자 성향을 분석함으로써 정확한 이용자의 성향을 기반으로 체계적인 이용자를 관리할 뿐만 아니라 일대일 마케팅을 수행할 수 있게 된다.

발명의 효과

상기한 바와 같이 본 발명은 직접 고객과 인터넷에서 접촉하여 고객 정보를 획득하는 것이 아니고, 인터넷 기업에게 사이트의 현황 분석 정보 및 이용자 성향 분석 정보 등의 솔루션 제공을 하고 이의 대가로 각 사이트의 고객의 허가를 받아서 고객 정보를 획득하는 간접적인 방식으로 고객의 성향 정보를 획득하여 통합적인 이용자의 성향을 분석하고 분석된 정보를 제공함으로써 제휴된 인터넷 기업들과 공동 마케팅 사업 및 일대일 타겟팅 광고를 수행할 수 있도록 하는 효과가 있다.

또한, 일대일 솔루션을 제공받아서 고객에게 원투원 마케팅을 할 수 있어 개인화된 컨텐츠를 제공할 수 있으며, 성향 분석에 의한 타겟팅을 할 수 있으므로 클릭 기준으로 광고 계약할 수 있고 더 높은 광고 수입을 기대할 수 있는 이점이 있다.

한편, 간접적인 방법으로 이용자의 정보를 확보하기 때문에 이용자의 정보를 확보하기 위해 소요되는 비용을 줄일 수 있으며 제휴 사이트간 네트웍을 구축함으로써 이용자 정보를 기준으로 다양한 공동 마케팅 사업을 할 수 있는 이점이 있다.

그리고, 통합된 이용자 성향 분석 및 제휴 사이트의 폭이 넓고 깊이가 깊은 매체를 통하여 광고주에게 원하는 타겟팅 광고를 구석구석에 구사할 수 있는 이점이 있다.

(57) 청구의 범위

청구항 1.

각 사이트에서 각종 서비스를 제공하는 웹서버와,

각 사이트에 등록된 사용자들의 정보를 기록하는 고객DB와,

웹서버에 접속하는 사용자를 고객DB의 정보와 비교하여 인증하는 인증서버와,

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웹서버에 접속한 사용자의 로그정보를 저장하는 로그서버와,

로그서버의 정보와 사이트 고객DB를 통해 이용자 중심으로 모델링하여 저장하는 분석DB와,

분석DB의 데이터를 기반으로 사이트의 현황정보를 분석하여 제공하는 현황분석서버와,

분석DB의 데이터를 기반으로 성향분석을 수행하는 성향분석서버와,

분석DB의 데이터를 분석하고 저장하여 고객서버로 인터넷을 통해 전송하는 고객정보 추출서버와,

각 사이트의 고객정보 추출서버로부터 전송받은 정보들을 다시 정리하고 분석하여 통합적인 이용자 성향을 분석하여 각 사이트로 다시 제공하는 고객서버

로 이루어진 것을 특징으로 하는 고객 성향 분석 정보 획득 시스템.

청구항 2.

제 1항에 있어서, 상기 현황분석서버는 사용자들이 로그정보와 분석된 사용자 정보를 조회할 수 있도록 구성된 것을 특징으로 하는 고객 성향 분석 정보 획득 시스템.

청구항 3.

각 사이트에서 요구하는 솔루션의 내용에 따라 각 사이트에서 제공하는 서비스를 분류하여 표준 분류체계로 맵핑하는 단계와,

이용자가 각 사이트에 방문할 때 웹 로그와 쿠키셋을 설정하여 이용자의 신원을 확보하여 웹 서버 환경별 로그 형태를 설계하는 단계와,

설계된 로그 정보를 통합하여 데이터를 로그서버로 전송하여 로그 데이터베이스에 저장하는 단계와,

로그서버에 저장된 로그 정보를 이용자 중심으로 모델링하여 분석DB를 구축하는 단계와,

분석DB의 데이터를 기반으로 현황분석서버를 통해 사이트 현황정보와 성향분석서버를 통해 이용자 성향을 분석하는 단계와,

각 사이트에서 분석된 데이터를 고객정보 추출서버를 통해 인터넷으로 고객 서버로 전송하는 단계와,

고객 서버에 저장된 각 사이트의 이용자 성향 및 항해 정보로 통합 이용자 성향을 분석하는 단계와,

통합 이용자 성향 분석 정보를 각 사이트에 전송하여 공동 마케팅 및 타겟 마케팅을 수행하도록 하는 단계

를 포함하여 이루어진 것을 특징으로 하는 고객 성향 분석 정보 획득 방법.

청구항 4.

제 3항에 있어서, 상기 이용자 성향을 분석하는 단계는

사이트에서 제공되는 서비스를 일정한 분류체계를 정리하는 단계와,

분류체계에 따라 분리된 내용별로 이용자들을 스코어링 하여 개인별 성향을 도출하는 단계와,

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클러스터링 알고리즘을 이용하여 유사한 성향을 가지는 이용자들을 그룹핑하여 세부집단을 분류하고 정의하는 단계

를 포함하여 이루어진 것을 특징으로 하는 고객 성향 분석 정보 획득 방법.

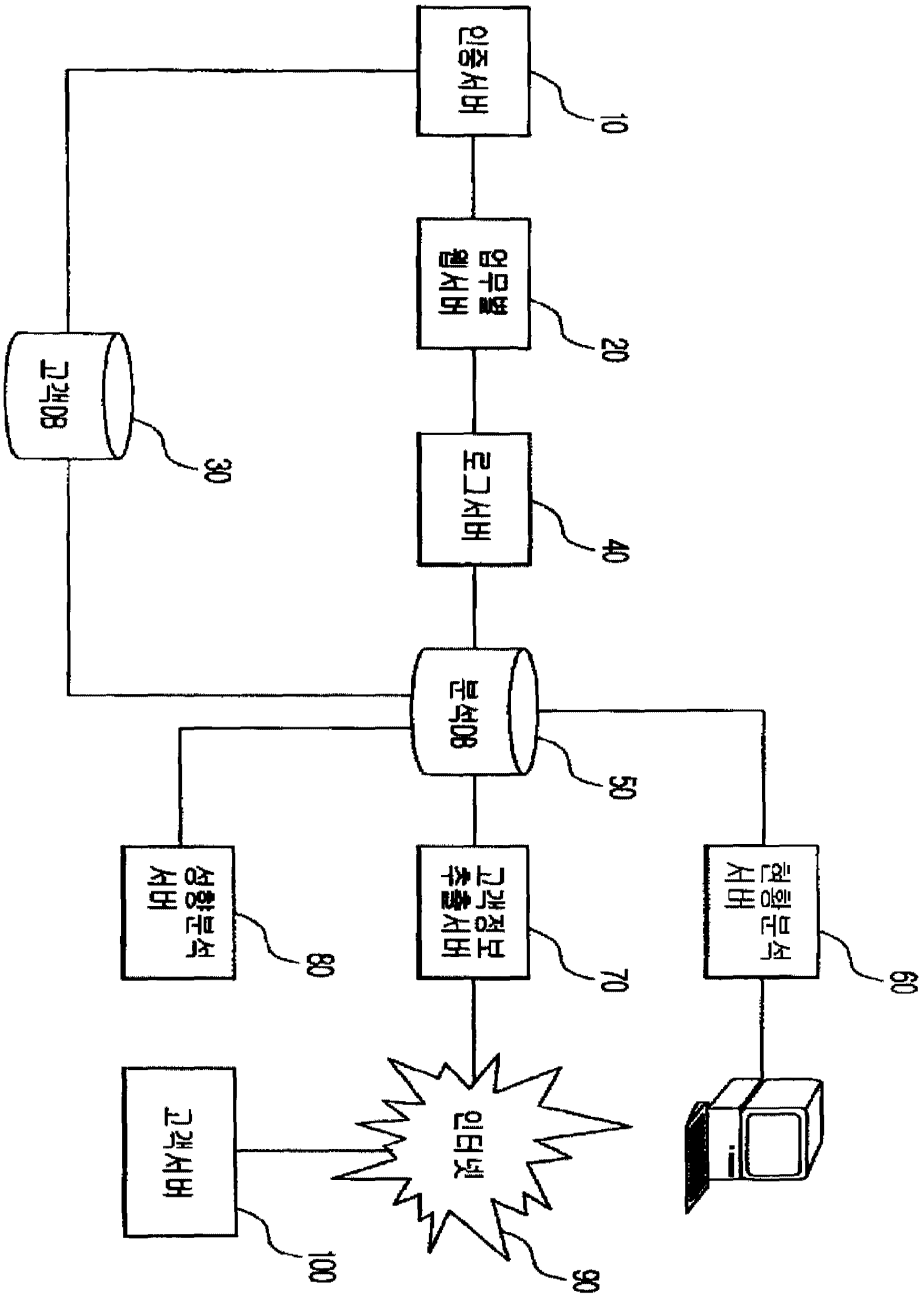
청구항 5.

제 3항에 있어서, 상기 사이트 현황 정보는 사이트에 접속한 기간 현황과, 이용자의 상태 현황과, 이용자의 프로파일 현황과, 제공서비스별 현황 중 어느 하나 이상인 것을 특징으로 하는 고객 성향 분석 정보 획득 방법.

도면

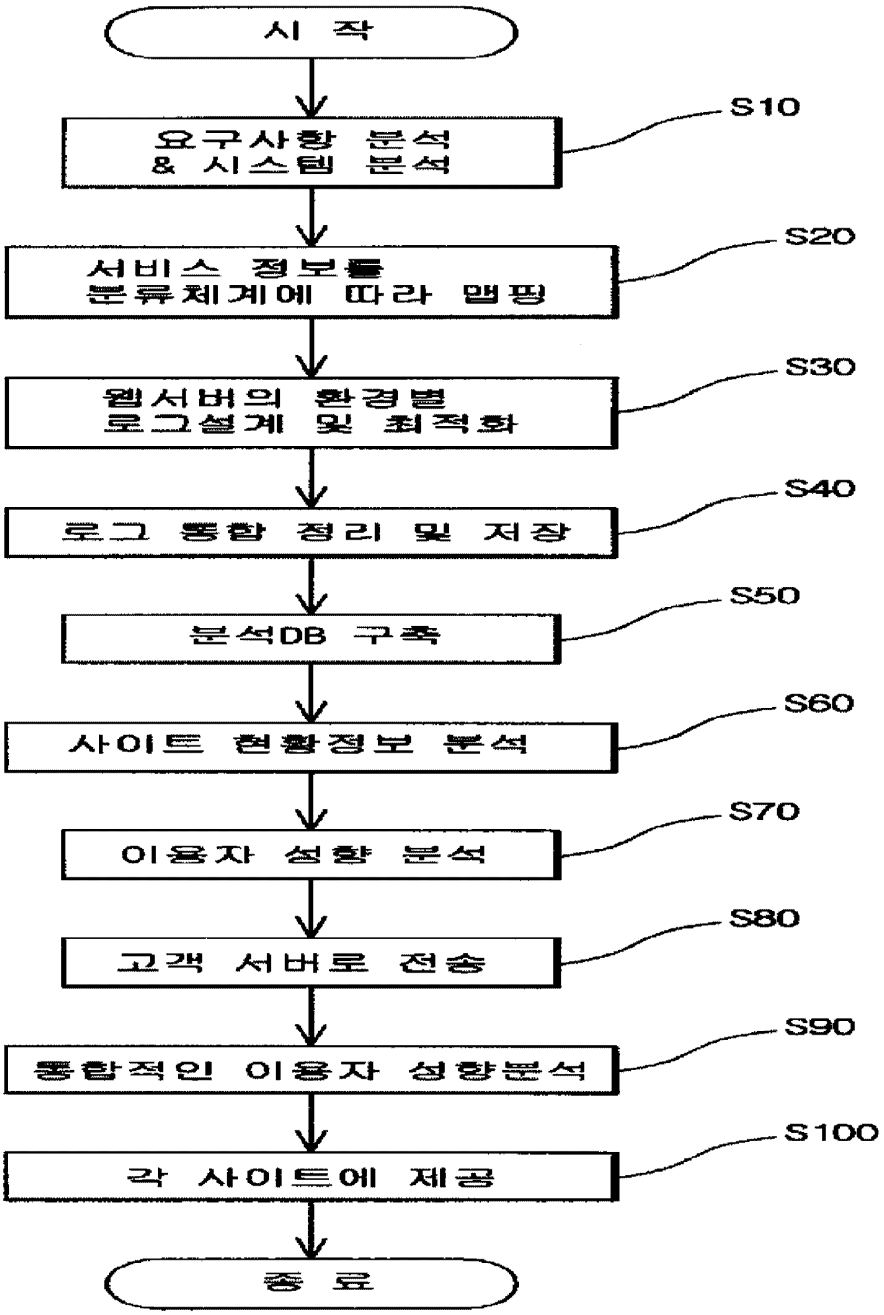
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도면 1



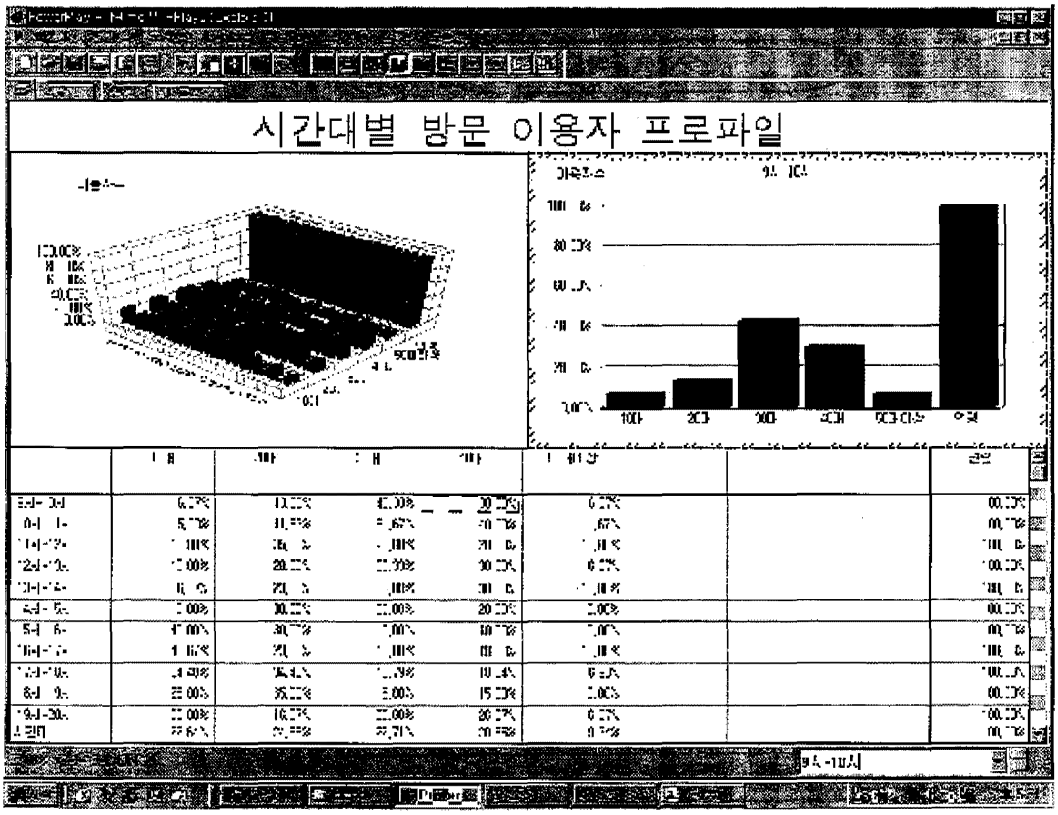
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도면 2



