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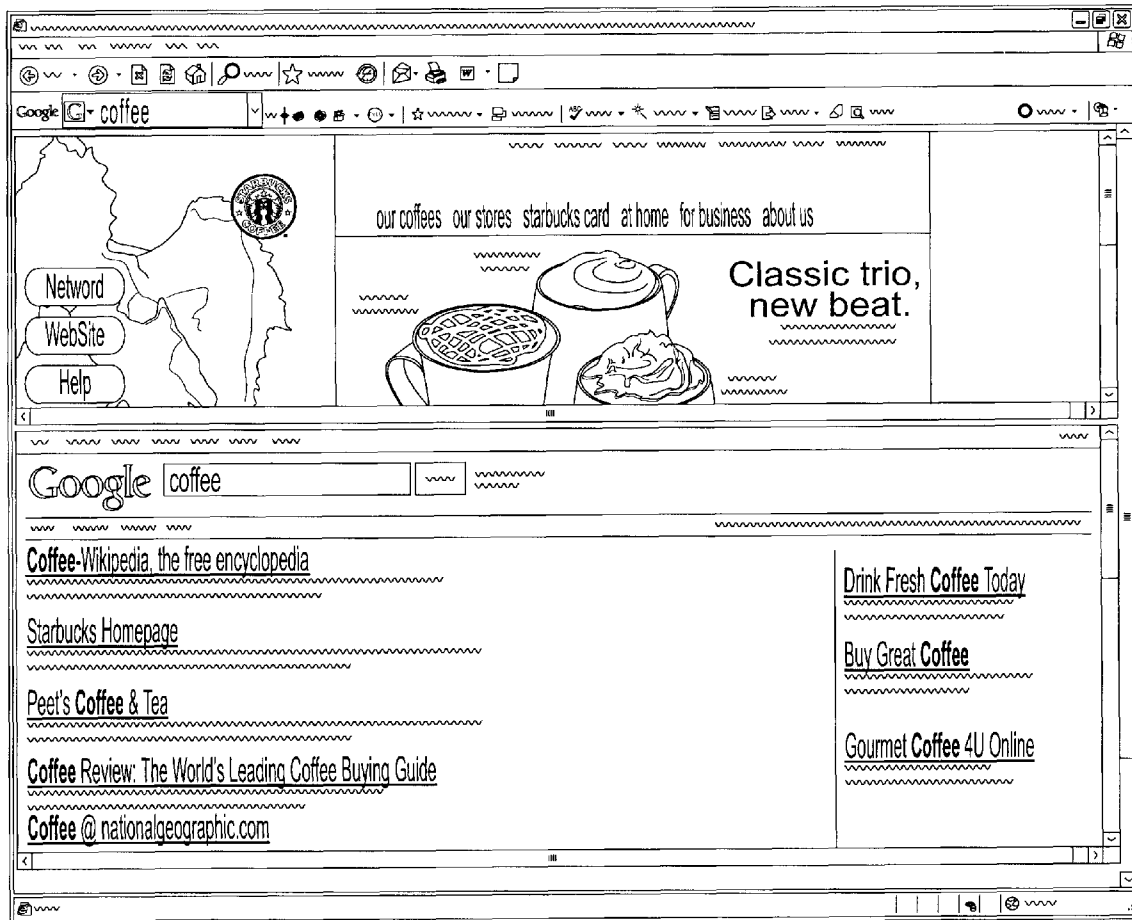
(19) **United States**(12) **Patent Application Publication**  
**Wilson**(10) **Pub. No.: US 2012/0330747 A1**(43) **Pub. Date: Dec. 27, 2012**(54) **METHOD AND APPARATUS FOR  
GENERATING GEO-TARGETED MESSAGE  
WITH SEARCH RESULTS**(52) **U.S. Cl. .... 705/14.49**(76) Inventor: **Don David Wilson**, Oxnard, CA (US)(57) **ABSTRACT**(21) Appl. No.: **13/532,306**(22) Filed: **Jun. 25, 2012****Related U.S. Application Data**

(63) Continuation of application No. 11/931,384, filed on Oct. 31, 2007, now Pat. No. 8,275,662.

(60) Provisional application No. 60/881,184, filed on Jan. 19, 2007.

**Publication Classification**(51) **Int. Cl.**  
**G06Q 30/02** (2012.01)

Method and apparatus for generating a geo-targeted message with search results are disclosed. The method and apparatus allow client entities to present target messages to computer user recipients by providing geo-targeted messaging that provides search results to computer users along with a geo-targeted message. Client entities lease words based on specified geo-target criteria on specified platforms. Users initialize the apparatus and can perform word searches utilizing the method and apparatus where the word may be a client's leased word that is associated to the user's geographic profile. Thus, the user is provided a geo-targeted message along with search results and the client is able to effectively communicate a message to targeted recipients.

**RESULT TO USER**

NATIONAL, REGION AND STATE LEVEL GEO-TARGETING –  
SELECTION INTERFACE FOR AN ADVERTISER CLIENT

Geotargeting: ☐ USA ☐ Northeast ☐ Midwest ☐ West ☐ South

FIG. 1a

STATE/REGION LEVEL ORDER FOR AN ADVERTISER CLIENT

New Orders

Order type:

Network #1:

Destination URL:

Platforms:  
Networks are captured  
from user's searches on  
each platform.

☐ Search Engines Package

AOL.COM Google LYCOS msn InfoSpace®

Northern.com YAHOO! Ask.com HighBeam® 8 information.com

myway Web Search

and Address Bar (URL).

