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(54) Title: SYSTEM AND METHOD FOR A TIME SENSITIVE SCHEDULING DATA PROMOTIONS NETWORK

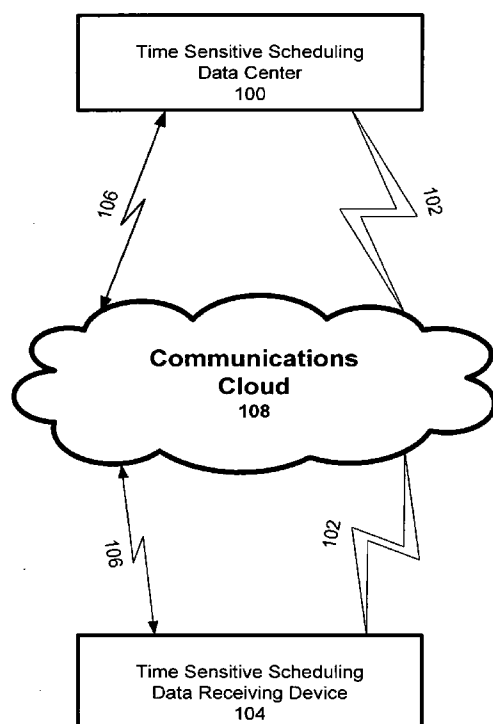


Fig. 1

(57) Abstract: Communications network based passive delivery of relevant and desired promotional content and time sensitive scheduling data to an entity is described. Promotional content is targeted based on targeting criteria. Promotional content based on the targeting criteria is distributed via the passive delivery communications network. Promotional content aggregated as part of time sensitive scheduling data streams is delivered via the passive delivery communications network. The passive delivery of promotional content in proximity to the relevant time sensitive scheduling data is presented to the entity via a time sensitive scheduling data receiving device.

WO 2009/054927 A3



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A. CLASSIFICATION OF SUBJECT MATTER**G06Q 50/00(2006.01)i**

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B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

IPC8: G06Q 50/00; G06F 17/00; G06Q 20/00; G06Q 40/00; H04N 7/26

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) "scheduling, target, promotion, sensitive data"

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2002-0194246 A1 (Paul Andrew Moskowitz et al.) 19 DECEMBER 2002 SEE THE ABSTRACT; PARAGRAPH [0005]-[0040], CLAIMS 1-14; FIGURES 5-6	1-9,24-32,40
Y		12-20,23,35,36
Y	US 2003-0018613 A1 (Engin Oytac) 23 JANUARY 2003 SEE THE ABSTRACT; PARAGRAPH [0031]-[0062]; CLAIMS 16-41; FIGURES 2-4	12-20,23,35,36
A	KR 10-2003-0079837 A (CHANG, JOON HYUN) 10 OCTOBER 2003 SEE THE ABSTRACT; PAGES 5-8; CLAIMS 1-15; FIGURES 1-2	1-40
A	KR 10-2001-0104857 A (SHIN, SUNG WOOK) 28 NOVEMBER 2001 SEE THE ABSTRACT; CLAIMS 1-16; FIGURE 3a	1-40

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

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Patent document cited in search report	Publication date	Patent family member(s)	Publication date
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US 2003-018613 A1	23.01.2003	EP 1535204 A1 WO 0309-1926 A1 AU 2002-332380 A1	01.06.2005 06.11.2003 10.11.2003
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KR 10-2001-0104857 A	28.11.2001	NONE	