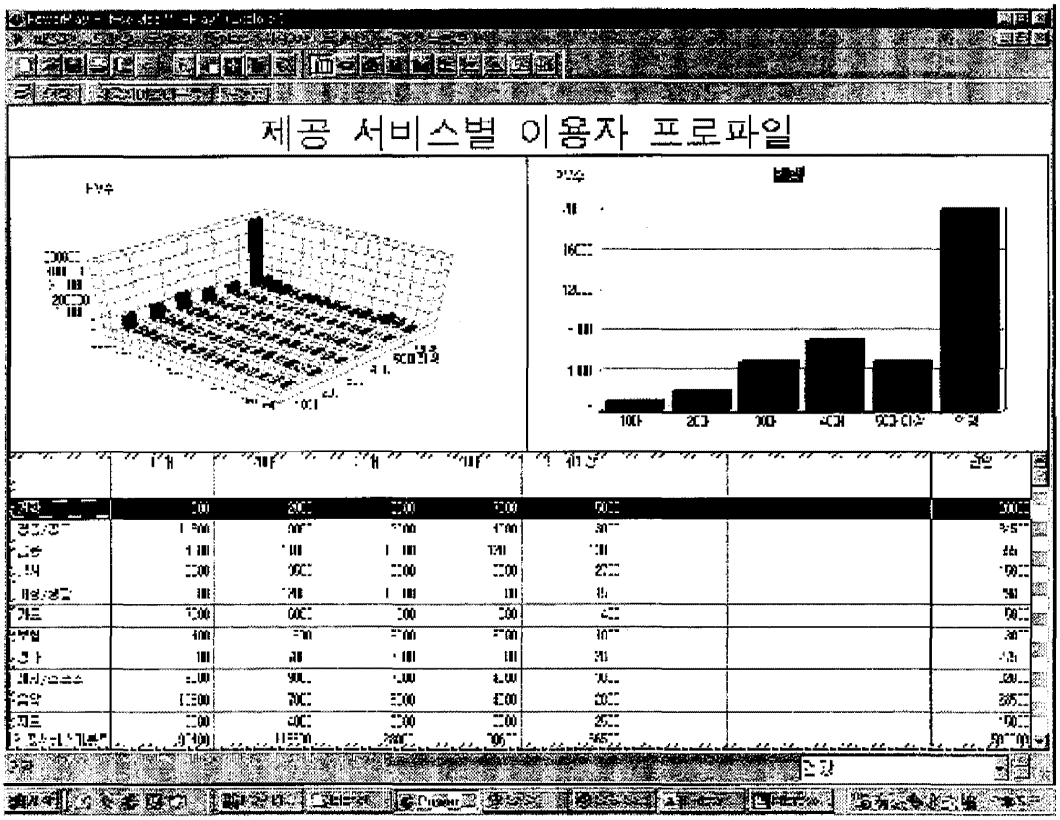
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도면 3



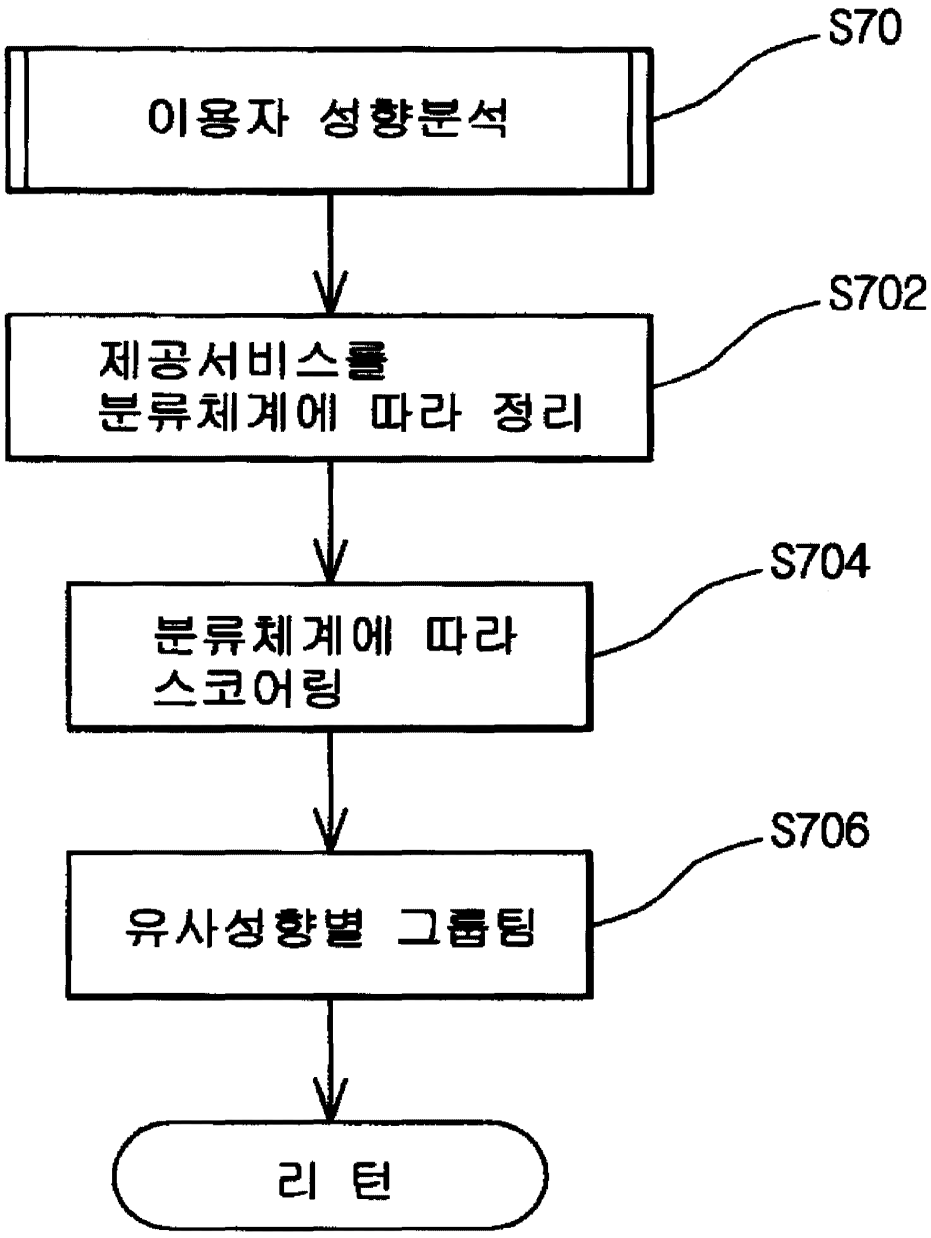
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도면 4



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도면 5



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도면 6



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Inventor	HYUN, JinSok
Applicant	MyOne Card Corp.
Title of Invention	SYSTEM AND METHOD FOR OBTAINING ANALYSIS OF USERPROPENSITY

요약

본 발명은 고객 성향 분석정보 획득 시스템 및 방법에 관한 것으로서, 제휴된 인터넷 포탈 사이트에서 사이트의 현황정보와 이용자의 성향 정보 등의 솔루션을 제공하면서 획득한 이용자의 성향 분석 정보들을 통합적으로 분석하여 다시금 제휴 사이트에 제공함으로써 공동 마케팅 및 타겟 마케팅을 행할 수 있도록 한다.

Abstract

The invention relates to the system for obtaining analysis information of user propensity and method. And in the cooperated internet portal site, by it unificationals, the propensity analysis information of the user which gets while offering solution including the status information of site and tendency information of user etc. being analyzed and again offering to the affiliated site co-marketing and target marketing are done.

대표도면

도면. 1

Representative drawing

Fig. 1

키워드

이용자성향 사이트현황 타겟마케팅 공동마케팅 쿠키셋

Keyword(s)

User inclination site present condition target marketing co-marketing cookie set

명세서

▩ 배경기술

본 발명은 고객 성향 분석정보 획득 시스템 및 방법에 관한 것으로서, 보다 상세하게는 제휴된 인터넷 포탈 사이트에서 사이트의 현황정보와 이용자의 성향 정보 등의 솔루션을 제공하면서 획득한 이용자의 성향 분석 정보들을 통합적으로 분석하여 다시금 제휴 사이트에 제공함으로써 공동 마케팅 및 타겟 마케팅을 행할 수 있도록 한 고객 성향 분석정보 획득 시스템 및 방법에 관한 것이다.

인터넷 분야에서 고객을 확보하는 방법이란 인터넷 포탈 또는 일반 기업이 회원을 확보하는 방법을 의미하는 것으로서, 일반적으로 회원을 확보하는 방법은 직접 회원에게 이익을 주고 회원 가입을 유도하는 것이 일반적이다. 그 예로는 다양한 컨텐츠를 제공하고 회원을 확보하는 방법이나 광고를 보면 금전적으로 혜택을 주어서 회원을 확보하는 방법이나 또는 무료 e-mail을 제공함으로써 회원을 확보하는 방법 등이 있다.

▩ Background Art

The invention relates to the system for obtaining analysis information of user propensity and method, more specifically, to co-marketing, the system for obtaining analysis information of user propensity and the method doing the target marketing it again offers to the affiliated site the propensity analysis information of the user which gets solution including the status information of site and tendency information of user etc. is offered to the cooperated internet portal site are analyzed it unificationals.

It is general that in the internet field, the method for securing client implies the method in which the internet portal or the private enterprise secures the members. It directly decreases the benefit to the members and the method for generally securing the members induces join. For example, method etc. in other words have as the method for offering the various contents and securing the members or the method it monetaries

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if advertisement is at looked, for the benefit being given and securing the members secures the members by offering no charge e-mail.

이와 같은 종래의 회원을 확보하기 위한 방법의 특징은 고객과의 직접적인 접촉 하에서 고객정보를 획득하는 것으로써 고객에게 이익을 직접적으로 제공해야 하기 때문에 금전적인 부담이 많이 든다는 문제점이 있다. 보통 1인당 고객을 획득하는 비용은 적게는 수 천원부터 수 만원이 든다.

In the feature of the method for securing this kind of the conventional members, the problem that the burden it monetaries, because with getting the customer information under the direct contact with client it directly has to offer the benefit to client very much comes in has. Normal, in the cost getting 1 ophryon client, the number ten thousand won at the least comes in from the number thousand won.

또한, 인터넷 포탈 사이트가 회원을 확보하게 되면 이를 기반으로 다양한 사업을 하는데 광고 영업의 경우 페이지뷰 기준으로 광고 영업을 하기 때문에 실제로 회원이나 방문자가 실제로 그 배너 광고를 보는지는 알 수 없는 문제이다. 따라서, 이를 해결하기 위해 좀 더 발전시킨 방법이 컨텐츠 타겟팅과 프로파일 타겟팅 방법인데 이 또한 매스마케팅 기반아래서 이루어지기 때문에 고객 일대일 기반으로 개인 성향에 맞추어 광고를 할 수는 없는 문제점이 있다.

Moreover, it is therefore the advertisement business the problem whether the members or visitor in fact in fact looks at the banner ad or not of knowing in case of the advertisement business to the page view standards to the various business based on this if the internet portal site secures the members. Therefore, there is a problem that it gives an order with the client one-to-one basis with the individual inclination in order to solve this because the contents targeting and profile targeting method but the method which it little more developes is included a , moreover, the mass marketing *** west and it cannot advertise.

따라서, 결국 광고 수입은 페이지뷰에 근거한 고정액으로 계약될 수밖에 없고, 더 높은 광고 수입을 기대할 수는 없는 문제점이 있다.

Therefore, in conclusion, there is a problem that the advertisement income cannot help being contracted to the fixative basing on on the page view. The higher advertisement income cannot be expected.

■ 발명의 내용

■ Summary of invention

발명의 효과

Effects of the invention

상기한 바와 같이 본 발명은 직접 고객과 인터넷에서 접촉하여 고객 정보를 획득하는 것이 아니고, 인터넷 기업에게 사이트의 현황 분석 정보 및 이용자 성향 분석 정보 등의 솔루션 제공을 하고 이의 대가로 각 사이트의 고객의 허가를 받아서 고객 정보를 획득하는 간접적인 방식으로 고객의 성향 정보를 획득하여 통합적인 이용자의 성향을 분석하고 분석된 정보를 제공함으로써 제휴된 인터넷 기업들과 공동 마케팅 사업 및 일대일 타겟팅 광고를 수행할 수 있도록 하는 효과가 있다.

As described above, the present invention has the effect that it directly touches in client and internet and the customer information is not gotten, but the internet enterprises in which the tendency information of client is gotten to the indirect mode in which the solution supply including the analysis of current situation information and user propensity analysis information of site etc. is to the internet enterprise and the authorization of the client of each site is received as this cost and getting the customer information and analyzing the inclination of the user unificationals, and which are cooperated by providing the analyzed information, the co-marketing business and one-to-one targetting advertisement are proceed.

또한, 일대일 솔루션을 제공받아서 고객에게 원투원 마케팅을 할 수 있어 개인화된 컨텐츠를 제공할 수 있으며, 성향 분석에 의한 타겟팅을 할 수 있으므로 클릭 기준으로 광고 계약할 수 있고 더 높은 광고 수입을 기대할 수 있는 이점이 있다.

Moreover, there can be the advantage contracting advertisement and expect the higher advertisement income as the click standards by the inclination analysis the contents which the one-to-one solution is provided can be offered.

한편, 간접적인 방법으로 이용자의 정보를 확보하기 때문에 이용자의 정보를 확보하기 위해 소요되는 비용을 줄일 수 있으며 제휴 사이트간 네트웍을 구축함으로써 이용자 정보를 기준으로 다양한 공동 마케팅 사업을 할 수 있는 이점이 있다.

In the meantime, there can be the advantage which can run a business based on the user information the various co-marketing by driving away network between the affiliated site while reducing the cost which is required in order to secure the information of user because of securing the information of user as the indirect method.

그리고, 통합된 이용자 성향 분석 및 제휴 사이트의 폭이 넓고 깊이가 깊은 매체를 통하여 광고주에게 원하는 타겟팅 광고를 구석구석에 구사할 수 있는 이점이 있다.

And the advantage can have at one's beck and call has the desired targetting advertisement through the media in which the width of the affiliated site and the integrated user inclination analysis wides and depth deeps to advertiser in every nook and corner.

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■ 도면에 대한 간단한 설명

도 1은 본 발명에 의한 고객 성향 분석 정보 획득 방법을 구현하기 위한 구성도이다.

도 2는 본 발명에 의한 고객 성향 분석 정보 획득 방법을 설명하기 위한 흐름도이다.

도 3은 본 발명에 의한 사이트 현황정보로써 시간대별 이용자 프로파일 현황을 나타낸 예시도이다.

도 4는 본 발명에 의한 사이트 현황정보로써 제공서비스별 이용자 프로파일 현황을 나타낸 예시도이다.

도 5는 도 2의 이용자 성향 분석 과정을 나타낸 흐름도이다.

도 6은 본 발명에 의해 이용자를 유사성향 그룹으로 정의한 상태를 나타낸 예시도이다.

- 도면의 주요부분에 대한 부호의 설명 -

10 : 인증서버 20 : 웹서버

30 : 고객DB 40 : 로그서버

50 : 분석DB 60 : 현황분석서버

70 : 고객정보 추출서버 80 : 성향분석서버

100 : 고객서버

■ 기술적 과제

본 발명은 상기와 같은 문제점을 해결하기 위해 창작된 것으로서, 본 발명의 목적은 제휴된 인터넷 포탈 사이트에서 사이트의 현황정보와 이용자의 성향 정보 등의 솔루션을 제공하면서 획득한 이용자의 성향 분석 정보들을 통합적으로 분석하여 다시금 제휴 사이트에 제공함으로써 제휴 업체간 공동 마케팅 및 이용자에 대한 타겟 마케팅을 행할 수 있도록 한 고객 성향 분석정보 획득방법을 제공함에 있다.