☐ E-Commerce Web Sites Package

eBay amazon.com YAHOO! SHOPPING

FIG. 1b

FIG. 2b

NETWORD PURCHASE AVAILABILITY AND PRICING IN A GEO-TARGET








| <div>  Available            Lease Pending            Leased         </div> |             |       |            |   |
|---|-------------|-------|------------|---|
| Zip Code  | City        | State | Population | Price   |
| 12302   | Schenectady | NY    | 27001      |  \$2450.00 |
| 12304   | Schenectady | NY    | 20969      |  \$1800.00 |
| 12306   | Schenectady | NY    | 24581      |  \$2450.00 |
| Total sum:  |             |       | 72551      | \$6700.00   |

FIG. 2c

SUMMARY OF NETWORD PURCHASE ORDER FOR AN ADVERTISER CLIENT



ORDER #3773  
12/23/2005

RABBIT MARKETING  
Black Rock NM 87327  
PHONE:  
FAX:

NETWORD ORDER STATUS

| # | Network   | Platforms  | Geotargets | URLs                    | Price     | Total     |
|---|-----------|--|------------|-------------------------|-----------|-----------|
| 1 | Cartagena | ask, aol, altavista, google, highbeam, information, infospace, lycos, msn, myway, netscape, urlbar, websearch, yahoo | {W}        | http://www.drugwars.com | \$3705.09 | \$3705.09 |

Order Status: completed

Unless otherwise indicated herein, the Network(s) above listed is (are) being leased for a one year term commencing on the date of

