

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
16 July 2009 (16.07.2009)

PCT

(10) International Publication Number
WO 2009/089166 A3

- (51) International Patent Classification:
G06Q 30/00 (2006.01) G06F 17/00 (2006.01)
- (21) International Application Number:
PCT/US2009/030128
- (22) International Filing Date:
5 January 2009 (05.01.2009)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data:
11/970,530 8 January 2008 (08.01.2008) US
- (71) Applicant (for all designated States except US): MICROSOFT CORPORATION [US/US]; One Microsoft Way, Redmond, Washington 98052-6399 (US).
- (72) Inventors: BREWER, Brett; c/o Microsoft Corporation, International Patents, One Microsoft Way, Redmond, Washington 98052-6399 (US). KARIDI, Ron; c/o Microsoft Corporation, International Patents, One Microsoft Way, Redmond, Washington 98052-6399 (US).
- (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, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN,

HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

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))

[Continued on next page]

(54) Title: ZOOMABLE ADVERTISEMENTS WITH TARGETED CONTENT

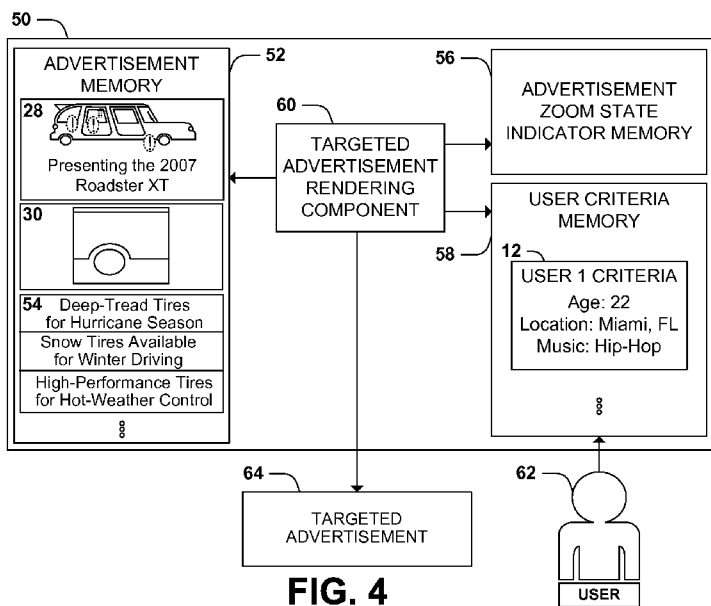
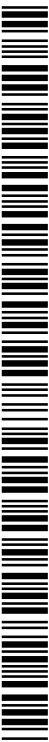


FIG. 4

(57) Abstract: Advertisements may be displayed on electronic devices within a variety of contexts, such as websites and applications, but the amount of information that may be conveyed by small advertisements in a portion of the screen may be limited. One technique for displaying information in a limited space involves a zoomable advertisement, where in the advertisement displayed in a first zoom state is supplemented with additional information upon transitioning to a second zoom state (e.g., zooming in to visualize small content, and zooming out to visualize content that was out of bounds in the first zoom state.) Moreover, the content visible at the second zoom state may present advertising content targeted with respect to the user and based on one or more user criteria. The system may notify an advertisement tracking server of various events, e.g., upon rendering the targeted content on behalf of the user.



WO 2009/089166 A3



— *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))*

(88) Date of publication of the international search report:
11 September 2009

INTERNATIONAL SEARCH REPORT

International application No.
PCT/US2009/030128**A. CLASSIFICATION OF SUBJECT MATTER****G06Q 30/00(2006.01)i, G06F 17/00(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)

IPC8: G06F 17/00; G06Q 20/00; G06Q 30/00; G06Q 40/00; G06F 50/00

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-KOMPASS(KIPO internal) "zoomable advertisement, USER criteria, targeted content, tracking server"

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	KR 10-2001-0088131 A (ELSTECH CO., LTD.) 26 SEPTEMBER 2001 SEE THE ABSTRACT; CLAIMS 1-3; FIGURES 1-3	1-20
Y	US 2005-0021397 A1 (Cui Yingwei Claire et al.) 27 JANUARY 2005 SEE THE ABSTRACT; CLAIMS 1, 55; FIGURES 1-16	1-20
A	US 6034661 A1 (Servan-Scheiber Franklin et al.) 07 MARCH 2000 SEE THE ABSTRACT; CLAIMS 1, 11; FIGURES 1-7	1-20
A	US 2006-0039655 A1 (Patrick Markus Baudisch et al.) 16 FEBRUARY 2006 SEE THE ABSTRACT; CLAIMS 1, 29; FIGURES 1-12	1-20

 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

22 JULY 2009 (22.07.2009)

Date of mailing of the international search report

22 JULY 2009 (22.07.2009)

Name and mailing address of the ISA/KR

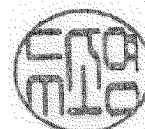
Korean Intellectual Property Office
Government Complex-Daejeon, 139 Seonsa-ro, Seo-
gu, Daejeon 302-701, Republic of Korea

Facsimile No. 82-42-472-7140

Authorized officer

DOO, So Young

Telephone No. 82-42-481-8378



INTERNATIONAL SEARCH REPORT

Information on patent family members

International application No.

PCT/US2009/030128

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
KR 10-2001-0088131 A	26.09.2001	NONE	
US 2005-0021397 A1	27.01.2005	AU 2004-260464 B2 AU 2004-260464 A1 AU 2004-260464 B2 CA 2532738 A1 EP 1652045 A4 EP 1652045 A2 JP 2006-528388 A KR 10-0832729 B1 WO 2004-005811 A1 WO 2005-010702 A3	25.09.2008 03.02.2005 21.07.2004 03.02.2005 21.02.2007 03.05.2006 14.12.2006 21.05.2008 15.01.2004 03.02.2005
US 06034661 A	07.03.2000	JP 11-102243 A	13.04.1999
US 2006-0036955 A1	16.02.2006	EP 1632874 A2 EP 1632874 A3 JP 2006-053926 A	08.03.2006 23.01.2008 23.02.2006