■ 발명의 구성 및 작용

상기와 같은 목적을 실현하기 위한 본 발명의 고객 성향 분석 정보 획득 시스템은 각 사이트에서 각종 컨텐츠, 커뮤니티, 전자상거래를 서비스하는 웹서버와, 각 사이트에 등록된 사용자들의 정보를 기록하는 고객DB와, 웹서버에 접속하는 사용자를 고객DB의 정보와 비교하여 인증하는 인증서버와, 웹서버에 접속한 사용자의 로그정보를 저장하는 로그서버와, 로그서버의 정보와 사이트 고객DB를 통해 이용자 중심으로 모델링하여 저장하는 분석DB와, 분석DB의 데이터를 기반으로 사이트의 현

■ Brief explanation of the drawing

Fig. 1 the configuration diagram for embodying the user trend analysis method for achieving information.

Figure 2 is flowchart for illustrating the user trend analysis method for achieving information.

Figure 3 is an example diagram showing the time slot user profile present condition with the site status information.

Figure 4 is an example diagram showing the service offered user profile present condition with the site status information.

Figure 5 is flowchart showing the user inclination analysis process of fig. 2.

The example diagram showing the state defining user with the fig. 6 silver the invention as the similarity flavor group.

Description - of the denotation about the main part of - drawing.

10: certificate server 20: web server.

30: client DB 40: log server.

50: analysis DB 60: analysis of current situation server.

70: customer information extraction server 80: inclination analysis server.

100: customer server.

■ Technical Task

The invention provides the status information of the site in the internet portal site which is to solve problems described in the above created, and the object of the present invention is cooperated and the user trend analysis method for achieving information which does the target marketing for user and co-marketing between the affiliated company by it unificationals, the propensity analysis information of the user which gets while offering solution including the tendency information of user etc. being analyzed and again offering to the affiliated site.

■ Structure & Operation of the Invention

The system for obtaining analysis information of user propensity of the present invention for realizing the purpose as described above it characterizes to be included of the inclination analysis server performing the inclination analysis based on data of the certificate server, certified and the log server, storing the log information of the user connecting to the web server and the analysis DB, which it stores it models through the information and site customer database of the log server to the user central

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황정보를 분석하여 제공하는 현황분석서버와, 분석DB의 데이터를 기반으로 성향분석을 수행하는 성향분석서버와, 분석DB의 데이터를 분석하고 저장하여 고객서버로 인터넷을 통해 전송하는 고객정보 추출서버와, 각 사이트의 고객정보 추출서버로부터 전송 받은 정보들을 다시 정리하고 분석하여 통합적인 이용자 성향을 분석하여 각 사이트로 다시 제공하는 고객서버로 이루어진 것을 특징으로 한다.

and the analysis of current situation server, the customer information extraction server analyzing data of the analysis DB and stores and transmits with the customer server through internet, and the customer server compared to the information of the customer database the web server, giving one's service all kinds of the contentses, the community, and the electronic commerce at each site and the customer database, recording the information of the authorized users in each site and the user connecting to the web server. As to the inclination analysis server, the status information of site is analyzed based on data of the analysis DB and offered and analysis DB. As to the customer server, information which it is transmitted from the customer information extraction server of each site are arranged again and analyzing and in which the user inclination it unificationals, is analyzed and which it again offers to each site.

또한, 고객 성향 분석 정보 획득 방법은 각 사이트에서 요구하는 솔루션의 내용에 따라 각 사이트에서 제공하는 서비스를 분류하여 표준 분류체계로 맵핑하는 단계와, 이용자가 각 사이트에 방문할 때 웹 로그와 쿠키셋을 설정하여 이용자의 신원을 확보하여 웹 서버 환경별 로그 형태를 설계하는 단계와, 설계된 로그 정보를 통합하여 데이터를 로그서버로 전송하여 로그 데이터베이스에 저장하는 단계와, 로그서버에 저장된 로그 정보를 이용자 중심으로 모델링하여 분석DB를 구축하는 단계와, 분석DB의 데이터를 기반으로 현황분석서버를 통해 사이트 현황정보와 성향분석서버를 통해 이용자 성향을 분석하는 단계와, 각 사이트에서 분석된 데이터를 고객정보 추출서버를 통해 인터넷으로 고객 서버로 전송하는 단계와, 고객 서버에 저장된 각 사이트의 이용자 성향 및 항해 정보로 통합 이용자 성향을 분석하는 단계와, 통합 이용자 성향 분석 정보를 각 사이트에 전송하여 공동 마케팅 및 타겟 마케팅을 수행하도록 하는 단계로 이루어진 것을 특징으로 한다.

Moreover, the user trend analysis method for achieving information comprises the user central step of transmitting with the customer server to the internet through the customer information extraction server the step of driving away the analysis DB it models, and step of analyzing the user inclination through the site status information through the analysis of current situation server based on data of the analysis DB and inclination analysis server, and data analyzed in each site, and step of analyzing the integration user inclination to the user inclination and navigation information of each site saved in the customer server, and step performing co- marketing and target marketing the integration user propensity analysis information is transmitted in each site the step, that it stores in the log database data is transmitted with the log server the log information designed with the step of mapping to the normal sort system the service offered to each site is classified according to the content of the solution demanded in each site, and the step that designs the environment of web server log type the identity of user is secured weblog and cookie set are established user visits in each site is with merged and the log information saved in the log server.

또한, 위에서 이용자 성향 분석을 할 때 사이트에서 제공되는 서비스를 일정한 분류체계를 정리하는 단계와, 분류체계에 따라 분리된 내용별로 이용자들을 스코어링 하여 개인별 성향을 도출하는 단계와, 클러스터링 알고리즘을 이용하여 유사한 성향을 가지는 이용자들을 그룹핑하여 세부집단을 분류하고 정의하는 단계로 이루어진 것을 특징으로 한다.

Moreover, it comprises the step of arranging the fixed classification system the service, the step of drawing in something the individualized disposition it scores the classified by contents separating according to the classification system user, and the step that the users having the inclination. The step of arranging the fixed classification system the service is offered from site when in the upper part the user inclination analysis. The step that the users having the inclination is similar by using the clustering algorithm is grouped and that classifies the detail population and defined.

위와 같이 이루어진 본 발명은 각각의 인터넷 포탈 사이트를 대상으로 공동 마케팅 제휴 네트워크를 구축하고 제휴된 인터넷 포탈 사이트에게 사이트에서 원하는 사이트의 현황정보와 이용자 성향 정보를 각각의 사이트에 제공하면서 획득한 이용자 성향 정보를 통해 통합적인 이용자 성향 정보를 분석하여 다시 제휴된 네트워크에 제공하면서 회원고객을 획득함으로써 제휴된 인터넷 기업들과 공동 마케팅 사업 및 타겟 마케팅을 수행할 수 있도록 한다.

The internet enterprises which are cooperated by getting the member customer while the user tendency information unificationals, being analyzed through the user tendency information which gets while offering the status information and user tendency information of the site wanting to the internet portal site driving away the co- marketing consortium network for the invention included like the upper part is each internet portal site and is cooperated in site to each site and offering to the again cooperated network,, the co- marketing business and target marketing are proceed.

이하, 본 발명의 바람직한 실시예를 첨부된 도면을 참조하여 설명한다. 또한 본 실시예는 본 발명의 권리범위를 한정하는 것은 아니고, 단지 예시로 제시된 것이다.

Hereinafter, the preferred embodiment of the present invention is explained referring to the figure. Moreover, this working example does not limit the scope of right of the present invention. It is only as an example reindicated.

도 1은 본 발명에 의한 고객 성향 분석 정보 획득 방법을 구현하기 위한 구성도이다.

Fig. 1 the configuration diagram for embodying the user trend analysis method for achieving information.

여기에 도시된 바와 같이 각 사이트에서 각종 컨텐츠, 커뮤니

It is included of the inclination analysis server (80) performing

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터, 전자상거래를 서비스하는 웹서버(20)와, 각 사이트에 등록된 사용자들의 정보를 기록하는 고객DB(30)와, 웹서버(20)에 접속하는 사용자를 고객DB(30)의 정보와 비교하여 인증하는 인증서버(10)와, 웹서버(20)에 접속한 사용자의 로그정보를 저장하는 로그서버(40)와, 로그서버(40)의 정보와 사이트 고객DB(30)를 통해 이용자 중심으로 모델링하여 저장하는 분석DB(50)와, 분석DB(50)의 데이터를 기반으로 사이트의 현황정보를 분석하여 제공하는 현황분석서버(60)와, 분석DB(40)의 데이터를 기반으로 성향분석을 수행하는 성향분석서버(80)와, 분석DB(50)의 데이터를 분석하고 저장하여 고객서버(100)로 인터넷(90)을 통해 전송하는 고객정보 추출서버(70)와, 각 사이트의 고객정보 추출서버(70)로부터 전송받은 정보들을 다시 정리하고 분석하여 통합적인 이용자 성향을 분석하여 각 사이트로 다시 제공하는 고객서버(100)로 이루어진다.

the inclination analysis based on data of the certificate server (10), which it when all kinds of the contentses in each site as shown in activating, the community, and the electronic commerce are compared with the information of the customer database (30) the web server (20), given one's service and the customer database (30), recording the information of the authorized users in each site and the user connecting to the web server (20) certifies and the log server (40), storing the log information of the user connecting to the web server (20) and the analysis DB (50), which it stores it models through the information and site customer database (30) of the log server (40) to the user central and the analysis of current situation server (60), the customer information extraction server (70), and the customer server (100). As to inclination analysis server (80), the status information of site is analyzed based on data of the analysis DB (50) and offered and analysis DB (40). The customer information extraction server (70) analyzes data of the analysis DB (50) and which stores and transmitted with the customer server (100) through the internet (90). As to the customer server (100), information which it is transmitted from the customer information extraction server (70) of each site are arranged again and analyzing and in which the user inclination it unificationals, is analyzed and which it again offers to each site.

위에서 현황분석서버(60)는 사용자들이 접속하여 로그정보와 분석된 사용자 정보를 조회할 수 있도록 구성된다.

In the upper part, in order to users connect and it inquires the analyzed user information with the log information the analysis of current situation server (60) is composed.

위와 같이 이루어진 본 발명의 고객 성향 분석 정보 획득 시스템에 의한 고객 성향 분석 정보 획득 방법을 설명하기 위해 도 2에 도시된 흐름도를 참조하여 설명하면 다음과 같다.

If it explains with reference to the flowchart illustrated in Figure 2 in order to explain the user trend analysis method for achieving information by the system for obtaining analysis information of user propensity of the present invention included like the upper part, it thes same like next.

먼저, 인터넷 업계의 전문 포탈 중심으로 공동마케팅 제휴 계약을 통해 각 사이트에서 원하는 각 사이트의 현황분석이나 이용자 성향 분석 정보 등의 솔루션을 제공하면서 얻게 되는 각 사이트의 현황분석이나 이용자 성향 분석 정보를 제공받을 수 있도록 선행 작업이 이루어져야 한다.

Firstly, in order to be provided the analysis of current situation or the user propensity analysis information of each site which obtains while offering solution including the analysis of current situation or the user propensity analysis information of desired each site etc. to the speciality portal center of the internet community through the co-marketing *** to each site predecessor has to be included.

웹서버(20)를 통해 각종 콘텐츠나, 커뮤니티, 전자상거래 등의 서비스를 제공하는 각 사이트에서 원하는 정보의 내용과 사이트의 전반적인 사이트의 시스템 상황을 분석하고 정의한다(S10).

The system status of the overall site of the content of the information wanting in each site offering service including all kinds of the contentses or the community, the electronic commerce etc. through the web server (20) and site are analyzed and it defines (S10).

그런다음, 각 사이트에서 제공하는 컨텐츠, 커뮤니티, 상거래 아이템을 각각 분류하고 표준 분류체계에 따라 맵핑한다(S20).

Next, the contents, offered to each site the community, and the commercial transaction item are classified respectively and it maps according to the normal sort system (S20).

이후, 이용자가 각 사이트에 방문하게 되면 남게 되는 웹 로그에 남게 되는데 이때 쿠키셋을 설정하여 이용자의 신원을 확보하여 웹서버(20)의 환경별 로그 형태를 설계하여 최적화 한다(S30). 이때 이용자들의 신원을 확보할 때 각 사이트의 이용자들의 허락을 받아서 확보하게 된다.

Thereafter, the cookie set is established at this time to remain in the weblog which remains if user visits in each site and the identity of user is secured and the environment log type of the web server (20) is designed and it optimizes (S30). At this time, when securing the identity of the users, the permission of the users of each site is received and it secures.

이와 같이 각 사이트에 방문하는 다수의 이용자가 방문하여 제공하는 서비스를 이용하거나 접속할 때 남기는 웹 로그들과 쿠키셋을 통해 설계된 로그 형태대로 정보를 통합하여 각 인터넷 사이트의 부하 정도를 고려하여 사용자가 많이 접속하지 않는 새벽에 스케줄링된 작업을 수행하여 자동으로 데이터를 로그서버(40)로 전송하여 로그 데이터베이스에 저장한다(S40).

In this way, the information is with merged according to the log type designed through the weblogs and the cookie set which it leaves when the service in which a plurality of users visited in each site visits and offered being used or connecting and the task scheduled in the early morning when user very much does not connect in consideration of the load degree of each internet site is proceed and data is transmitted automatically with the log server (40) and it stores in the log database (S40).

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이와 같이 로그서버(40)에 저장된 로그 정보는 데이터 파싱기술을 이용하여 이용자 중심으로 모델링하여 분석DB(50)를 구축한다(S50).

In this way, by using data parsing technology, it models to the user central and the log information saved in the log server (40) drives away the analysis DB (50) (S50).

즉, 이용자들에 대한 등록데이터, 등록된 관심사, 클릭스트림, 선호 컨텐츠, 가입커뮤니티, 구매성향 등을 저장한다.

That is, registration data about the users, and the registered concern, click stream, preference contents, subscription community, the purchasing disposition etc is stored.

그런다음, 분석DB(50)의 데이터를 기반으로 현황분석서버(60)를 통해 사이트 현황정보를 분석한다(S60).

Next, the site status information is analyzed based on data of the analysis DB (50) through the analysis of current situation server (60) (S60).

사이트 현황 정보는 사이트에 접속한 기간에 대한 현황 즉, 시간대, 요일, 월, 분기별로 제공하며, 이용자의 상태 즉, 회원과 비회원, 신규회원과 기존회원, 우량, 일반, 휴면, 이탈회원 등 최근 방문일, 방문주기 등을 제공하고, 이용자의 프로파일 현황으로 성별, 연령, 직업, 지역 등을 제공한다. 또한, 제공서비스별 현황으로 컨텐츠, 커뮤니티, 상거래 등의 현황을 제공한다.

The site status information offers to the present condition about the period, connecting to site in other words, the time slot, day, month, per quarter. And the visit date, the period of visiting etc. are offered recently the state of user, in other words, the members and nonmember, and the new member and existing members, excellence, general, sleep, the secession members etc. The sex, age, job, area light is offered to the profile present condition of user. Moreover, the present condition including the contents, the community, the commercial transaction etc. is offered to the service offered present condition.

위와 같은 사이트 현황 정보를 예를 들면, 도 3에 도시된 바와 같이 시간대별 이용자 프로파일 현황을 제공하거나 도 4에 도시된 바와 같이 제공서비스별 이용자 프로파일 현황 즉, 건강정보에 접속한 이용자의 프로파일 현황, 뉴스정보에 접속한 이용자의 프로파일 현황을 제공한다. 그리고, 컨텐츠 분류별 이용자 프로파일 현황 등을 제공하게 된다.

The time slot user profile present condition is offered as shown in fig. 3 or the profile present condition of the user connecting as shown in fig. 4 to the service offered user profile present condition, in other words, the health information, and the profile present condition of the user connecting to the news information are offered in case of the site status information as in the above. And the content category user profile present condition etc. are offered.

또한, 분석DB(50)의 데이터를 기반으로 성향분석서버(80)를 통해 이용자 성향을 분석한다(S70).