FIG. 3

NETWORK PLUG-IN TOOLBAR FOR A USER

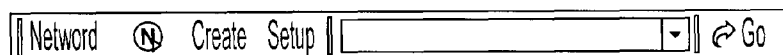


FIG. 4

NETWORK SETUP WINDOW

Agent Setup

Postal Code

90210

Country Code

us

Distance

5

mi

Language

en

OK

Cancel

FIG. 5

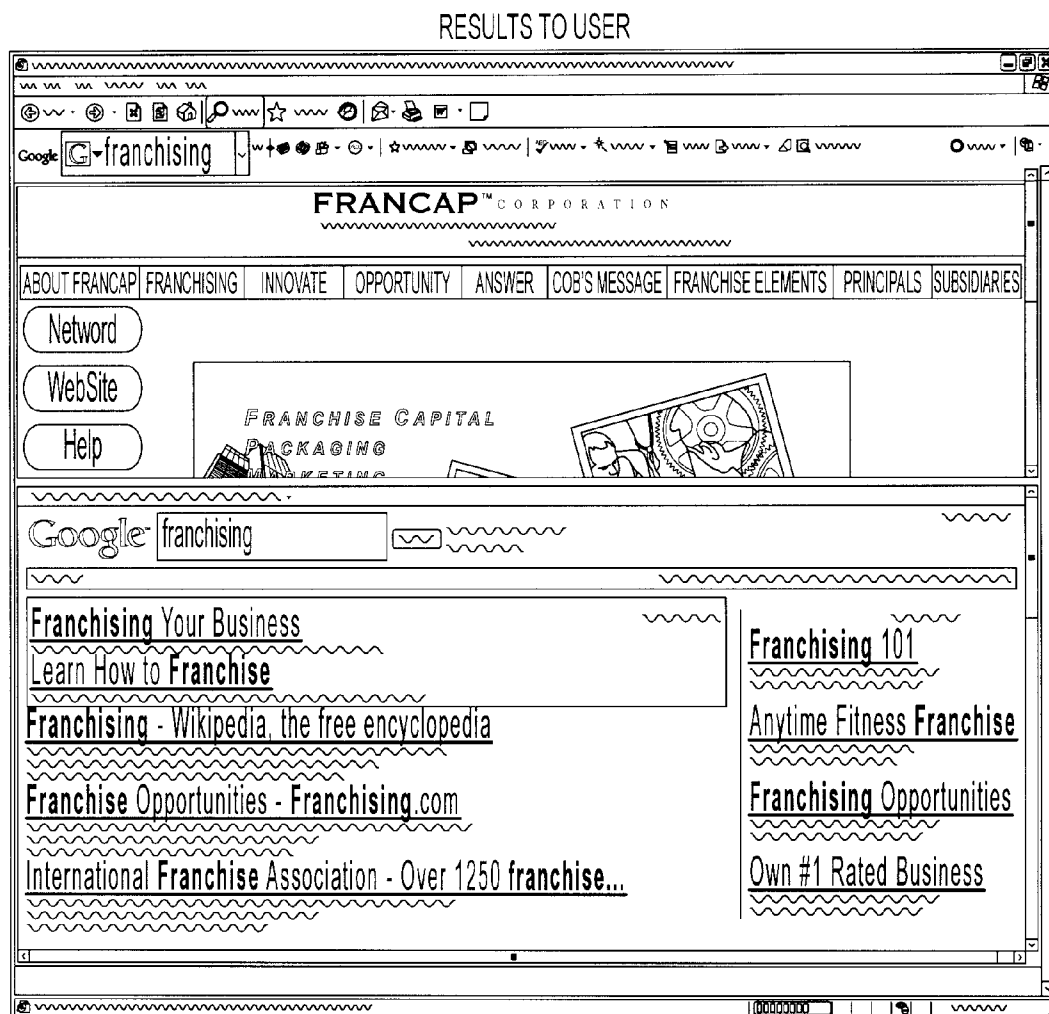


FIG. 6

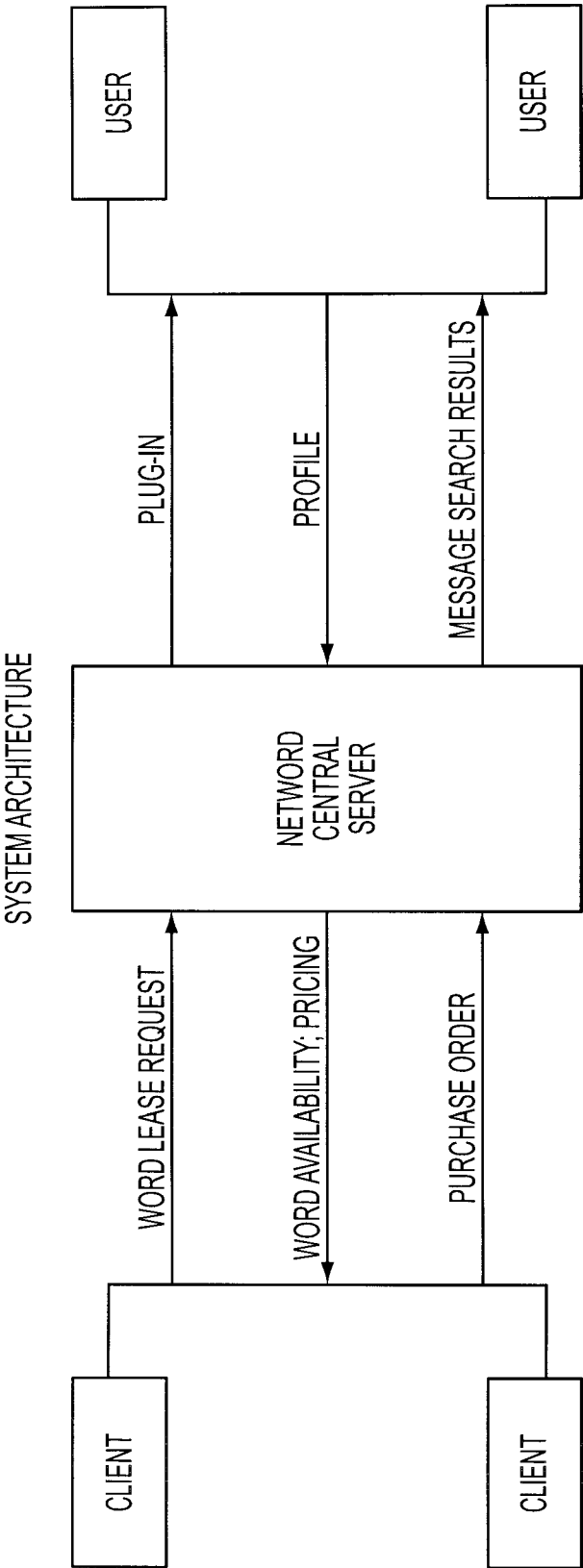


FIG. 7

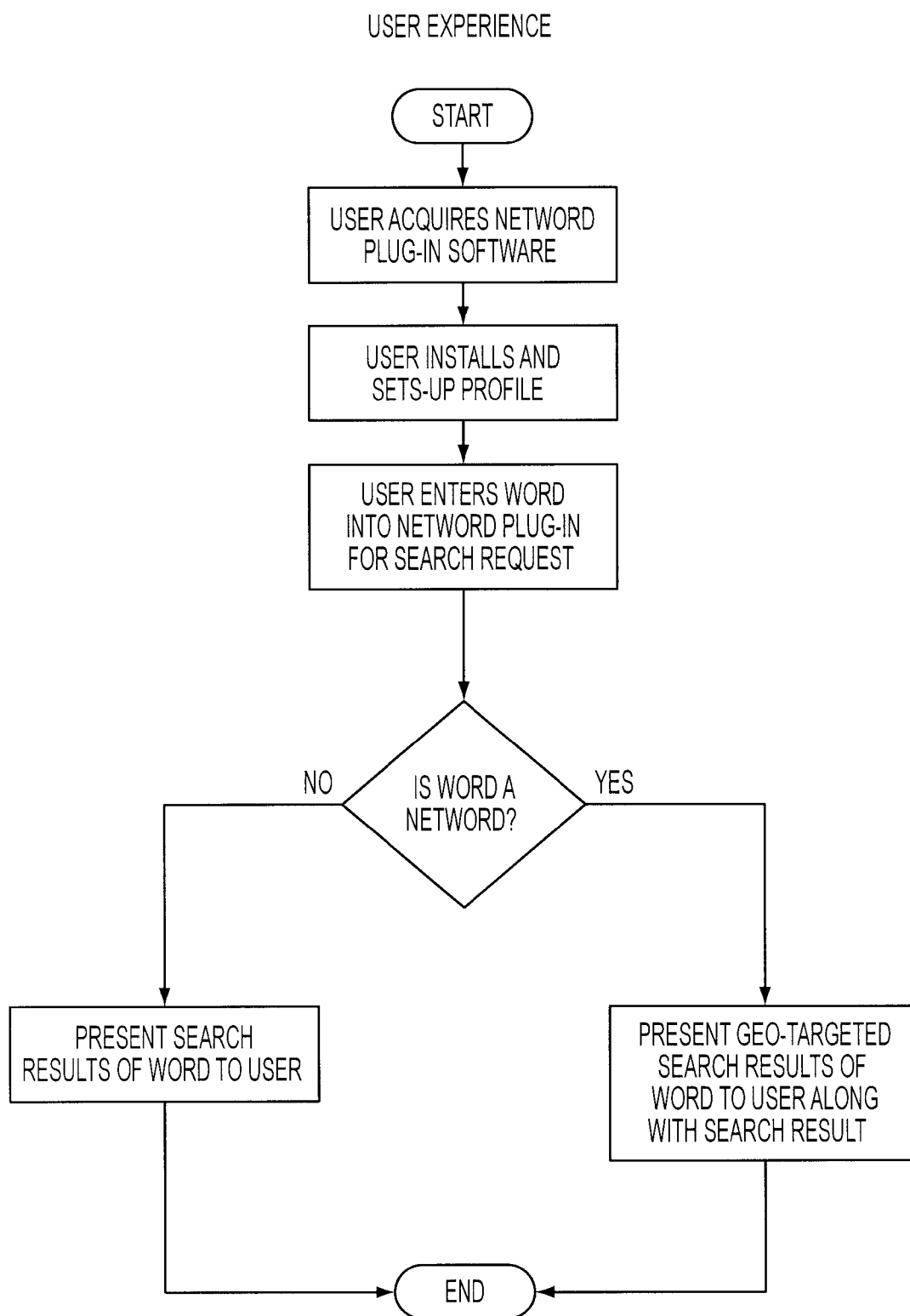


FIG. 8



## CLIENT EXPERIENCE

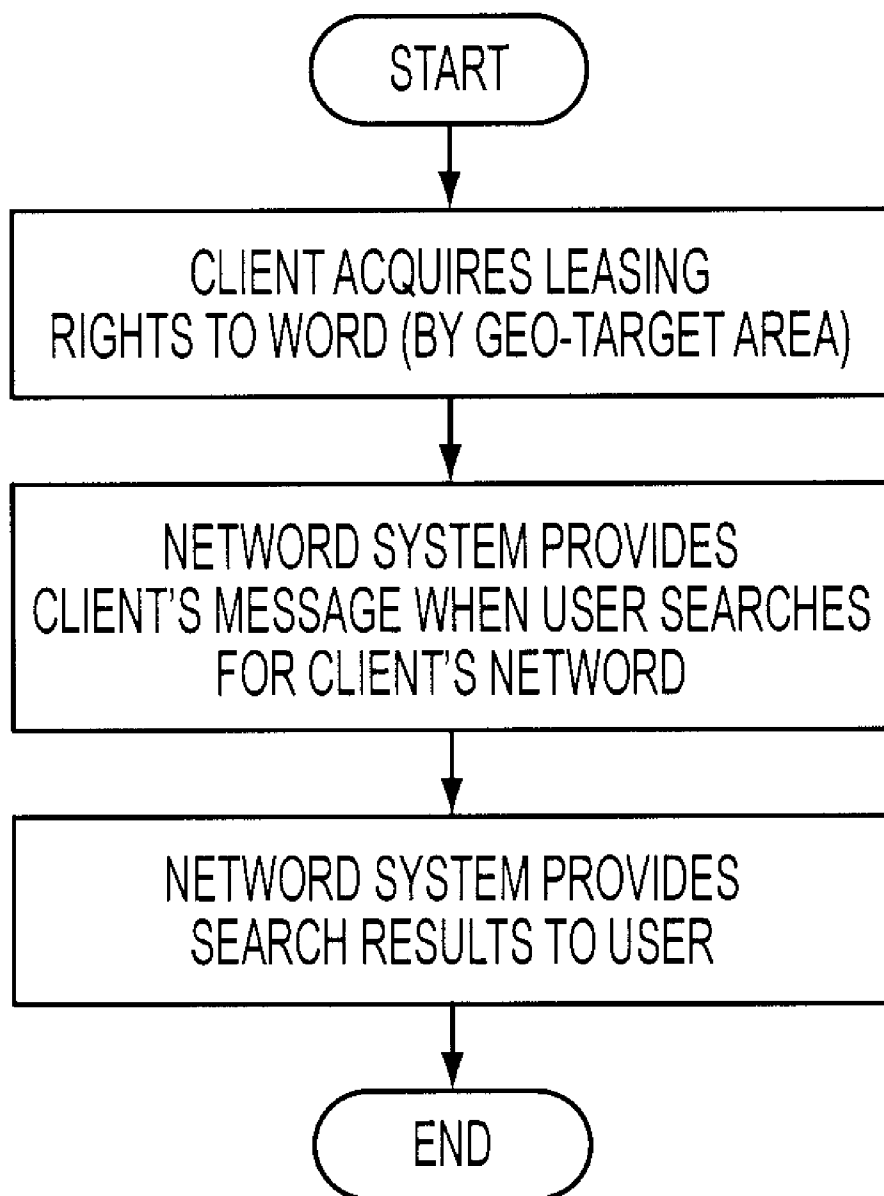


FIG. 9

RESULT TO USER

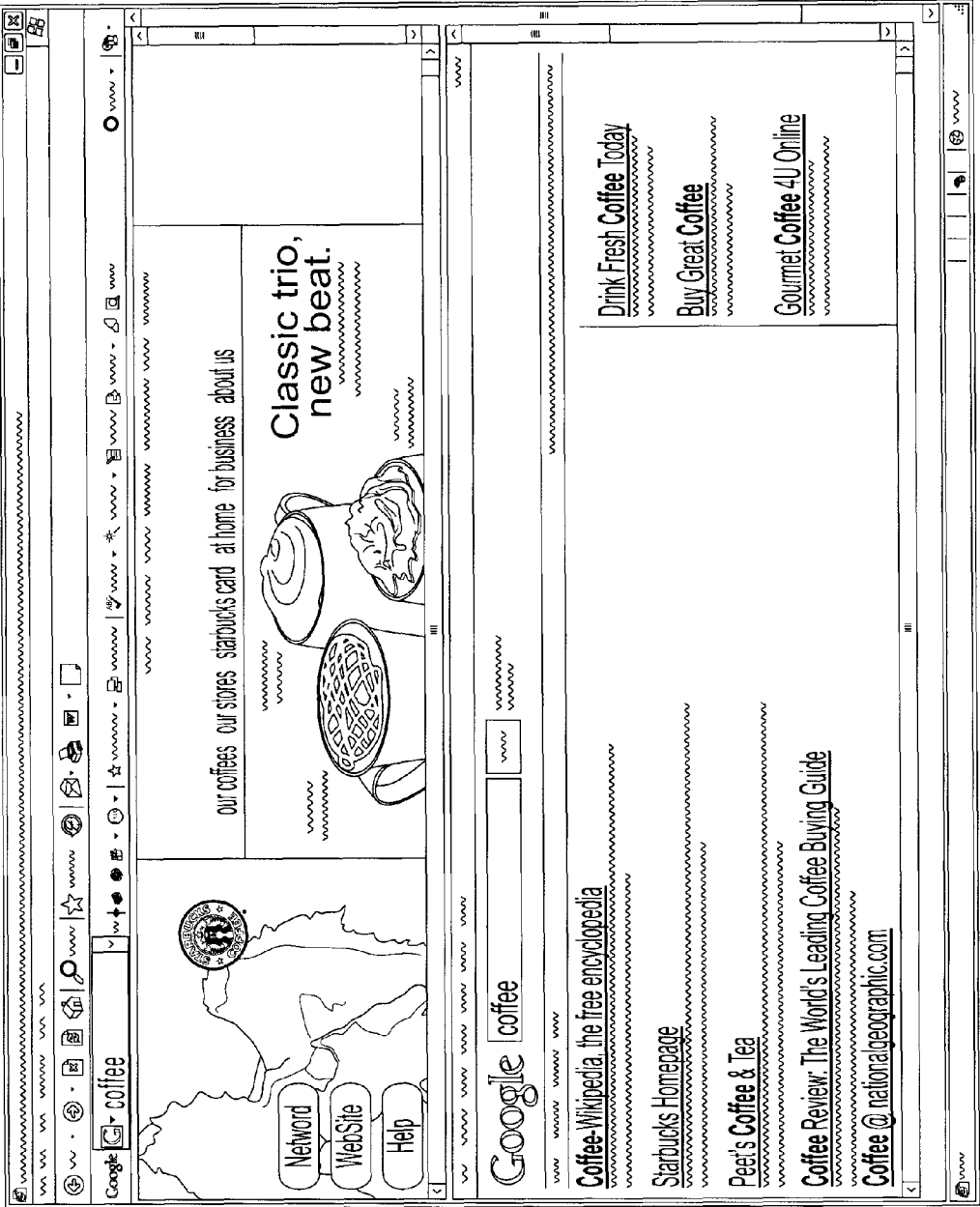


FIG. 10

RESULT TO USER

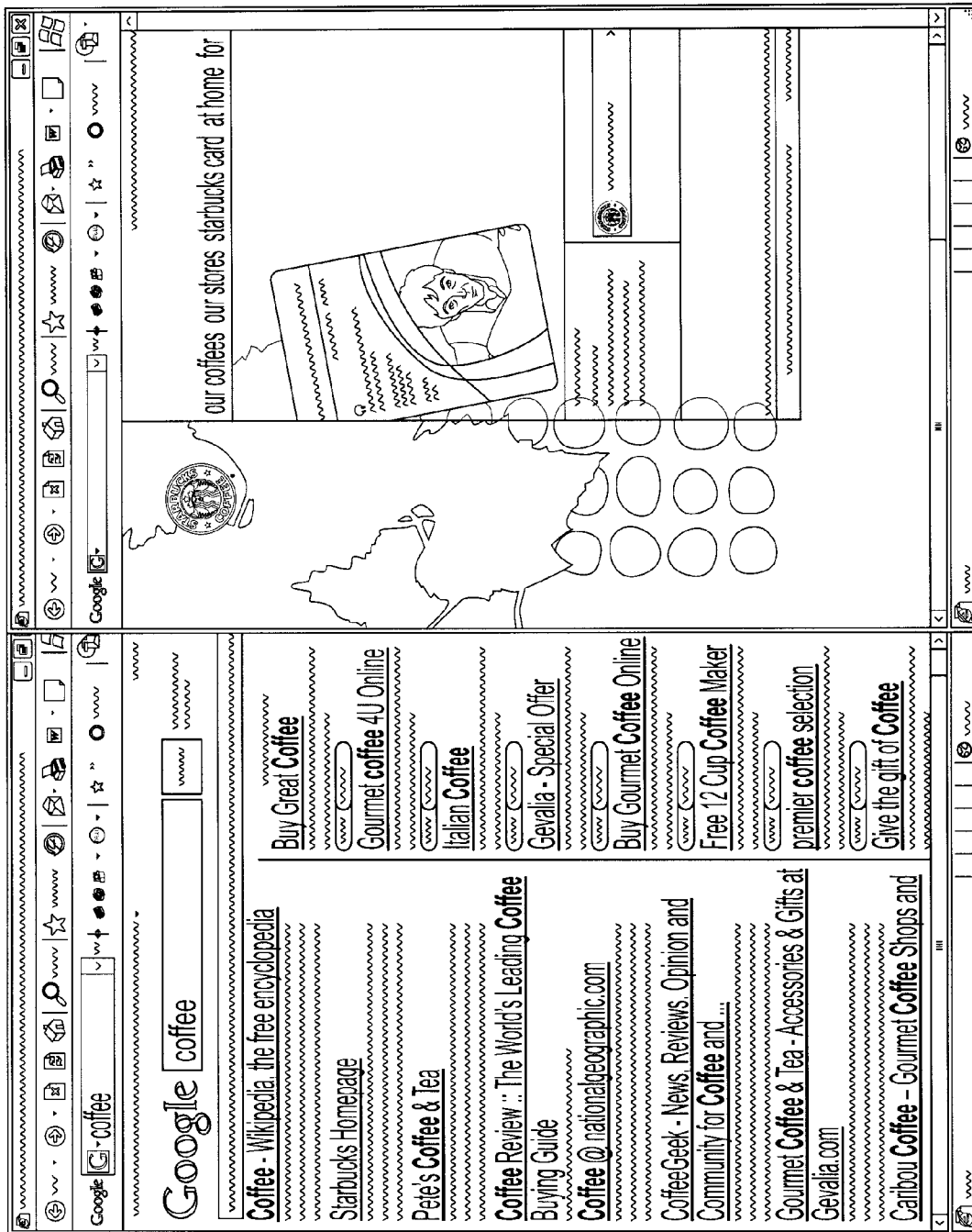


FIG. 11



RESULT TO USER

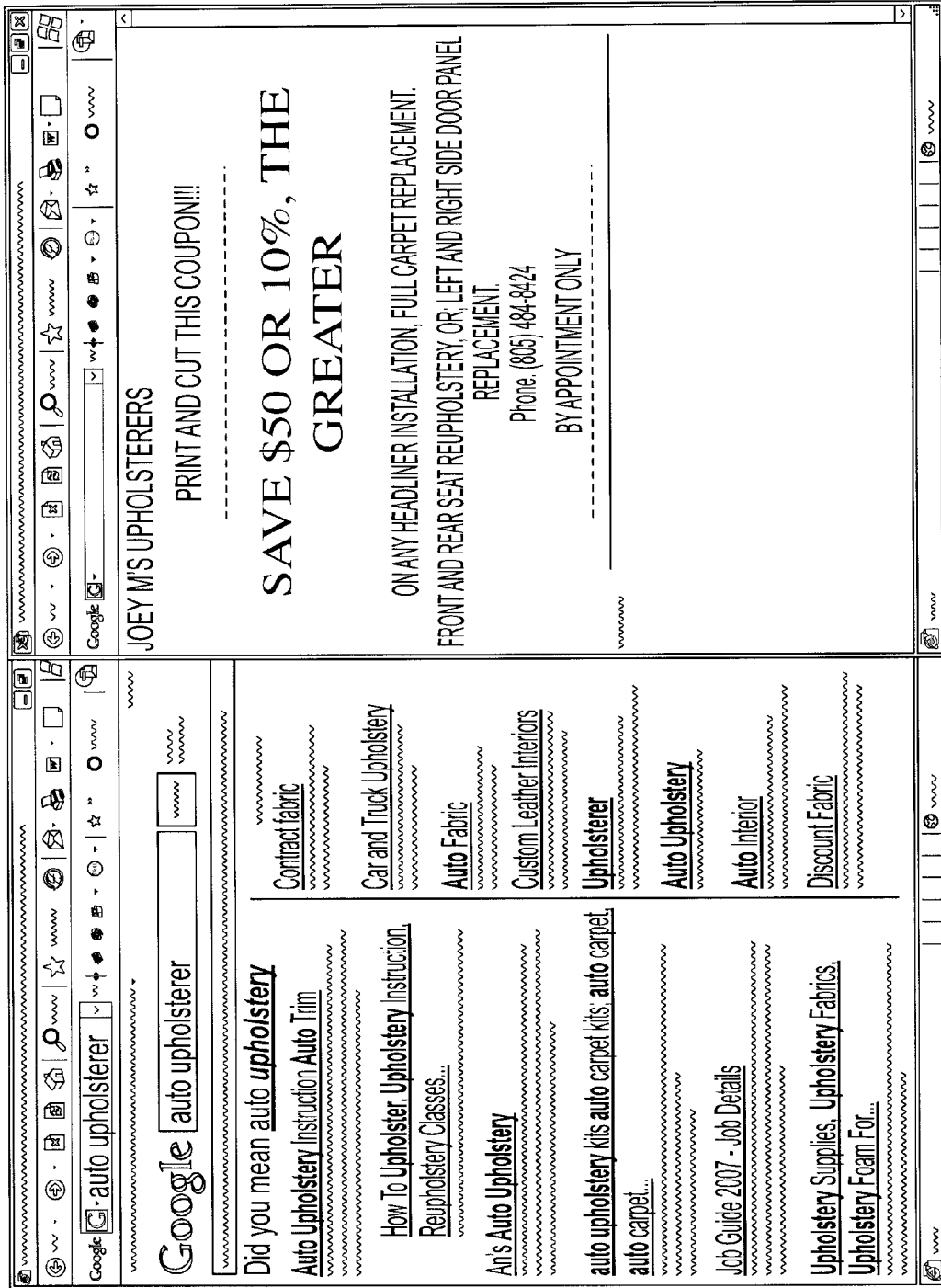


FIG. 13

## METHOD AND APPARATUS FOR GENERATING GEO-TARGETED MESSAGE WITH SEARCH RESULTS

### CROSS-REFERENCE TO RELATED APPLICATIONS

[0001] This application is a continuation of U.S. patent application Ser. No. 11/931,384, filed Oct. 31, 2007 and claims the benefit under 35 U.S.C. §119(e) of U.S. Provisional Patent Application No. 60/881,184, filed on Jan. 19, 2007, in the U.S. Patent and Trademark Office, the entire disclosures of which are hereby incorporated by reference.

