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- (81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BN, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DK, DM,

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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))
- as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii))

Published:

- with international search report (Art. 21(3))
- before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments (Rule 48.2(h))

[Continued on next page]

(54) Title: METHODS AND SYSTEMS FOR REQUESTING, PROCESSING, AND DISPLAYING CONTENT

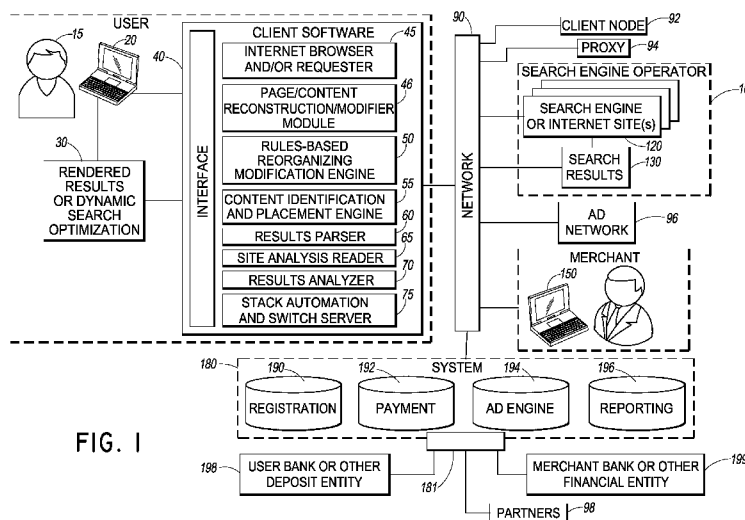


FIG. 1

(57) Abstract: Methods and systems are described for requesting, processing, and displaying content. In some embodiments, an automatic identification is performed of available content space in the first web page data. Content is automatically selected and inserted into the available content space. Certain embodiments may enable bandwidth/internet access providers and premise operators to provide improved opportunities for advertising and content to be delivered to an end user. Advertising content may be identified by the system and, optionally, blocked and/or replaced prior to being transmitted to a user terminal. In some embodiments, a user query is received and appended with a temporary ID which contains information related to the user. The appended user input is provided to an application, which may request to unlock the temporary ID to thereby obtain information about the user.

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27 November 2014

A. CLASSIFICATION OF SUBJECT MATTER**G06Q 30/02(2012.01)**

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)

G06Q 30/02; G06F 3/14; G06F 17/00; G06Q 50/30

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

Japanese utility models and applications for utility models

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

eKOMPASS(KIPO internal) & Keywords: document, content, space, advertisement, overlay

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	KR 10-2000-0037250 A (IDEAPLAZA INC.) 05 July 2000 See abstract, page 3, lines 10-27, 33-36, claims 1-3 and figures 2-4.	1-25
Y	US 2012-0144291 A1 (YOUN JOO CHANG et al.) 07 June 2012 See abstract, paragraphs [0029], [0032], [0039], [0044], [0051], [0054], [0066], claims 2, 5, 8, 18 and figures 3, 5, 9.	1-25
A	WO 03-052582 A1 (REDBANK MANOR PTY LTD. et al.) 26 June 2003 See abstract, claims 1-2, 5-6, 23-27 and figures 1-2, 4, 9.	1-25
A	KR 10-0961680 B1 (DAE JOONG KIM) 09 June 2010 See abstract, paragraphs [0026]-[0035], claims 1, 3, 7 and figures 5-7.	1-25
A	KR 10-0773206 B1 (DOO HYUN LIM) 02 November 2007 See abstract, paragraphs [0087]-[0090], claims 1-2, 12-14 and figures 6, 8-9, 12.	1-25

 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 another 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

25 September 2014 (25.09.2014)

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Name and mailing address of the ISA/KR



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Box No. II Observations where certain claims were found unsearchable (Continuation of item 2 of first sheet)

This international search report has not been established in respect of certain claims under Article 17(2)(a) for the following reasons:

1. Claims Nos.:
because they relate to subject matter not required to be searched by this Authority, namely:

2. Claims Nos.:
because they relate to parts of the international application that do not comply with the prescribed requirements to such an extent that no meaningful international search can be carried out, specifically:

3. Claims Nos.:
because they are dependent claims and are not drafted in accordance with the second and third sentences of Rule 6.4(a).

Box No. III Observations where unity of invention is lacking (Continuation of item 3 of first sheet)

This International Searching Authority found multiple inventions in this international application, as follows:

Group I, claims 1-25, directed to a node, a method, and media of processing a document.

Group II, claims 26-63, directed to an interactive television, a method, a system, and a method of processing video content.

Group III, claims 64-86, directed to a method and a system of selecting and displaying digital content.

Group IV, claims 87-98, directed to a method of processing a uniform resource locator(URL) from a user terminal.

Group V, claims 99-130, directed to a method and media of processing input from a user and providing user information to an application node.

1. As all required additional search fees were timely paid by the applicant, this international search report covers all searchable claims.
2. As all searchable claims could be searched without effort justifying an additional fees, this Authority did not invite payment of any additional fees.
3. As only some of the required additional search fees were timely paid by the applicant, this international search report covers only those claims for which fees were paid, specifically claims Nos.:

4. No required additional search fees were timely paid by the applicant. Consequently, this international search report is restricted to the invention first mentioned in the claims; it is covered by claims Nos.:
1-25

Remark on Protest

- The additional search fees were accompanied by the applicant's protest and, where applicable, the payment of a protest fee.
- The additional search fees were accompanied by the applicant's protest but the applicable protest fee was not paid within the time limit specified in the invitation.
- No protest accompanied the payment of additional search fees.

INTERNATIONAL SEARCH REPORT

Information on patent family members

International application No.

PCT/US2014/022096

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
KR 10-2000-0037250 A	05/07/2000	KR 10-0424517 B1	27/03/2004
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KR 10-0961680 B1	09/06/2010	None	
KR 10-0773206 B1	02/11/2007	None	