Moreover, the user inclination is analyzed based on data of the analysis DB (50) through the inclination analysis server (80) (S70).

이용자 성향 분석은 도 5에 도시된 바와 같이 먼저, 사이트에서 제공되는 서비스 즉, 컨텐츠, 커뮤니티, 상거래 상품 등에 따라 일정한 분류체계에 따라 정리한다(S702). 이때 누락된 자료는 재정리하여 정제된 자료를 확보한다.

The user inclination analysis arranges according to the classification system constanting according to the service, firstly offered as shown in fig. 5 from site in other words, the service, in other words, the contents, the community, the commercial transaction goods etc (S702). At this time, data in which omitted data readjusts and which is refined is secured.

그런다음, 분류체계에 따라 분리된 내용별로 이용자들을 스코어링 하여 개인별 성향을 도출한다(S704).

Next, users are scored to the classified by contents separating according to the classification system and the individualized disposition is in something drawn (S704).

위와 같이 도출된 개인별 성향은 클러스터링 알고리즘을 이용하여 도 6과 같이 유사한 성향을 가지는 이용자들을 그룹핑하여 유사한 성향을 가지는 수십 개의 세부집단을 분류하고 정의한다(S706).

The detail population of several dozen having the inclination grouping and is similar is classified and the users having the inclination which the individualized disposition drawn like the upper part is similar like the fig. 6 by using the clustering algorithm is defined (S706).

이와 같이 각 사이트에서 분석된 데이터를 고객정보 추출서버(70)로 보내면 인터넷(90)을 통해 고객서버(100)로 전송된다(S80).

In this way, if data analyzed in each site is sent to the customer information extraction server (70), it is transmited through the internet (90) to the customer server (100) (S80).

그러면, 고객서버(100)는 각 사이트에서 전송된 사이트의 현황분석정보나 이용자 성향 분석정보, 항해 정보를 통해 고객 정보를 획득한 후 이 정보를 통합하여 통합적인 이용자 성향을 분석한다(S90).

And then, after getting the customer information through the analysis of current situation information or the user propensity analysis information of the site transmited from each site, and the navigation information, it merges with this information and the customer server (100) analyzes the user inclination it unificationals (S90).

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이와 같이 통합적으로 분석된 이용자 성향 분석 정보는 다시 각 사이트에 제공되어 이용자의 성향을 세부적인 집단으로 분류하여 각 집단에 적합한 일대일 타겟팅 광고가 가능하고 각각 제휴된 각 사이트간에 공통 마케팅을 수행할 수 있게 된다 (S100).

In this way, it is again offered to each site and it classifies the inclination of user into the detail population and the one-to-one targeting advertisement suitabling for each population possibies and the user propensity analysis information which unificationals, is analyzed is proceed co-marketing between the respective cooperated each site (S100).

이렇게 각 사이트에서 원하는 요구사항에 따라 사이트 현황 분석 및 이용자 성향을 분석하면서 획득하는 각 사이트에 가입된 수십만의 이용자를 정보를 통합하여 통합적인 이용자 성향을 분석함으로써 정확한 이용자의 성향을 기반으로 체계적인 이용자를 관리할 뿐만 아니라 일대일 마케팅을 수행할 수 있게 된다.

In this way, according to the requirement wanting in each site, by, in addition the information being with merged and subscribed to each site which it gets while analyzing the site analysis of current situation and user inclination analyzing the user inclination it unificationals, the systematic user is managed based on the inclination of the exact user one to one marketing is proceed.

청구의 범위

Scope of Claims

■청구 1항 :

각 사이트에서 각종 서비스를 제공하는 웹서버와,

각 사이트에 등록된 사용자들의 정보를 기록하는 고객DB와,

웹서버에 접속하는 사용자를 고객DB의 정보와 비교하여 인증하는 인증서버와,

웹서버에 접속한 사용자의 로그정보를 저장하는 로그서버와,

로그서버의 정보와 사이트 고객DB를 통해 이용자 중심으로 모델링하여 저장하는 분석DB와,

분석DB의 데이터를 기반으로 사이트의 현황정보를 분석하여 제공하는 현황분석서버와,

분석DB의 데이터를 기반으로 성향분석을 수행하는 성향분석서버와,

분석DB의 데이터를 분석하고 저장하여 고객서버로 인터넷을 통해 전송하는 고객정보 추출서버와,

각 사이트의 고객정보 추출서버로부터 전송받은 정보들을 다시 정리하고 분석하여 통합적인 이용자 성향을 분석하여 각 사이트로 다시 제공하는 고객서버

로 이루어진 것을 특징으로 하는 고객 성향 분석 정보 획득 시스템.

■Claim 1:

The customer server in which data of inclination analysis server performing the inclination analysis based on data of the certificate server, which it when the various services in each site is compared with the information of the customer database the web server, offered and the customer database, recording the information of the authorized users in each site and the user connecting to the web server certifies and the log server, storing the log information of the user connecting to the web server and the analysis DB, which it stores it models through the information and site customer database of the log server to the user central and the analysis of current situation server, in which the status information of site is analyzed based on data of the analysis DB and offered and analysis DB, and analysis DB is analyzed and which stores and in which information which it is transmitted from the customer information extraction server of the customer information extraction server, transmitted with the customer server through internet and each site are arranged again and analyzing and in which the user inclination it unificationals, is analyzed and which it again offers to each site.

The included system for obtaining analysis information of user propensity.

■청구 2항 :

제 1항에 있어서, 상기 현황분석서버는 사용자들이 로그정보와 분석된 사용자 정보를 조회할 수 있도록 구성된 것을 특징으로 하는 고객 성향 분석 정보 획득 시스템.

■Claim 2:

The system for obtaining analysis information of user propensity, wherein the analysis of current situation server as to the first claim it is composed so that users inquire the analyzed user information with the log information.

■청구 3항 :

각 사이트에서 요구하는 솔루션의 내용에 따라 각 사이트에서 제공하는 서비스를 분류하여 표준 분류체계로 맵핑하는 단계와,

■Claim 3:

The user trend analysis method for achieving information wherein the step of mapping to the normal sort system the service offered to each site is classified according to the content of the solution demanded in each site, the step weblog and

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이용자가 각 사이트에 방문할 때 웹 로그와 쿠키셋을 설정하여 이용자의 신원을 확보하여 웹 서버 환경별 로그 형태를 설계하는 단계와,

설계된 로그 정보를 통합하여 데이터를 로그서버로 전송하여 로그 데이터베이스에 저장하는 단계와,

로그서버에 저장된 로그 정보를 이용자 중심으로 모델링하여 분석DB를 구축하는 단계와,

분석DB의 데이터를 기반으로 현황분석서버를 통해 사이트 현황정보와 성향분석서버를 통해 이용자 성향을 분석하는 단계와,

각 사이트에서 분석된 데이터를 고객정보 추출서버를 통해 인터넷으로 고객 서버로 전송하는 단계와,

고객 서버에 저장된 각 사이트의 이용자 성향 및 항해 정보로 통합 이용자 성향을 분석하는 단계와,

통합 이용자 성향 분석 정보를 각 사이트에 전송하여 공동 마케팅 및 타겟 마케팅을 수행하도록 하는 단계

를 포함하여 이루어진 것을 특징으로 하는 고객 성향 분석 정보 획득 방법.

cookie set are established when user visits in each site and that the identity of user is secured and designing the environment of web server log type, the step that the designed log information is with merged and that data is transmitted with the log server and storing in the log database, the user central step of transmitting with the customer server to the internet through the customer information extraction server the step of driving away the analysis DB it models, and step of analyzing the user inclination through the site status information through the analysis of current situation server based on data of the analysis DB and inclination analysis server, and data analyzed in each site the log information saved in the log server, step of analyzing the integration user inclination to the user inclination and navigation information of each site saved in the customer server, and step performing co- marketing and target marketing the integration user propensity analysis information is transmitted in each site is by including comprised.

■ 청구 4항 :

제 3항에 있어서, 상기 이용자 성향을 분석하는 단계는

사이트에서 제공되는 서비스를 일정한 분류체계를 정리하는 단계와,

분류체계에 따라 분리된 내용별로 이용자들을 스코어링 하여 개인별 성향을 도출하는 단계와,

클러스터링 알고리즘을 이용하여 유사한 성향을 가지는 이용자들을 그룹핑하여 세부집단을 분류하고 정의하는 단계

를 포함하여 이루어진 것을 특징으로 하는 고객 성향 분석 정보 획득 방법.

■ Claim 4:

The user trend analysis method for achieving information, wherein the step of analyzing the user inclination as to claim 3 the step of arranging the fixed classification system the service offered from site, the step of drawing in something the individualized disposition it scores the classified by contents separating according to the classification system user, and the step that the users having the inclination is by including comprised, and the step that the users having the inclination is similar by using the clustering algorithm is grouped and that classifies the detail population and defined.

■ 청구 5항 :

제 3항에 있어서, 상기 사이트 현황 정보는 사이트에 접속한 기간 현황과, 이용자의 상태 현황과, 이용자의 프로파일 현황과, 제공서비스별 현황 중 어느 하나 이상인 것을 특징으로 하는 고객 성향 분석 정보 획득 방법.

■ Claim 5:

The user trend analysis method for achieving information, wherein the site status information as to claim 3 among the profile present condition, of the state present condition, of the period present condition, connecting to site and user and user and service offered present condition one or greater.

Drawing

■ Fig. 1

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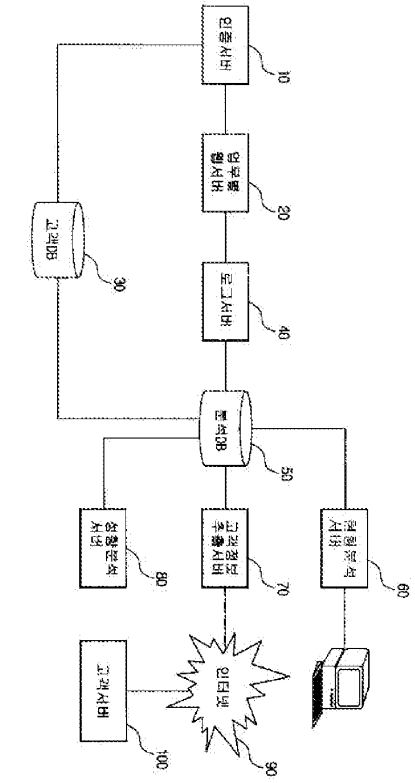


Fig. 2

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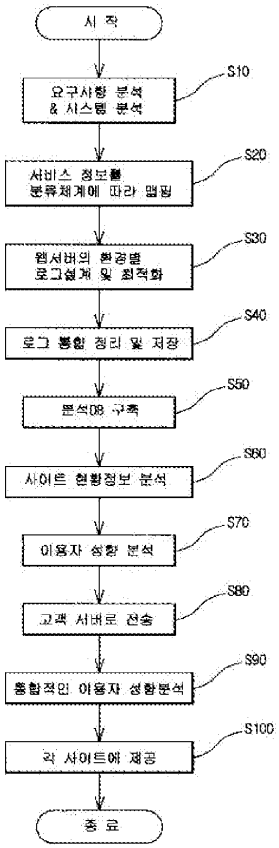


Fig. 3

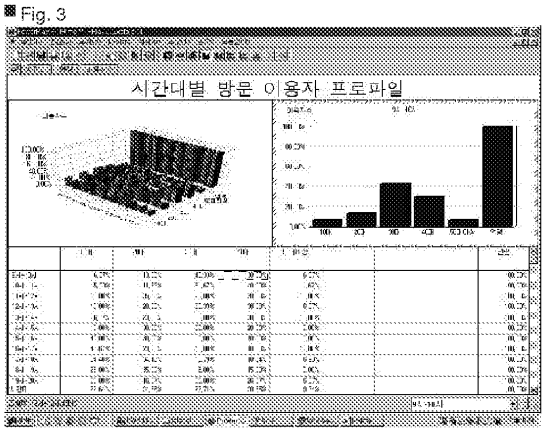


Fig. 4

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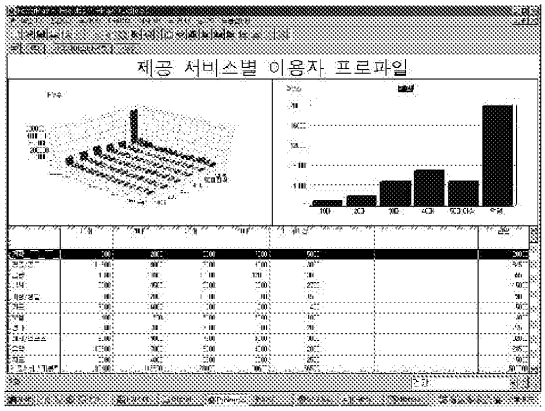


Fig. 5

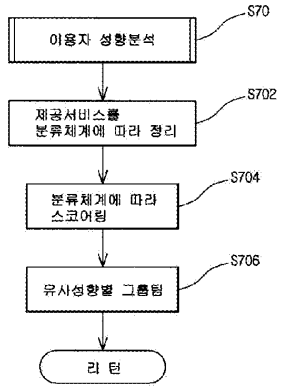


Fig. 6



Legal Status

Date	Type of Document	Status
2000.04.18	Patent Application	수리 (Acceptance)
2000.04.19	Submission of Attached Electronic Document	수리 (Acceptance)
2001.10.15	Request for Prior Art Search	수리 (Acceptance)
2001.11.14	Report of Prior Art Search	수리 (Acceptance)

2002.02.27	Notification of reason for refusal	발송처리완료 (Dispatched)
2002.06.26	Decision to Refuse a Patent	발송처리완료 (Dispatched)
2006.10.27	Notification of change of applicant's information	수리 (Acceptance)
2009.07.07	Notification of change of applicant's information	수리 (Acceptance)

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(PDF Creation Date : 2011.04.26)

Electronic Patent Application Fee Transmittal	
Application Number:	11765433
Filing Date:	19-Jun-2007
Title of Invention:	PROVIDING COLLECTED PROFILES TO MEDIA PROPERTIES HAVING SPECIFIED INTERESTS
First Named Inventor/Applicant Name:	Roy Shkedi
Filer:	Louis J. Hoffman/Donald Hertz
Attorney Docket Number:	14-PP
Filed as Small Entity	

Utility under 35 USC 111(a) Filing Fees

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

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Miscellaneous:				
Submission- Information Disclosure Stmt	1806	1	180	180
		Total in USD ($)		**180**

Electronic Acknowledgement Receipt	
EFS ID:	12296034
Application Number:	11765433
International Application Number:	
Confirmation Number:	7471
Title of Invention:	PROVIDING COLLECTED PROFILES TO MEDIA PROPERTIES HAVING SPECIFIED INTERESTS
First Named Inventor/Applicant Name:	Roy Shkedi
Customer Number:	26362
Filer:	Louis J. Hoffman/Donald Hertz
Filer Authorized By:	Louis J. Hoffman
Attorney Docket Number:	14-PP
Receipt Date:	13-MAR-2012
Filing Date:	19-JUN-2007
Time Stamp:	17:57:15
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Credit Card
Payment was successfully received in RAM	$180
RAM confirmation Number	5385
Deposit Account	
Authorized User	

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)

1	Transmittal Letter	12-03-13-DAT-PP-Supp_IDS_Cover.pdf	19419 a220c7446d7c12221b4e61a50b88a4089c9affaa	no	2
Warnings:					
Information:					
2	Information Disclosure Statement (IDS) Form (SB08)	12-03-13-DAT-PP-Form_1449.pdf	26737 8362b91688088d12e01e0bd955bc3dbcf115fe0b	no	1
Warnings:					
Information:					
This is not an USPTO supplied IDS fillable form					
3	Foreign Reference	KR10-2001-0096343.pdf	642657 e7d9f82fd74341897100e9fa9de62cadc95f5896	no	13
Warnings:					
Information:					
4	Foreign Reference	KR10-2001-0096343-machine_trans.pdf	735572 d79ea33523dda9b8f3b7921efa805576b0d2dfb7	no	12
Warnings:					
Information:					
5	Non Patent Literature	Kerwin-NY_Times_Web_Site_Lets_Advertisers_Get_Personal.pdf	14254 6710ac0ae21ac56bee4fd0c5436e6ff90608d033	no	2
Warnings:					
Information:					
6	Fee Worksheet (SB06)	fee-info.pdf	30318 eb1667e27a382bbc5800680986867888 3ff871ff	no	2
Warnings:					
Information:					
		Total Files Size (in bytes):	1468957		

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.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	:	Shkedi, Roy	Art Unit	:	3688
Serial No.	:	11/765,433	Examiner	:	Champagne, Donald
Filing Date	:	06/19/2007	Conf. No.	:	7471
Title	:	Providing collected profiles to media properties having specified interests			

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

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Dear Sir:

Assignee discloses the references listed on form PTO-1449 attached to this document. The fee set forth in 37 C.F.R. § 1.17(p) accompanies this submission.