### TECHNICAL FIELD

[0002] The present invention relates to a method and apparatus for generating a geo-targeted message with search results.

### BACKGROUND OF THE INVENTION

[0003] Many search engine services, such as Google and Yahoo, provide for searching for information that is accessible via the Internet. These search engine services allow users to search for web pages and other Internet accessible resources that may be of interest to users.

[0004] Generally, an entity ("client", including an advertiser) would like to maximize the effectiveness of communication (such as advertisements) to potential recipients (including computer and/or internet users), placed along with search results. For examples, advertisers try to identify search term and advertisement combinations that result in the highest benefits (for example, most profit) to the advertiser.

### SUMMARY OF THE INVENTION

[0005] Accordingly, an aspect of exemplary embodiments of the present invention is to provide geo-targeted internet messaging that would allow entities to better target messages to recipients to maximize the effectiveness of the communication.

[0006] An exemplary embodiment of the present invention is to provide geo-targeted internet messaging that provides search results to computer users along with a geo-targeted message and provides leased words to entities.

[0007] An exemplary embodiment of the present invention provides a method for providing geo-targeted internet messages, the method comprising providing a toolbar plug-in for an electronic document for allowing a user to enter a keyword, customizing the toolbar plug-in with at least one geographical setting, providing exclusive leasing rights to a client to use a word for communicating a message, wherein the word exclusively corresponds to at least one geo-targeted area, saving the word provided by the advertiser as a leased word, receiving a keyword from a user for a search request, determining if the keyword matches a leased word, displaying a search result for the keyword, and displaying a message corresponding to the leased word, if the keyword received from a user matches the leased word.

[0008] An aspect of exemplary embodiments of the present invention is to provide a method for providing exclusive rights to use of a leased word, the method comprising receiving a word from a client for leasing, receiving a URL from the client for associating with the word if the client provides a link to associate with the message, presenting a plurality of available geo-target areas to a client, wherein the client can

select at least one geo-target area for associating with the word, receiving at least one selected geo-target from the client, presenting one or more platforms to the client for capturing user's searching for a keyword, determining the clients' platform(s) and associating the platform(s) with the word, calculating a pricing structure for leasing the word associated with the selected geo-target areas, determining the availability status of the word, wherein the availability status is either available, lease pending or leased, for the selected geo-target area, displaying the availability status and a price structure of the word associated with the selected geo-target areas, displaying a purchase order status to an advertiser for the word associated with the selected geo-target areas, receiving a purchase order from a client for leasing the available word in the selected geo-target area, storing a relationship for the leased word with the selected geo-target areas and updating the availability status of the leased word.