Assignee wishes to direct Examiner to the following applications, which share the same inventor, as well as the references cited therein:

Serial No.	Filing Date	Earliest Parent Filing Date
11/968,117	12/31/2007	
12/131,798	06/02/2008	
12/257,386	10/23/2008	
12/536,451	08/05/2009	
12/823,709	06/25/2010	06/16/2006 (prov.)
12/860,666	08/20/2010	
12/906,007	10/15/2010	
12/911,601	10/25/2010	11/28/2000
12/912,726	10/26/2010	12/28/1999
12/981,925	12/30/2010	12/31/2007
13/024,217	02/09/2011	01/15/2009 (prov.)
13/097,885	04/29/2011	04/17/2007
13/115,946	05/25/2011	06/14/2000
13/115,949	05/25/2011	06/14/2000
13/115,952	05/25/2011	06/14/2000
13/167,605	06/23/2011	04/17/2007
13/170,110	06/27/2011	06/19/2006 (prov.)
61/514,840	08/03/2011	08/03/2011
13/243,314	09/23/2011	06/02/2008
13/274,242	10/14/2011	10/15/2010 (prov.)

Serial No.	Filing Date	Earliest Parent Filing Date
13/368,686	02/08/2012	11/28/2000
13/418,320	03/12/2012	06/16/2006 (prov.)

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

Respectfully submitted,

DATONICS, LLC

by its attorney

Dated: March 13, 2012

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

LOUIS J. HOFFMAN, P.C.
14301 North 87th Street, Suite 312
Scottsdale, Arizona 85260
(480) 948-3295

Amazon/AlmondNet
Exhibit 1003
Page 416

PTO/SB/06 (07-06)
Approved for use through 1/31/2007. 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 displays a valid OMB control number.

PATENT APPLICATION FEE DETERMINATION RECORD

Substitute for Form PTO-875

Application or Docket Number	Filing Date	☐ To be Mailed
11/765,433	06/19/2007	

APPLICATION AS FILED – PART I

	(Column 1)	(Column 2)	SMALL ENTITY ☒		OR	OTHER THAN SMALL ENTITY	
FOR	NUMBER FILED	NUMBER EXTRA	RATE ($)	FEE ($)		RATE ($)	FEE ($)
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A			N/A	
☐ SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A	N/A			N/A	
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A			N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	minus 20 =	*	X $ =		OR	X $ =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*	X $ =			X $ =	
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $250 ($125 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			TOTAL	

APPLICATION AS AMENDED – PART II

AMENDMENT 03/13/2012	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	SMALL ENTITY RATE ($)	ADDITIONAL FEE ($)	OR	OTHER THAN SMALL ENTITY RATE ($)	ADDITIONAL FEE ($)
Total (37 CFR 1.16(i))	* 28	Minus	** 33	= 0	X $30 =	0	OR	X $ =	
Independent (37 CFR 1.16(h))	* 3	Minus	***3	= 0	X $125 =	0	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	0	OR	TOTAL ADD'L FEE	

AMENDMENT	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	RATE ($)	ADDITIONAL FEE ($)		RATE ($)	ADDITIONAL FEE ($)
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 number found in the appropriate box in column 1.

Legal Instrument Examiner:
/CURTIS NELLOMS JR/

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

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

UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
11/765,433	06/19/2007	Roy Shkedi	14-PP	7471

26362 7590 03/23/2012

LOUIS J. HOFFMAN, P.C.
14301 North 87th Street, Suite 312
Scottsdale, AZ 85260

EXAMINER	
CHAMPAGNE, DONALD	
ART UNIT	PAPER NUMBER
3688	

NOTIFICATION DATE	DELIVERY MODE
03/23/2012	ELECTRONIC

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

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

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

Louis@valuablepatents.com
donald@valuablepatents.com
shaelyn@valuablepatents.com

PTOL-90A (Rev. 04/07)

Applicant-Initiated Interview Summary	Application No. 11/765,433	Applicant(s) SHKEDI, ROY	
	Examiner DONALD CHAMPAGNE	Art Unit 3688	

All participants (applicant, applicant's representative, PTO personnel):

(1) *DONALD CHAMPAGNE*. (3)_____.

(2) *Louis J. Hoffman, Esq.*. (4)_____.

Date of Interview: *9-13 March 2012*.

Type: ☒ Telephonic ☐ Video Conference
☐ Personal [copy given to: ☐ applicant ☐ applicant's representative]

Exhibit shown or demonstration conducted: ☐ Yes ☐ No.
If Yes, brief description: _____.

Issues Discussed ☐101 ☒112 ☒102 ☐103 ☐Others
(For each of the checked box(es) above, please describe below the issue and detailed description of the discussion)

Claim(s) discussed: *1*.

Identification of prior art discussed: *Liu et al*.

Substance of Interview
(For each issue discussed, provide a detailed description and indicate if agreement was reached. Some topics may include: identification or clarification of a reference or a portion thereof, claim interpretation, proposed amendments, arguments of any applied references etc...)

See Continuation Sheet.

Applicant recordation instructions: The formal written reply to the last Office action must include the substance of the interview. (See MPEP section 713.04). If a reply to the last Office action has already been filed, applicant is given a non-extendable period of the longer of one month or thirty days from this interview date, or the mailing date of this interview summary form, whichever is later, to file a statement of the substance of the interview

Examiner recordation instructions: Examiners must summarize the substance of any interview of record. A complete and proper recordation of the substance of an interview should include the items listed in MPEP 713.04 for complete and proper recordation including the identification of the general thrust of each argument or issue discussed, a general indication of any other pertinent matters discussed regarding patentability and the general results or outcome of the interview, to include an indication as to whether or not agreement was reached on the issues raised.

☒ Attachment

(1) Appendix: Proposed claim 1 discussed during the interview. (2) History for EAST search "auto redirect for tag"	/Donald L. Champagne/ Primary Examiner, Art Unit 3688

Amazon/AlmondNet
Exhibit 1003
Page 419

Summary of Record of Interview Requirements

Manual of Patent Examining Procedure (MPEP), Section 713.04, Substance of Interview Must be Made of Record
A complete written statement as to the substance of any face-to-face, video conference, or telephone interview with regard to an application must be made of record in the application whether or not an agreement with the examiner was reached at the interview.

Title 37 Code of Federal Regulations (CFR) § 1.133 Interviews
Paragraph (b)

In every instance where reconsideration is requested in view of an interview with an examiner, a complete written statement of the reasons presented at the interview as warranting favorable action must be filed by the applicant. An interview does not remove the necessity for reply to Office action as specified in §§ 1.111, 1.135. (35 U.S.C. 132)

37 CFR §1.2 Business to be transacted in writing.
All business with the Patent or Trademark Office should be transacted in writing. The personal attendance of applicants or their attorneys or agents at the Patent and Trademark Office is unnecessary. The action of the Patent and Trademark Office will be based exclusively on the written record in the Office. No attention will be paid to any alleged oral promise, stipulation, or understanding in relation to which there is disagreement or doubt.

———

The action of the Patent and Trademark Office cannot be based exclusively on the written record in the Office if that record is itself incomplete through the failure to record the substance of interviews.

It is the responsibility of the applicant or the attorney or agent to make the substance of an interview of record in the application file, unless the examiner indicates he or she will do so. It is the examiner's responsibility to see that such a record is made and to correct material inaccuracies which bear directly on the question of patentability.

Examiners must complete an Interview Summary Form for each interview held where a matter of substance has been discussed during the interview by checking the appropriate boxes and filling in the blanks. Discussions regarding only procedural matters, directed solely to restriction requirements for which interview recordation is otherwise provided for in Section 812.01 of the Manual of Patent Examining Procedure, or pointing out typographical errors or unreadable script in Office actions or the like, are excluded from the interview recordation procedures below. Where the substance of an interview is completely recorded in an Examiners Amendment, no separate Interview Summary Record is required.

The Interview Summary Form shall be given an appropriate Paper No., placed in the right hand portion of the file, and listed on the "Contents" section of the file wrapper. In a personal interview, a duplicate of the Form is given to the applicant (or attorney or agent) at the conclusion of the interview. In the case of a telephone or video-conference interview, the copy is mailed to the applicant's correspondence address either with or prior to the next official communication. If additional correspondence from the examiner is not likely before an allowance or if other circumstances dictate, the Form should be mailed promptly after the interview rather than with the next official communication.

The Form provides for recordation of the following information:
- Application Number (Series Code and Serial Number)
- Name of applicant
- Name of examiner
- Date of interview
- Type of interview (telephonic, video-conference, or personal)
- Name of participant(s) (applicant, attorney or agent, examiner, other PTO personnel, etc.)
- An indication whether or not an exhibit was shown or a demonstration conducted
- An identification of the specific prior art discussed
- An indication whether an agreement was reached and if so, a description of the general nature of the agreement (may be by attachment of a copy of amendments or claims agreed as being allowable). Note: Agreement as to allowability is tentative and does not restrict further action by the examiner to the contrary.
- The signature of the examiner who conducted the interview (if Form is not an attachment to a signed Office action)

It is desirable that the examiner orally remind the applicant of his or her obligation to record the substance of the interview of each case. It should be noted, however, that the Interview Summary Form will not normally be considered a complete and proper recordation of the interview unless it includes, or is supplemented by the applicant or the examiner to include, all of the applicable items required below concerning the substance of the interview.

A complete and proper recordation of the substance of any interview should include at least the following applicable items:
1) A brief description of the nature of any exhibit shown or any demonstration conducted,
2) an identification of the claims discussed,
3) an identification of the specific prior art discussed,
4) an identification of the principal proposed amendments of a substantive nature discussed, unless these are already described on the Interview Summary Form completed by the Examiner,
5) a brief identification of the general thrust of the principal arguments presented to the examiner,
   (The identification of arguments need not be lengthy or elaborate. A verbatim or highly detailed description of the arguments is not required. The identification of the arguments is sufficient if the general nature or thrust of the principal arguments made to the examiner can be understood in the context of the application file. Of course, the applicant may desire to emphasize and fully describe those arguments which he or she feels were or might be persuasive to the examiner.)
6) a general indication of any other pertinent matters discussed, and
7) if appropriate, the general results or outcome of the interview unless already described in the Interview Summary Form completed by the examiner.

Examiners are expected to carefully review the applicant's record of the substance of an interview. If the record is not complete and accurate, the examiner will give the applicant an extendable one month time period to correct the record.

Examiner to Check for Accuracy

If the claims are allowable for other reasons of record, the examiner should send a letter setting forth the examiner's version of the statement attributed to him or her. If the record is complete and accurate, the examiner should place the indication, "Interview Record OK" on the paper recording the substance of the interview along with the date and the examiner's initials.

Continuation of Substance of Interview including description of the general nature of what was agreed to if an agreement was reached, or any other comments:

Applicant informally sent a draft amendment in response to the Office action mailed 12 January 2012. The subsequent discussion by telephone and email focused on representative claim 1, which is made of record herewith.

The examiner did not find clear the text at lines 3-6 of proposed claim 1, which are interpreted to be an extension of the preamble. In particular, the examiner sent the following question to the atty.:

<<A “redirect” is from an origin to a destination. Lines 3-4 have the visitor “access equipment of the profile supplier (‘EPF’ hereafter)”, which makes the EPF the visitor’s destination. However, lines 4-6 say this access occurred because of “redirection by” the EPF, which reads on the EPF being an origin. Lines 2-6 seem to be indefinite because the EPF is limited to being both the origin and destination of the direct. What am I missing?>>

The atty. sent the following explanation, which the examiner found is supported by the spec.:

"The method of claim 1 is performed not by a profile supplier's (PS) equipment, but rather by a computer system that has access to the visitor's computer as a result of receiving, from the PS, a redirect of the visitor's computer to it (lines 3-6). In response, the computer system automatically further redirects the visitor (originates a second redirect) to the computer system of the selected ad server entity (part b)."

In response to the atty.'s question, the examiner found proposed claim 1 would overcome the rejection over Liu et al. made on record in the January 12th Office action. The examiner also did a quick first search of claim 1, made of record herewith as EAST search "auto redirect for tag", and advised atty. that this search also did not reveal a basis for rejection of the proposed claim 1.
.

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	11765433	SHKEDI, ROY
	Examiner	Art Unit
	Donald L Champagne	3688

SEARCHED			
Class	Subclass	Date	Examiner

SEARCH NOTES		
Search Notes	Date	Examiner
Inventor name search in PALM & EAST	14 Oct 2010	DLC
EAST srch "clms_1&22"	18 Oct 2010	DLC
EAST "srch02"	29 Oct 2011	DLC
EAST searches "Fee for contribution" an "Internet_TV"	2-8 Jan 2012	DLC
EAST searc "auto redirect for tag"h	13 March 2012	DLC

INTERFERENCE SEARCH			
Class	Subclass	Date	Examiner

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Amendments

IN THE CLAIMS:

Please amend the claims as follows:

1. (Currently Amended) A method implemented using a hardware computer system programmed to provide collected profiles comprising:

[[(a)]] responsive to receiving profile information about a visitor who electronically accessed equipment of a profile supplier, as a result of being in electronic communication with a computer of the visitor because of URL redirection by the equipment of the profile supplier, with the computer system automatically:

(a) selecting [[an]] a first of a plurality of electronic-advertising-space-controlling ~~entity that~~ entities, each of which entities has identified a respective URL, which selection is based on a comparison of the profile information received about the visitor with a previously received respective requests for specific profiles or kinds of profiles of interest to ~~the~~ each entity, which requests [[is]] have been stored in the computer system; and

(b) ~~with the computer system automatically arranging for~~ performing a further URL redirection to place the computer of the visitor in electronic communication with computer equipment controlled by the selected entity at the URL identified by the selected entity, to enable electronic storage of a tag that is associated with the computer of the visitor and that is readable by ~~electronic-advertising-space-controlling~~ advertisement-serving equipment[[,]] controlled by the selected entity, which equipment is accessible via a domain specified in the URL identified by the selected entity.

2. (Canceled)

3. (Canceled)

4. (Previously Presented) The method of claim 1 wherein part (a) further comprises with the computer system categorizing the profile information received about the visitor into a category of profiles.