[0009] An exemplary embodiment of the present invention is to provide A computer readable medium having stored thereon executable instructions for providing geo-targeted internet messages, the instructions comprising a first set of instructions for providing a toolbar plug-in for an electronic document for allowing a user to enter a keyword, a second set of instructions for customizing the toolbar plug-in with at least one geographical setting, a third set of instructions for providing exclusive leasing rights to a client to use a word for communicating a message, wherein the word exclusively corresponds to at least one geo-targeted area, a fourth set of instructions for saving the word provided by the advertiser as a leased word, a fifth set of instructions for receiving a keyword from a user for a search request, a sixth set of instructions for determining if the keyword matches a leased word, a seventh set of instructions for displaying a search result for the keyword, and an eighth set of instructions for displaying a message corresponding to the leased word, if the keyword received from a user matches the leased word.

[0010] An exemplary embodiment of the present invention is to provide a computer readable medium having stored thereon executable instructions for providing exclusive rights to use of a leased word, the method comprising a first set of instructions for receiving a word from a client for leasing, a second set of instructions for receiving a URL from the client for associating with the word if the client provides a link to associate with the message, a third set of instructions for presenting a plurality of available geo-target areas to a client, wherein the client can select at least one geo-target area for associating with the word, a fourth set of instructions for receiving at least one selected geo-target from the client, a fifth set of instructions for presenting one or more platforms to the client for capturing user's searching for a keyword, a sixth set of instructions for determining the clients' platform(s) and associating the platform(s) with the word, a seventh set of instructions for calculating a pricing structure for leasing the word associated with the selected geo-target areas, an eighth set of instructions for determining the availability status of the word, wherein the availability status is either available, lease pending or leased, for the selected geo-target area, a ninth set of instructions for displaying the availability status and a price structure of the word associated with the selected geo-target areas, a tenth set of instructions for displaying a purchase order status to an advertiser for the word associated with the selected geo-target areas, an eleventh set of instructions for receiving a purchase order from a client for leasing the available word in the selected geo-target area, a twelfth set

of instructions for storing a relationship for the leased word with the selected geo-target areas, and a thirteenth updating the availability status of the leased word.

**[0011]** An exemplary embodiment of the present invention is to provide a method for providing internet message to users comprising providing a clients' message to a user based on user's geographic information, along with providing search results for a user's query of a word, and providing exclusive rights to the clients to use a word associated with a geo-targeted area, wherein the geo-targeted area includes at least one of national, state, regional and zip code level geo-targeting.

**[0012]** Other objects, advantages and salient features of the invention will become apparent to those skilled in the art from the details provided, which, taken in conjunction with the annexed drawings, disclose exemplary embodiments of the invention.

#### BRIEF DESCRIPTION OF THE DRAWINGS

**[0013]** The above and other aspects, features and advantages of the certain exemplary embodiments of present invention will be more apparent from the following detailed description when taken in conjunction with the accompanying drawings, in which:

**[0014]** FIG. 1a) is a computer generated display showing a geo-target selection interface for U.S. National, Region, and State level options for an advertiser client according to an exemplary embodiment of the present invention.

**[0015]** FIG. 1b) is a computer generated display showing State/Region geo-target level ordering option for a client that associates a keyword/leased word with its destination URL (effectively, an advertisement) with various Internet search engines and/or e-commerce web sites, according to an exemplary embodiment of the present invention.

**[0016]** FIG. 2a) is a computer generated display that shows zip-code level geo-target ordering option for an advertiser client that associates a keyword/leased word with its destination URL (advertisement) with various Internet search engines and/or e-commerce web sites, according to an exemplary embodiment of the present invention.

**[0017]** FIG. 2b) is a computer generated display that shows zip-code options for an Advertiser Client to purchase zip code geo-targets, along with the population within the sample zip codes, according to an exemplary embodiment of the present invention.

**[0018]** FIG. 2c) is a computer generated display that shows the availability of a keyword/leased word in a geo-target along with the cost of purchase for that option, according to an exemplary embodiment of the present invention.

**[0019]** FIG. 3) is a computer generated display showing a leased word purchase order for an advertiser client, according to an exemplary embodiment of the present invention.

**[0020]** FIG. 4) is a computer generated display showing the leased word web browser plug-in toolbar for a User, according to an exemplary embodiment of the present invention.

**[0021]** FIG. 5) is a computer generated display illustrating profile set-up window for a User to establishes the parameters that govern application of a zip-code level leased word, according to an exemplary embodiment of the present invention.

**[0022]** FIG. 6) illustrates a computer generated display of a resolved web page presented to a User after User has entered a keyword word to provide the user with a unique screen view giving an advertiser client's advertisement in a separate win-

dow above the search result for the keyword on the bottom, according to an exemplary embodiment of the present invention.

**[0023]** FIG. 7) is a schematic block diagram that illustrates the architecture of the leased word system in relation to the advertiser clients and users, according to an exemplary embodiment of the present invention.

**[0024]** FIG. 8) is a flowchart showing the basic operations of a user's computer, according to an exemplary embodiment of the present invention.

**[0025]** FIG. 9) is a flowchart showing the basic operations of an advertiser client's computer when purchasing a leased word for a geo-targeted area, according to an exemplary embodiment of the present invention.

**[0026]** FIG. 10) illustrates a computer generated display of a resolved web page presented to a user after user has entered a keyword/leased word. This provides the user with a unique screen view giving an advertiser client's advertisement in a separate window above the search result for the keyword on the bottom, according to an exemplary embodiment of the present invention.

**[0027]** FIG. 11) illustrates a computer generated display of a resolved web page presented to a user after user has entered a keyword/leased word to provide the user with a unique screen view giving an advertiser client's advertisement in a separate browser window than the search result for the keyword, according to an exemplary embodiment of the present invention.

**[0028]** FIG. 12) is a computer generated display showing a selection interface for the starting point for ordering a leased word on a platform for U.S. National, Region, and State level geo-target options for a client according to an exemplary embodiment of the present invention.