Amazon/AlmondNet
Exhibit 1003
Page 423

EAST Search History

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	1	"20070294401".pn.	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2012/03/12 23:48
L2	1	1 AND (visitor NEAR3 access$3) WITH redirect$3	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2012/03/12 23:59
L3	1	"6839680".pn.	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2012/03/13 00:02
L6	2	1 3	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2012/03/13 00:05
L7	2	6 AND (identi??$3 WITH URL)	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2012/03/13 00:05
L8	1	6 AND (automatic$4 WITH redirect$3)	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2012/03/13 01:13
L9	217	(automatic$4 WITH redirect$3) SAME (tag$1 tagg??$1 cookie$1)	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2012/03/13 01:17
L10	13	9 SAME profile$1	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2012/03/13 01:18
L12	11	10 AND (@ad<"20060620" @prad<"20060620" @rlad<"20060620")	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2012/03/13 01:21

EAST Search History (Interference)

< This search history is empty>

3/13/2012 1:45:16 AM
C:\Users\dchampagne\Documents\EAST\Workspaces\11765433\auto redirect for tag.wsp

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

Page 1 of 1

Serial No.:	11/765,433
Applicant:	Shkedi Roy
Filed:	06/19/2007
Art Unit:	3688
Conf. No.:	7471

U.S. PATENT DOCUMENTS

Examiner Initials	Item	Document Number	Publication Date	Name of Patentee or Applicant	Filing Date (if appropriate)
_____	1	8086491	12/27/2011	Matz et al.	
_____	2	8036929	10/11/2011	Reisman	
_____	3	6868392	03/15/2005	Ogasawara	
_____	4	20070121843	05/31/2007	Atazky et al.	
_____	5	20060020510	01/26/2006	Vest	
_____	6	20030220837	12/27/2003	Asayama	

Examiner: _____ Date Considered: _____

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

Electronic Patent Application Fee Transmittal	
Application Number:	11765433
Filing Date:	19-Jun-2007
Title of Invention:	PROVIDING COLLECTED PROFILES TO MEDIA PROPERTIES HAVING SPECIFIED INTERESTS
First Named Inventor/Applicant Name:	Roy Shkedi
Filer:	Louis J. Hoffman/Donald Hertz
Attorney Docket Number:	14-PP
Filed as Small Entity	

Utility under 35 USC 111(a) Filing Fees

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

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Miscellaneous:				
Submission- Information Disclosure Stmt	1806	1	180	180
		Total in USD ($)		**180**

Electronic Acknowledgement Receipt

EFS ID:	12776391
Application Number:	11765433
International Application Number:	
Confirmation Number:	7471
Title of Invention:	PROVIDING COLLECTED PROFILES TO MEDIA PROPERTIES HAVING SPECIFIED INTERESTS
First Named Inventor/Applicant Name:	Roy Shkedi
Customer Number:	26362
Filer:	Louis J. Hoffman/Donald Hertz
Filer Authorized By:	Louis J. Hoffman
Attorney Docket Number:	14-PP
Receipt Date:	14-MAY-2012
Filing Date:	19-JUN-2007
Time Stamp:	21:30:16
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Credit Card
Payment was successfully received in RAM	$180
RAM confirmation Number	7986
Deposit Account	
Authorized User	

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)

1	Transmittal Letter	12-05-14-DAT-PP-Supp_IDS_Cover.pdf	14602 957723fb867cfd6e1e7fd5949f451706314d8611	no	1
Warnings:					
Information:					
2	Information Disclosure Statement (IDS) Form (SB08)	12-05-14-DAT-PP-Form_1449.pdf	19125 eb842333a20e8aa4a1bb4b7461b22f18fd7ec037	no	1
Warnings:					
Information:					
This is not an USPTO supplied IDS fillable form					
3	Fee Worksheet (SB06)	fee-info.pdf	30317 eee18a0bcd211142845c160922c8b8a0393dce42	no	2
Warnings:					
Information:					
		Total Files Size (in bytes):	64044		

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.

<u>New Applications Under 35 U.S.C. 111</u>
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.

<u>National Stage of an International Application under 35 U.S.C. 371</u>
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.

<u>New International Application Filed with the USPTO as a Receiving Office</u>
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.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	:	Shkedi, Roy	Art Unit	:	3688
Serial No.	:	11/765,433	Examiner	:	Champagne, Donald
Filing Date	:	06/19/2007	Conf. No.	:	7471
Title	:	Providing collected profiles to media properties having specified interests			

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

Filed via EFS – May 14, 2012

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Dear Sir:

Assignee discloses the references listed on form PTO-1449 attached to this document. Pursuant to Office rules, copies of the U.S. Patent references are not included. The fee set forth in 37 C.F.R. § 1.17(p) accompanies this submission.

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

Respectfully submitted,

DATONICS, LLC

by its attorney

Dated: May 14, 2012

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

LOUIS J. HOFFMAN, P.C.
14301 North 87th Street, Suite 312
Scottsdale, Arizona 85260
(480) 948-3295

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

NOTICE OF ALLOWANCE AND FEE(S) DUE

26362 7590 06/06/2012
LOUIS J. HOFFMAN, P.C.
14301 North 87th Street, Suite 312
Scottsdale, AZ 85260

EXAMINER
CHAMPAGNE, DONALD

ART UNIT	PAPER NUMBER
3688	

DATE MAILED: 06/06/2012

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
11/765,433	06/19/2007	Roy Shkedi	14-PP	7471

TITLE OF INVENTION: PROVIDING COLLECTED PROFILES TO MEDIA PROPERTIES HAVING SPECIFIED INTERESTS

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	YES	$870	$300	$0	$1170	09/06/2012

THE APPLICATION IDENTIFIED ABOVE HAS BEEN EXAMINED AND IS ALLOWED FOR ISSUANCE AS A PATENT. PROSECUTION ON THE MERITS IS CLOSED. THIS NOTICE OF ALLOWANCE IS NOT A GRANT OF PATENT RIGHTS. THIS APPLICATION IS SUBJECT TO WITHDRAWAL FROM ISSUE AT THE INITIATIVE OF THE OFFICE OR UPON PETITION BY THE APPLICANT. SEE 37 CFR 1.313 AND MPEP 1308.

THE ISSUE FEE AND PUBLICATION FEE (IF REQUIRED) MUST BE PAID WITHIN THREE MONTHS FROM THE MAILING DATE OF THIS NOTICE OR THIS APPLICATION SHALL BE REGARDED AS ABANDONED. THIS STATUTORY PERIOD CANNOT BE EXTENDED. SEE 35 U.S.C. 151. THE ISSUE FEE DUE INDICATED ABOVE DOES NOT REFLECT A CREDIT FOR ANY PREVIOUSLY PAID ISSUE FEE IN THIS APPLICATION. IF AN ISSUE FEE HAS PREVIOUSLY BEEN PAID IN THIS APPLICATION (AS SHOWN ABOVE), THE RETURN OF PART B OF THIS FORM WILL BE CONSIDERED A REQUEST TO REAPPLY THE PREVIOUSLY PAID ISSUE FEE TOWARD THE ISSUE FEE NOW DUE.

HOW TO REPLY TO THIS NOTICE:

I. Review the SMALL ENTITY status shown above.

If the SMALL ENTITY is shown as YES, verify your current SMALL ENTITY status:

A. If the status is the same, pay the TOTAL FEE(S) DUE shown above.

B. If the status above is to be removed, check box 5b on Part B - Fee(s) Transmittal and pay the PUBLICATION FEE (if required) and twice the amount of the ISSUE FEE shown above, or

If the SMALL ENTITY is shown as NO:

A. Pay TOTAL FEE(S) DUE shown above, or

B. If applicant claimed SMALL ENTITY status before, or is now claiming SMALL ENTITY status, check box 5a on Part B - Fee(s) Transmittal and pay the PUBLICATION FEE (if required) and 1/2 the ISSUE FEE shown above.

II. PART B - FEE(S) TRANSMITTAL, or its equivalent, must be completed and returned to the United States Patent and Trademark Office (USPTO) with your ISSUE FEE and PUBLICATION FEE (if required). If you are charging the fee(s) to your deposit account, section "4b" of Part B - Fee(s) Transmittal should be completed and an extra copy of the form should be submitted. If an equivalent of Part B is filed, a request to reapply a previously paid issue fee must be clearly made, and delays in processing may occur due to the difficulty in recognizing the paper as an equivalent of Part B.

III. All communications regarding this application must give the application number. Please direct all communications prior to issuance to Mail Stop ISSUE FEE unless advised to the contrary.

IMPORTANT REMINDER: Utility patents issuing on applications filed on or after Dec. 12, 1980 may require payment of maintenance fees. It is patentee's responsibility to ensure timely payment of maintenance fees when due.

PTOL-85 (Rev. 02/11)

Amazon/AlmondNet
Exhibit 1003
Page 431

PART B - FEE(S) TRANSMITTAL

Complete and send this form, together with applicable fee(s), to: Mail **Mail Stop ISSUE FEE**
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450
or Fax (571)-273-2885

INSTRUCTIONS: This form should be used for transmitting the ISSUE FEE and PUBLICATION FEE (if required). Blocks 1 through 5 should be completed where appropriate. All further correspondence including the Patent, advance orders and notification of maintenance fees will be mailed to the current correspondence address as indicated unless corrected below or directed otherwise in Block 1, by (a) specifying a new correspondence address; and/or (b) indicating a separate "FEE ADDRESS" for maintenance fee notifications.

CURRENT CORRESPONDENCE ADDRESS (Note: Use Block 1 for any change of address)

26362 7590 06/06/2012

LOUIS J. HOFFMAN, P.C.
14301 North 87th Street, Suite 312
Scottsdale, AZ 85260

Note: A certificate of mailing can only be used for domestic mailings of the Fee(s) Transmittal. This certificate cannot be used for any other accompanying papers. Each additional paper, such as an assignment or formal drawing, must have its own certificate of mailing or transmission.

Certificate of Mailing or Transmission

I hereby certify that this Fee(s) Transmittal is being deposited with the United States Postal Service with sufficient postage for first class mail in an envelope addressed to the Mail Stop ISSUE FEE address above, or being facsimile transmitted to the USPTO (571) 273-2885, on the date indicated below.

(Depositor's name)
(Signature)
(Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
11/765,433	06/19/2007	Roy Shkedi	14-PP	7471

TITLE OF INVENTION: PROVIDING COLLECTED PROFILES TO MEDIA PROPERTIES HAVING SPECIFIED INTERESTS

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	YES	$870	$300	$0	$1170	09/06/2012

EXAMINER	ART UNIT	CLASS-SUBCLASS
CHAMPAGNE, DONALD	3688	705-014000

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.363).

❑ Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached.

❑ "Fee Address" indication (or "Fee Address" Indication form PTO/SB/47; Rev 03-02 or more recent) attached. **Use of a Customer Number is required.**

2. For printing on the patent front page, list

(1) the names of up to 3 registered patent attorneys or agents OR, alternatively,

(2) the name of a single firm (having as a member a registered attorney or agent) and the names of up to 2 registered patent attorneys or agents. If no name is listed, no name will be printed.

1 _____

2 _____

3 _____

3. ASSIGNEE NAME AND RESIDENCE DATA TO BE PRINTED ON THE PATENT (print or type)

PLEASE NOTE: Unless an assignee is identified below, no assignee data will appear on the patent. If an assignee is identified below, the document has been filed for recordation as set forth in 37 CFR 3.11. Completion of this form is NOT a substitute for filing an assignment.

(A) NAME OF ASSIGNEE (B) RESIDENCE: (CITY and STATE OR COUNTRY)

Please check the appropriate assignee category or categories (will not be printed on the patent) : ❑ Individual ❑ Corporation or other private group entity ❑ Government

4a. The following fee(s) are submitted:

❑ Issue Fee

❑ Publication Fee (No small entity discount permitted)

❑ Advance Order - # of Copies _____

4b. Payment of Fee(s): **(Please first reapply any previously paid issue fee shown above)**

❑ A check is enclosed.

❑ Payment by credit card. Form PTO-2038 is attached.

❑ The Director is hereby authorized to charge the required fee(s), any deficiency, or credit any overpayment, to Deposit Account Number _____ (enclose an extra copy of this form).

5. **Change in Entity Status** (from status indicated above)

❑ a. Applicant claims SMALL ENTITY status. See 37 CFR 1.27.

❑ b. Applicant is no longer claiming SMALL ENTITY status. See 37 CFR 1.27(g)(2).

NOTE: The Issue Fee and Publication Fee (if required) will not be accepted from anyone other than the applicant; a registered attorney or agent; or the assignee or other party in interest as shown by the records of the United States Patent and Trademark Office.

Authorized Signature _____ Date _____

Typed or printed name _____ Registration No. _____

This collection of information is required by 37 CFR 1.311. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, Virginia 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.

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

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Page 432

UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
11/765,433	06/19/2007	Roy Shkedi	14-PP	7471

26362 7590 06/06/2012
LOUIS J. HOFFMAN, P.C.
14301 North 87th Street, Suite 312
Scottsdale, AZ 85260

EXAMINER	
CHAMPAGNE, DONALD	
ART UNIT	**PAPER NUMBER**
3688	

DATE MAILED: 06/06/2012

Determination of Patent Term Adjustment under 35 U.S.C. 154 (b)
(application filed on or after May 29, 2000)

The Patent Term Adjustment to date is 795 day(s). If the issue fee is paid on the date that is three months after the mailing date of this notice and the patent issues on the Tuesday before the date that is 28 weeks (six and a half months) after the mailing date of this notice, the Patent Term Adjustment will be 795 day(s).

If a Continued Prosecution Application (CPA) was filed in the above-identified application, the filing date that determines Patent Term Adjustment is the filing date of the most recent CPA.

Applicant will be able to obtain more detailed information by accessing the Patent Application Information Retrieval (PAIR) WEB site (http://pair.uspto.gov).

Any questions regarding the Patent Term Extension or Adjustment determination should be directed to the Office of Patent Legal Administration at (571)-272-7702. Questions relating to issue and publication fee payments should be directed to the Customer Service Center of the Office of Patent Publication at 1-(888)-786-0101 or (571)-272-4200.

PTOL-85 (Rev. 02/11)

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Exhibit 1003
Page 433

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 disclosure of these records is required by the Freedom of Information Act.
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 inspection 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.

Notice of Allowability	Application No.	Applicant(s)	
	11/765,433	SHKEDI, ROY	
	Examiner	Art Unit	
	DONALD CHAMPAGNE	3688	

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

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to *approval of an examiner's amendment on 29 May 2012* .

2. ☐ 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.

3. ☒ The allowed claim(s) is/are *1,4-15,18-24 and 26-32*.

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

   * Certified copies not received: _____.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.
THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

5. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.

6. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
   (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
      1) ☐ hereto or 2) ☐ to Paper No./Mail Date _____.
   (b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____.

   Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).

7. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

1. ☒ Notice of References Cited (PTO-892)
2. ☐ Notice of Draftperson's Patent Drawing Review (PTO-948)
3. ☒ Information Disclosure Statements (PTO/SB/08), Paper No./Mail Date three documents
4. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material
5. ☐ Notice of Informal Patent Application
6. ☐ Interview Summary (PTO-413), Paper No./Mail Date _____ .
7. ☒ Examiner's Amendment/Comment
8. ☒ Examiner's Statement of Reasons for Allowance
9. ☐ Other _____.

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Page 435

DETAILED ACTION

Examiner's Amendment

1. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

2. Authorization for this examiner's amendment was given in an email message received from Louis J. Hoffman, Esq., on 29 May 2012.

3. The application has been amended as follows:

   Amend the last clause of claim 21 to read, "(iii) wherein part (b) comprises redirection …"

   Amend the last clause of claim 23 to read, "(iii) wherein part (b) comprises redirection …".

Interpretation of Claim Language

4. The claim limitation, an **electronic-advertising-space-controlling entity**, was interpreted to mean a customer seeking to buy **profile information** (para. 3-4 of the Office action mailed 12 January 2012). Applicant argued that that is too narrow, suggesting in lieu "a customer seeking to *gain access to* profile information" (last full para. on p. 12 of the amendment filed 13 March 2012). Applicant's proposal is too broad without further qualification. The instant invention entails two kinds of "customers": customers seeking to gain access to profile information so they can sell to "retail customers" that are described by the profile information. Retail customers also gain access to their own profile information. The first kind of customers are commonly called "advertisers" in the prior art (e.g., para. [0044] of Beyda et al., US 2005/0125289 A1). Applicant's interpretation is acceptable with the further stipulation that "customer" means an advertiser, not a retail customer.

Allowable Subject Matter

5. Claims 1, 4-15, 18-24 and 26-32 are allowed.

6. The following is an examiner's statement of reasons for allowance: the closest prior art, Beyda et al. (US 2005/0125289 A1), does not teach or suggest, "select[ing] a first of a

plurality of electronic-advertising-space-controlling entities". In Beyda et al. (para. [0044] and [0076], this *entity* is the *user* of the system. This entity/user directly chooses one or more profiles that match the user's interests. In the instant invention, the matchup of entity interests and profiles is done automatically. No prior art was found to teach or suggest this automatic matchup.

7. Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Conclusion

8. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Donald L Champagne whose telephone number is 571-272-6717. The examiner can normally be reached on Monday to Wednesday and Friday. The examiner can also be contacted by e-mail at donald.champagne@uspto.gov, and *informal* fax communications (i.e., communications not to be made of record) may be sent directly to the examiner at 571-273-6717.

9. **Expedited consideration of continuing applications of an allowed application** – Applicant can get expedited consideration with the possibility of immediate allowance for a continuing (continuation or divisional) application of the instant case by filing claims such that the examiner "is satisfied that [the application] is in condition for allowance" (MPEP § 708.01). That essentially means the examiner does not have to do a *de novo* search and no rejection is possible other than for minor formalities or obviousness double patenting. Applicant is welcome to submit proposed claims informally to the examiner for review to determine if the continuing application would qualify for expedited consideration.

10. The examiner's supervisor, John Weiss, can be reached on 571-272-6812. The fax phone number for all *formal* fax communications is 571-273-8300.

11. Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information

about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

1 June 2012 /Donald L. Champagne/
Primary Examiner, Art Unit 3688

Notice of References Cited	Application/Control No. 11/765,433	Applicant(s)/Patent Under Reexamination SHKEDI, ROY	
	Examiner DONALD CHAMPAGNE	Art Unit 3688	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-2005/0125289	06-2005	Beyda et al.	705/014
	B	US-			
	C	US-			
	D	US-			
	E	US-			
	F	US-			
	G	US-			
	H	US-			
	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N					
	O					
	P					
	Q					
	R					
	S					
	T					

NON-PATENT DOCUMENTS

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

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

**Amazon/AlmondNet
Exhibit 1003
Page 439**

Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	11765433	SHKEDI, ROY
	Examiner	Art Unit
	DONALD CHAMPAGNE	3688

ORIGINAL		INTERNATIONAL CLASSIFICATION														
CLASS	SUBCLASS	CLAIMED									NON-CLAIMED					
705	7.33	G	0	6	Q	30 / 00 (2012.01.01)										
CROSS REFERENCE(S)																
CLASS	SUBCLASS (ONE SUBCLASS PER BLOCK)															
705	14.53															

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

Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original

NONE		Total Claims Allowed:	
(Assistant Examiner)	(Date)	27	
/DONALD L. CHAMPAGNE/ Primary Examiner, Art Unit 3688	06-02-2012	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	1	2

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	11765433	SHKEDI, ROY
	Examiner	Art Unit
	Donald L Champagne	3688

SEARCHED			
Class	Subclass	Date	Examiner
705	7.33, 14.53	1 June 2012	DLC

SEARCH NOTES		
Search Notes	Date	Examiner
Inventor name search in PALM & EAST	14 Oct 2010	DLC
EAST srch "clms_1&22"	18 Oct 2010	DLC
EAST "srch02"	29 Oct 2011	DLC
EAST searches "Fee for contribution" an "Internet_TV"	2-8 Jan 2012	DLC
EAST searc "auto redirect for tag"h	13 March 2012	DLC
EAST search "classif"	1 June 2012	DLC

INTERFERENCE SEARCH			
Class	Subclass	Date	Examiner
705	7.33 and 14.53	1 June 2012	DLC

EAST Search History

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	1580	(705/7.33,14.53).ccls.	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2012/06/01 13:37
L2	6	L1 AND (further second additional) ADJ redirect$3	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2012/06/01 13:37
L3	211	(L1 NOT L2) AND ((code$1 tag$1 tagg??$1 cookie$1 identi??$6) NEAR4 plac?$4)	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2012/06/01 13:37
L4	83	3 AND ((purchas?$2 buy$3 bought rent$3 sell$3 order$3 request$3) WITH profile$1)	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2012/06/01 13:38
L7	53	4 AND advertisers	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2012/06/01 13:43
L8	17	7 AND (@ad<"20060620" @prad<"20060620" @rlad<"20060620")	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2012/06/01 13:43
L10	1	(4 NOT 7) AND ((select$3 choos?$2 chose$1 pick$3 designat?$2) NEAR4 advertiser)	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2012/06/01 13:53
S1	1580	(705/7.33,14.53).ccls.	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2012/05/31 22:28
S2	6	S1 AND (further second additional) ADJ redirect$3	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2012/05/31 22:28
S3	4	S2 AND ((code$1 tag$1 tagg??$1 cookie$1 identi??$6) NEAR4 plac?$4)	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2012/05/31 22:28
S4	4	S3 AND profile$1	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2012/05/31 22:28
S5	4	S3 AND ((purchas?$2 buy$3 bought rent$3 sell$3 order$3 request$3) WITH profile$1)	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2012/05/31 22:42
S6	4	S5 AND (advertisers users)	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2012/05/31 23:08

EAST Search History (Interference)

<This search history is empty>

6/1/2012 1:54:50 PM
C:\Users\dchampagne\Documents\EAST\Workspaces\11765433\classif.wsp

Amazon/AlmondNet
Exhibit 1003
Page 442

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

Page 1 of 1

Serial No.:	11/765,433
Applicant:	Shkedi Roy
Filed:	06/19/2007
Art Unit:	3688
Conf. No.:	7471

U.S. PATENT DOCUMENTS

Examiner Initials	Item	Document Number	Publication Date	Name of Patentee or Applicant	Filing Date (if appropriate)
	1	7756744	07/13/2010	Schiff et al.	
	2	6983379	01/03/2006	Spalink et al.	
	3	6044376	03/28/2000	Kurtzman II	
	4	20080133342	06/05/2008	Criou et al.	
	5	20060161553	07/20/2006	Woo	
	6	20050120091	06/02/2005	Casais	
	7	20020112013	08/15/2002	Walsh	
	8	20020002541	01/03/2002	Williams	
	9	8051444	11/01/2011	Shkedi	
	10	7890609	02/15/2011	Shkedi	
	11	7861260	12/28/2010	Shkedi	
	12	7822637	10/26/2010	Shkedi	

FOREIGN PATENT DOCUMENTS

Examiner Initials		Document Number	Publication Date	Name of Patentee	Translation Yes / No
	13	KR2001-0096343	11/07/2001	MyOne Card Corp.	Yes

OTHER ART

Examiner Initials	Item	Author Title Date Pertinent Pages Etc.
	14	KERWIN, "NY Times Web Site Lets Advertisers Get Personal: Profile Info From Users Allows Ads to be Highly Targeted", Advertising Age; July 14, 1997.

Examiner: /Donald Champagne/ (05/27/2012) Date Considered: _____

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

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /D.C./

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	:	Shkedi, Roy	Art Unit	:	3688
Serial No.	:	11/765,433	Examiner	:	Champagne, Donald
Filing Date	:	06/19/2007	Conf. No.	:	7471
Title	:	Providing collected profiles to media properties having specified interests			

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

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Dear Sir:

Assignee discloses the references listed on form PTO-1449 attached to this document. The fee set forth in 37 C.F.R. § 1.17(p) accompanies this submission.

Assignee wishes to direct Examiner to the following applications, which share the same inventor, as well as the references cited therein:

Serial No.	Filing Date	Earliest Parent Filing Date
11/968,117	12/31/2007	
12/131,798	06/02/2008	
12/257,386	10/23/2008	
12/536,451	08/05/2009	
12/823,709	06/25/2010	06/16/2006 (prov.)
12/860,666	08/20/2010	
12/906,007	10/15/2010	
12/911,601	10/25/2010	11/28/2000
12/912,726	10/26/2010	12/28/1999
12/981,925	12/30/2010	12/31/2007
13/024,217	02/09/2011	01/15/2009 (prov.)
13/097,885	04/29/2011	04/17/2007
13/115,946	05/25/2011	06/14/2000
13/115,949	05/25/2011	06/14/2000
13/115,952	05/25/2011	06/14/2000
13/167,605	06/23/2011	04/17/2007
13/170,110	06/27/2011	06/19/2006 (prov.)
61/514,840	08/03/2011	08/03/2011
13/243,314	09/23/2011	06/02/2008
13/274,242	10/14/2011	10/15/2010 (prov.)

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /D.C./

Serial No.	Filing Date	Earliest Parent Filing Date
13/368,686	02/08/2012	11/28/2000
13/418,320	03/12/2012	06/16/2006 (prov.)

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

Respectfully submitted,

DATONICS, LLC

by its attorney

Dated: March 13, 2012

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

LOUIS J. HOFFMAN, P.C.
14301 North 87th Street, Suite 312
Scottsdale, Arizona 85260
(480) 948-3295

/Donald Champagne/ (05/27/2012)

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /D.C./

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

Page 1 of 1

Serial No.:	11/765,433
Applicant:	Shkedi Roy
Filed:	06/19/2007
Art Unit:	3688
Conf. No.:	7471

U.S. PATENT DOCUMENTS

Examiner Initials	Item	Document Number	Publication Date	Name of Patentee or Applicant	Filing Date (if appropriate)
	1	8086491	12/27/2011	Matz et al.	
	2	8036929	10/11/2011	Reisman	
	3	6868392	03/15/2005	Ogasawara	
	4	20070121843	05/31/2007	Atazky et al.	
	5	20060020510	01/26/2006	Vest	
	6	20030220837	12/27/2003	Asayama	

Examiner: /Donald Champagne/ (05/27/2012) Date Considered: _____

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

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /D.C./

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	:	Shkedi, Roy	Art Unit	:	3688
Serial No.	:	11/765,433	Examiner	:	Champagne, Donald
Filing Date	:	06/19/2007	Conf. No.	:	7471
Title	:	Providing collected profiles to media properties having specified interests			

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

Filed via EFS – June 7, 2012

COMMENTS ON STATEMENT OF REASONS FOR ALLOWANCE

Dear Sir:

To avoid possible confusion as to paragraph 4 of the Notice of Allowance, further remarks are considered useful. Assignee understands the term "electronic-advertising-space-controlling entity" to refer to "advertisers seeking to gain access to profile information," with the term "advertisers" including both entities wishing to place ads for products that they can sell to profiled users (what the examiner refers to as "retail customers") or intermediaries (such as ad networks, ad agencies, or ad exchanges) assisting in placement of such ads. If the examiner believes that assignee has misunderstood his intended definition, please contact the undersigned.

Respectfully submitted,

DATONICS, LLC

by its attorney

Dated: June 7, 2012

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

LOUIS J. HOFFMAN, P.C.
14301 North 87th Street, Suite 312
Scottsdale, Arizona 85260
(480) 948-3295

Electronic Acknowledgement Receipt

EFS ID:	12961380
Application Number:	11765433
International Application Number:	
Confirmation Number:	7471
Title of Invention:	PROVIDING COLLECTED PROFILES TO MEDIA PROPERTIES HAVING SPECIFIED INTERESTS
First Named Inventor/Applicant Name:	Roy Shkedi
Customer Number:	26362
Filer:	Louis J. Hoffman/Donald Hertz
Filer Authorized By:	Louis J. Hoffman
Attorney Docket Number:	14-PP
Receipt Date:	07-JUN-2012
Filing Date:	19-JUN-2007
Time Stamp:	16:21:30
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	Post Allowance Communication - Incoming	12-06-07-DAT-PP-Cmmts_on_NOA.pdf	14996 fd4200702f88ac558d1b18da82721aa841a29073	no	1
Warnings:					
Information:					

Total Files Size (in bytes):	14996

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.

UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
11/765,433	06/19/2007	Roy Shkedi	14-PP	7471

26362 7590 08/13/2012

LOUIS J. HOFFMAN, P.C.
14301 North 87th Street, Suite 312
Scottsdale, AZ 85260

EXAMINER	
CHAMPAGNE, DONALD	
ART UNIT	PAPER NUMBER
3688	

NOTIFICATION DATE	DELIVERY MODE
08/13/2012	ELECTRONIC

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

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

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

Louis@valuablepatents.com
donald@valuablepatents.com
shaelyn@valuablepatents.com

Applicant-Initiated Interview Summary	**Application No.** 11/765,433	**Applicant(s)** SHKEDI, ROY	
	Examiner DONALD CHAMPAGNE	**Art Unit** 3688	

All participants (applicant, applicant's representative, PTO personnel):

(1) *DONALD CHAMPAGNE*. (3)_____.

(2) *Donald Hertz*. (4)_____.

Date of Interview: *07 August 2012*.

Type: ☒ Telephonic ☐ Video Conference
☐ Personal [copy given to: ☐ applicant ☐ applicant's representative]

Exhibit shown or demonstration conducted: ☐ Yes ☒ No.
If Yes, brief description: _____.

Issues Discussed ☐101 ☐112 ☐102 ☐103 ☒Others
(For each of the checked box(es) above, please describe below the issue and detailed description of the discussion)

Claim(s) discussed: _____.

Identification of prior art discussed: *None*.

Substance of Interview
(For each issue discussed, provide a detailed description and indicate if agreement was reached. Some topics may include: identification or clarification of a reference or a portion thereof, claim interpretation, proposed amendments, arguments of any applied references etc...)

Mr. Hertz is known to the examiner as a special assistant to the attorney of record, Louis J. Hoffman.

On 7 June 2012, the applicant filed "Comments on Statement of Reasons for Allowance". Mr. Hertz explained that the atty. expected an examiner response to that filing. The examiner was not aware of this and told Mr. Hertz that the examiner would provide a response, which is as follows.

The attorney has not misunderstood the examiner's interpretation of the term, "electronic-advertising space controlling entity". "advertisers" includes both entities wishing to place ads for products they can sell to retail customers/profiled users, and intermediaries that assist in this process .

Applicant recordation instructions: The formal written reply to the last Office action must include the substance of the interview. (See MPEP section 713.04). If a reply to the last Office action has already been filed, applicant is given a non-extendable period of the longer of one month or thirty days from this interview date, or the mailing date of this interview summary form, whichever is later, to file a statement of the substance of the interview

Examiner recordation instructions: Examiners must summarize the substance of any interview of record. A complete and proper recordation of the substance of an interview should include the items listed in MPEP 713.04 for complete and proper recordation including the identification of the general thrust of each argument or issue discussed, a general indication of any other pertinent matters discussed regarding patentability and the general results or outcome of the interview, to include an indication as to whether or not agreement was reached on the issues raised.

☐ Attachment

	/Donald L. Champagne/ Primary Examiner, Art Unit 3688

Amazon/AlmondNet
Exhibit 1003
Page 451

Summary of Record of Interview Requirements

Manual of Patent Examining Procedure (MPEP), Section 713.04, Substance of Interview Must be Made of Record
A complete written statement as to the substance of any face-to-face, video conference, or telephone interview with regard to an application must be made of record in the application whether or not an agreement with the examiner was reached at the interview.

Title 37 Code of Federal Regulations (CFR) § 1.133 Interviews
Paragraph (b)

In every instance where reconsideration is requested in view of an interview with an examiner, a complete written statement of the reasons presented at the interview as warranting favorable action must be filed by the applicant. An interview does not remove the necessity for reply to Office action as specified in §§ 1.111, 1.135. (35 U.S.C. 132)

37 CFR §1.2 Business to be transacted in writing.
All business with the Patent or Trademark Office should be transacted in writing. The personal attendance of applicants or their attorneys or agents at the Patent and Trademark Office is unnecessary. The action of the Patent and Trademark Office will be based exclusively on the written record in the Office. No attention will be paid to any alleged oral promise, stipulation, or understanding in relation to which there is disagreement or doubt.

———

The action of the Patent and Trademark Office cannot be based exclusively on the written record in the Office if that record is itself incomplete through the failure to record the substance of interviews.

It is the responsibility of the applicant or the attorney or agent to make the substance of an interview of record in the application file, unless the examiner indicates he or she will do so. It is the examiner's responsibility to see that such a record is made and to correct material inaccuracies which bear directly on the question of patentability.

Examiners must complete an Interview Summary Form for each interview held where a matter of substance has been discussed during the interview by checking the appropriate boxes and filling in the blanks. Discussions regarding only procedural matters, directed solely to restriction requirements for which interview recordation is otherwise provided for in Section 812.01 of the Manual of Patent Examining Procedure, or pointing out typographical errors or unreadable script in Office actions or the like, are excluded from the interview recordation procedures below. Where the substance of an interview is completely recorded in an Examiners Amendment, no separate Interview Summary Record is required.

The Interview Summary Form shall be given an appropriate Paper No., placed in the right hand portion of the file, and listed on the "Contents" section of the file wrapper. In a personal interview, a duplicate of the Form is given to the applicant (or attorney or agent) at the conclusion of the interview. In the case of a telephone or video-conference interview, the copy is mailed to the applicant's correspondence address either with or prior to the next official communication. If additional correspondence from the examiner is not likely before an allowance or if other circumstances dictate, the Form should be mailed promptly after the interview rather than with the next official communication.

The Form provides for recordation of the following information:
- Application Number (Series Code and Serial Number)
- Name of applicant
- Name of examiner
- Date of interview
- Type of interview (telephonic, video-conference, or personal)
- Name of participant(s) (applicant, attorney or agent, examiner, other PTO personnel, etc.)
- An indication whether or not an exhibit was shown or a demonstration conducted
- An identification of the specific prior art discussed
- An indication whether an agreement was reached and if so, a description of the general nature of the agreement (may be by attachment of a copy of amendments or claims agreed as being allowable). Note: Agreement as to allowability is tentative and does not restrict further action by the examiner to the contrary.
- The signature of the examiner who conducted the interview (if Form is not an attachment to a signed Office action)

It is desirable that the examiner orally remind the applicant of his or her obligation to record the substance of the interview of each case. It should be noted, however, that the Interview Summary Form will not normally be considered a complete and proper recordation of the interview unless it includes, or is supplemented by the applicant or the examiner to include, all of the applicable items required below concerning the substance of the interview.

A complete and proper recordation of the substance of any interview should include at least the following applicable items:
1) A brief description of the nature of any exhibit shown or any demonstration conducted,
2) an identification of the claims discussed,
3) an identification of the specific prior art discussed,
4) an identification of the principal proposed amendments of a substantive nature discussed, unless these are already described on the Interview Summary Form completed by the Examiner,
5) a brief identification of the general thrust of the principal arguments presented to the examiner,
   (The identification of arguments need not be lengthy or elaborate. A verbatim or highly detailed description of the arguments is not required. The identification of the arguments is sufficient if the general nature or thrust of the principal arguments made to the examiner can be understood in the context of the application file. Of course, the applicant may desire to emphasize and fully describe those arguments which he or she feels were or might be persuasive to the examiner.)
6) a general indication of any other pertinent matters discussed, and
7) if appropriate, the general results or outcome of the interview unless already described in the Interview Summary Form completed by the examiner.

Examiners are expected to carefully review the applicant's record of the substance of an interview. If the record is not complete and accurate, the examiner will give the applicant an extendable one month time period to correct the record.

Examiner to Check for Accuracy

If the claims are allowable for other reasons of record, the examiner should send a letter setting forth the examiner's version of the statement attributed to him or her. If the record is complete and accurate, the examiner should place the indication, "Interview Record OK" on the paper recording the substance of the interview along with the date and the examiner's initials.

PART B - FEE(S) TRANSMITTAL

Complete and send this form, together with applicable fee(s), to: Mail **Mail Stop ISSUE FEE**
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450
or Fax (571) 273-2885

INSTRUCTIONS: This form should be used for transmitting the ISSUE FEE and PUBLICATION FEE (if required). Blocks 1 through 5 should be completed where appropriate. All further correspondence including the Patent, advance orders and notification of maintenance fees will be mailed to the current correspondence address as indicated unless corrected below or directed otherwise in Block 1, by (a) specifying a new correspondence address; and/or (b) indicating a separate "FEE ADDRESS" for maintenance fee notifications.

CURRENT CORRESPONDENCE ADDRESS (Note: Use Block 1 for any change of address)

26362 7590 06/06/2012

LOUIS J. HOFFMAN, P.C.
14301 North 87th Street, Suite 312
Scottsdale, AZ 85260

Note: A certificate of mailing can only be used for domestic mailings of the Fee(s) Transmittal. This certificate cannot be used for any other accompanying papers. Each additional paper, such as an assignment or formal drawing, must have its own certificate of mailing or transmission.

Certificate of Mailing or Transmission

FILED VIA E.F.S.

Donald Hertz	(Depositor's name)
/Donald Hertz/	(Signature)
09/05/2012	(Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
11/765,433	06/19/2007	Roy Shkedi	14-PP	7471

TITLE OF INVENTION:

PROVIDING COLLECTED PROFILES TO MEDIA PROPERTIES HAVING SPECIFIED INTERESTS

APPLN. TYPE	SMALL ENTITY	ISSUE FEE	PUBLICATION FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	YES	$870	$300	$1170	09/06/2012

EXAMINER	ART UNIT	CLASS-SUBCLASS
CHAMPAGNE, DONALD	3688	705-014000

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.363).

☐ Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached.

☐ "Fee Address" indication (or "Fee Address" Indication form PTO/SB/47; Rev 03-02 or more recent) attached. **Use of a Customer Number is required.**

2. For printing on the patent front page, list

(1) the names of up to 3 registered patent attorneys or agents OR, alternatively,

(2) the name of a single firm (having as a member a registered attorney or agent) and the names of up to 2 registered patent attorneys or agents. If no name is listed, no name will be printed.

1 Louis J. Hoffman
2 David S. Alavi
3

3. ASSIGNEE NAME AND RESIDENCE DATA TO BE PRINTED ON THE PATENT (print or type)

PLEASE NOTE: Unless an assignee is identified below, no assignee data will appear on the patent. If an assignee is identified below, the document has been filed for recordation as set forth in 37 CFR 3.11. Completion of this form is NOT a substitute for filing an assignment.

(A) NAME OF ASSIGNEE: DATONICS, LLC

(B) RESIDENCE: (CITY and STATE OR COUNTRY): NEW YORK, NEW YORK

Please check the appropriate assignee category or categories (will not be printed on the patent) : ☐ Individual ☑ Corporation or other private group entity ☐ Government

4a. The following fee(s) are enclosed:

☑ Issue Fee

☑ Publication Fee (No small entity discount permitted)

☐ Advance Order - # of Copies _____

4b. Payment of Fee(s):

☐ A check in the amount of the fee(s) is enclosed.

☑ Payment by credit card.

☐ The Director is hereby authorized by charge the required fee(s), or credit any overpayment, to Deposit Account Number _____ (enclose an extra copy of this form).

5. **Change in Entity Status** (from status indicated above)

☐ a. Applicant claims SMALL ENTITY status. See 37 CFR 1.27.

☐ b. Applicant is no longer claiming SMALL ENTITY status. See 37 CFR 1.27(g)(2).

The Director of the USPTO is requested to apply the Issue Fee and Publication Fee (if any) or to re-apply any previously paid issue fee to the application identified above.
NOTE: The Issue Fee and Publication Fee (if required) will not be accepted from anyone other than the applicant; a registered attorney or agent; or the assignee or other party in interest as shown by the records of the United States Patent and Trademark Office.

Authorized Signature /Louis J. Hoffman/ Date 09/05/2012

Typed or printed name Louis J. Hoffman Registration No. 38,918

This collection of information is required by 37 CFR 1.311. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, Virginia 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.

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Amazon/AlmondNet
Exhibit 1003
Page 453

Electronic Patent Application Fee Transmittal

Application Number:	11765433
Filing Date:	19-Jun-2007
Title of Invention:	PROVIDING COLLECTED PROFILES TO MEDIA PROPERTIES HAVING SPECIFIED INTERESTS
First Named Inventor/Applicant Name:	Roy Shkedi
Filer:	Louis J. Hoffman/Donald Hertz
Attorney Docket Number:	14-PP

Filed as Small Entity

Utility under 35 USC 111(a) Filing Fees

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Basic Filing:				
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
Utility Appl issue fee	2501	1	870	870
Publ. Fee- early, voluntary, or normal	1504	1	300	300

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Extension-of-Time:				
Miscellaneous:				
		Total in USD ($)		**1170**

Electronic Acknowledgement Receipt

EFS ID:	13662861
Application Number:	11765433
International Application Number:	
Confirmation Number:	7471
Title of Invention:	PROVIDING COLLECTED PROFILES TO MEDIA PROPERTIES HAVING SPECIFIED INTERESTS
First Named Inventor/Applicant Name:	Roy Shkedi
Customer Number:	26362
Filer:	Louis J. Hoffman/Donald Hertz
Filer Authorized By:	Louis J. Hoffman
Attorney Docket Number:	14-PP
Receipt Date:	05-SEP-2012
Filing Date:	19-JUN-2007
Time Stamp:	15:07:17
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Credit Card
Payment was successfully received in RAM	$1170
RAM confirmation Number	1717
Deposit Account	
Authorized User	

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)

1	Issue Fee Payment (PTO-85B)	12-09-05-Datonics-PP-Issue_Fee_Trans.pdf	117179 9953bdb13f42fa461f56a55c6842df9e6a5bb43b	no	1
Warnings:					
Information:					
2	Fee Worksheet (SB06)	fee-info.pdf	31849 744747c16280745b853da5a7f7cf02cbf9d3016e	no	2
Warnings:					
Information:					
			Total Files Size (in bytes):	149028	

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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.

UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NO.	ISSUE DATE	PATENT NO.	ATTORNEY DOCKET NO.	CONFIRMATION NO.
11/765,433	10/02/2012	8280758	14-PP	7471

26362 7590 09/12/2012

LOUIS J. HOFFMAN, P.C.
14301 North 87th Street, Suite 312
Scottsdale, AZ 85260

ISSUE NOTIFICATION

The projected patent number and issue date are specified above.

Determination of Patent Term Adjustment under 35 U.S.C. 154 (b)
(application filed on or after May 29, 2000)

The Patent Term Adjustment is 1055 day(s). Any patent to issue from the above-identified application will include an indication of the adjustment on the front page.

If a Continued Prosecution Application (CPA) was filed in the above-identified application, the filing date that determines Patent Term Adjustment is the filing date of the most recent CPA.

Applicant will be able to obtain more detailed information by accessing the Patent Application Information Retrieval (PAIR) WEB site (http://pair.uspto.gov).

Any questions regarding the Patent Term Extension or Adjustment determination should be directed to the Office of Patent Legal Administration at (571)-272-7702. Questions relating to issue and publication fee payments should be directed to the Application Assistance Unit (AAU) of the Office of Data Management (ODM) at (571)-272-4200.

APPLICANT(s) (Please see PAIR WEB site http://pair.uspto.gov for additional applicants):

Roy Shkedi, New York, NY;

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 USA offers tremendous resources and advantages for those who invest and manufacture goods here. Through SelectUSA, our nation works to encourage and facilitate business investment. To learn more about why the USA is the best country in the world to develop technology, manufacture products, and grow your business, visit SelectUSA.gov.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor	:	Shkedi, Roy	Patent No.	:	8,280,758
Serial No.	:	11/765,433	Issue Date	:	10/02/2012
Filing Date	:	06/19/2007	Conf. No.	:	7471
Title	:	Providing collected profiles to media properties having specified interests			

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

Filed via EFS-Web – March 10, 2016

NOTIFICATION OF LOSS OF ENTITLEMENT OF SMALL ENTITY STATUS

Dear Sir:

Pursuant to 37 C.F.R. § 1.27(g)(2), assignee notifies the USPTO of the loss of entitlement to small entity status in the above-captioned patent. Please kindly process this request and change the status from small entity to undiscounted.

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

Respectfully submitted,

DATONICS, LLC

by its attorney

Dated: March 10, 2016

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

LOUIS J. HOFFMAN, P.C.
14301 North 87th Street, Suite 312
Scottsdale, Arizona 85260
(480) 948-3295

Electronic Acknowledgement Receipt

EFS ID:	25160354
Application Number:	11765433
International Application Number:	
Confirmation Number:	7471
Title of Invention:	PROVIDING COLLECTED PROFILES TO MEDIA PROPERTIES HAVING SPECIFIED INTERESTS
First Named Inventor/Applicant Name:	Roy Shkedi
Customer Number:	26362
Filer:	Louis J. Hoffman/Donald Hertz
Filer Authorized By:	Louis J. Hoffman
Attorney Docket Number:	14-PP
Receipt Date:	10-MAR-2016
Filing Date:	19-JUN-2007
Time Stamp:	14:34:51
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	Notification of loss of entitlement to small entity status	16-03-10-DAT-PP-Notif_Loss_SmEnt_Status.pdf	34765 62dc43c6e35a52a89e209bb4bdb7afd2cf0ba3fe	no	1
Warnings:					
Information:					

Total Files Size (in bytes):	34765

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New Applications Under 35 U.S.C. 111
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PTO/AIA/123 (08-12)
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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Patent

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

Patent Number	8,280,758
Issue Date	10/2/2012
Application Number	11/765,433
Filing Date	6/19/2007
First Named Inventor	Shkedi, Roy
Attorney Docket Number	PP-parent

Please change the Correspondence Address for the above-identified patent to:

☐ The address associated with Customer Number: [ ]

OR

☑ **Firm *or* Individual Name** DATONICS, LLC

Address 37-18 Northern Boulevard
Suite 404

City	Long Island City	**State**	NY	**ZIP**	11101
Country	US				
Telephone	(646) 217-0930	**Email**	roy@almondnet.com		

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I am the:

☐ Patentee.

☐ If the Patentee was not the applicant for patent (37 CFR 1.42), then a Statement under 37 CFR 3.73(c) (Form PTO/AIA/96 or equivalent) is enclosed or was filed on _____. See 37 CFR 3.71.

☑ Attorney or agent of record. Registration Number 38918.

☐ Patent practitioner acting in a representative capacity whose correspondence address is the correspondence address of record. Notice has been given to the patentee or owner. Registration Number 38918.

Signature	/Louis J. Hoffman/		
Typed or Printed Name	Louis J. Hoffman		
Date	10/23/2020	Telephone	(480) 948-3295

NOTE: This form must be signed in accordance with 37 CFR 1.33. See 37 CFR 1.4(d) for signature requirements and certifications. Submit multiple forms if more than one signature is required, see below*.

☐ *Total of _____ forms are submitted.

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Electronic Acknowledgement Receipt

EFS ID:	40936790
Application Number:	11765433
International Application Number:	
Confirmation Number:	7471
Title of Invention:	PROVIDING COLLECTED PROFILES TO MEDIA PROPERTIES HAVING SPECIFIED INTERESTS
First Named Inventor/Applicant Name:	Roy Shkedi
Customer Number:	26362
Filer:	Louis J. Hoffman/Donald Hertz
Filer Authorized By:	Louis J. Hoffman
Attorney Docket Number:	14-PP
Receipt Date:	23-OCT-2020
Filing Date:	19-JUN-2007
Time Stamp:	19:26:34
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	Change of Address	20-10-23-DAT-PP-COA.pdf	192715 1c31915d3430abc14e3869e44fc546b01561d116	no	1
Warnings:					

Information:	
Total Files Size (in bytes):	192715

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.

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