**[0029]** FIG. 13) illustrates a computer generated display of a resolved web page presented to a user after user has entered a keyword/leased word to provide the user with a unique screen view giving an advertiser client's advertisement in a separate browser window, without a link, than the search result for the keyword, according to an exemplary embodiment of the present invention.

**[0030]** Throughout the drawings, like reference numerals will be understood to refer to like elements, features and structures

#### DETAILED DESCRIPTION OF EXEMPLARY EMBODIMENTS

**[0031]** The matters exemplified in this description are provided to assist in a comprehensive understanding of exemplary embodiments of the invention. Accordingly, those of ordinary skill in the art will recognize that various changes and modifications of the embodiments described herein can be made without departing from the scope and spirit of the claimed invention. Also, descriptions of well-known functions and constructions are omitted for clarity and conciseness.

**[0032]** The Network™ system ("System") utilizes a Network™ ("leased term"), as points-of-entry in keyword searches for users of the System. The System then delivers to users both the search results and a message, which relates to the Network™. Messages can be made available to a user, as seen in FIG. 6, by clients who lease the rights to the Network™ on an exclusive basis within specific geographic zones, as seen in FIGS. 1b and 2a. The Network™ may be leased for an unspecified time period or a specified time

period. According to exemplary embodiments, a client may be any entity that is interested in leasing a term from the System where the client can be individual, an organization, an information provider and/or an advertiser. For example, an advertiser can be a client that is interested in leasing a word from the System for providing an advertisement. According to exemplary embodiments, a user may be an entity that is using an electronic document (such as a browser) with the System associated with the electronic document. For example, a user can be a computer user that is using an Internet browser (or any electronic document) with a plug-in set-up for searching for words by utilizing the System. A user can enter a keyword into the System (ie., via a toolbar plug-in) and the System will determine if the user's keyword matches a Network that is stored in the System memory, and if there is a match, then a search result for the user's keyword is presented to the user on at least one platform associated with the Network along with one or more of the client's message/communication associated with the Network.

**[0033]** According to exemplary embodiments an electronic document can include a browser (such as any commercially available Internet and Intranet browser), a word processor, an image processor, a pdf viewer and/or any other electronic document capable of presenting textual, graphical and/or audio data to a computer user. A client can be their own lexicographer.

**[0034]** According to exemplary embodiments a word may be one word and/or a phrase comprising a plurality of words, terms and/or letters. The word may or may not appear in a dictionary with a definition. For example, a client may create a word with one or more letters that can serve as the Network™. A client can be their own lexicographer.

**[0035]** According to exemplary embodiments a keyword may be one word and/or a phrase comprising a plurality of words, terms and/or letters. The keyword may or may not appear in a dictionary with a definition. For example, a client may create a keyword with one or more letters that can serve as the Network™. A client can be their own lexicographer.

**[0036]** The System provides clients with the ability to have their specific messages displayed alongside keyword search results for a combination of geo-targeted areas. For example, FIGS. 6 and 10 show exemplary results of when an advertiser leases a Network™, then the search results are provided to a user in the bottom portion of a browser along with the advertiser's advertisement on the top portion of a browser. According to another embodiment, FIG. 11 shows results of when the advertiser leases a Network™, then the search results are provided to a user in one browser and the advertisement is provided in a separate browser window.

**[0037]** According to exemplary embodiments, a message can be an object that is linked to another electronic document via a hyperlink. The message can be a version of a web-site of the client, providing similar experience to a user as if the user was using the client's web-site, as shown in FIGS. 6, 10 and 11. The message can be any object (including a graphical, text or non-graphical object) that is linked to another electronic document via a link, as shown in FIGS. 6, 10 and 11. The link can include a hyperlink to another object (for example, a link to another electronic document) and/or a Uniform Resource Locator ("URL") to another file, object or an electronic document. According to an alternative embodiment, the message can be an object (including a graphical, text or non-graphical object) that does not contain any links, as shown in FIG. 13.

The message can present any information that the client chooses, including advertising data, current events data and informational data.

**[0038]** For example, in FIGS. 10 and 11, upon the user entering a search request for the Network™ "coffee" into the System, the System provides the search results to the user along with an advertisement for Starbucks Coffee™. The advertisement presented to the user is Starbucks' web site directly. The user can freely interact with Starbucks' web site as if the user had initiated communication with the web site for Starbucks by entering the URL for

**[0039]** Starbucks in an address box of a browser. FIG. 10 shows an example of a zip code level Network™ search result where the advertisement is presented in the top portion of the browser and the Internet keyword search result is presented on the bottom portion of the browser. FIG. 11 shows an example of a state level Network™ search result where the advertisement is presented in a first browser window and the search Internet keyword search result is presented in second browser window.

**[0040]** According to another example, as shown in FIG. 13, upon the user entering a search request for the Network™ "auto upholsterer" into the System, the System provides the search results to the user along with an advertisement/coupon/message for Joey M's Upholsterers. The message presented to the user is not linked to anything else. FIG. 13 also shows a Network™ search result where the advertisement/coupon/message is presented in a first browser window and the search Internet keyword search result is presented in second browser window.

**[0041]** According to an exemplary embodiment, the System for national, regional and/or state geo-targeting can be augmented to include zip-code for smaller geo-targeting (see FIGS. 1a, 1b, 2a and 2b). The addition of zip-code level geo-targeting (alone or in combination with national, regional and/or state level) allows small and large local clients (such as advertisers) within the System, to take advantage of the Internet to market their message (for example products, services and information) to targeted users who will be the recipient of clients' message (for example, small local businesses can advertise to potential customers in a local zip code). With this System, a client that leases a Network™ within a specific zip-code (alone or in combination with national, regional and/or state level) will have exclusive rights to associate and distribute their message alongside keyword search results for that zip-code.

**[0042]** As shown in an exemplary embodiment in FIGS. 2a and 2b, the available zip codes are presented to a client at the time of ordering a leased word along with the population in that zip code, from a database where zip code data is periodically updated based on population counts to reflect a change in population, and clients can choose which zip codes they would like to target.

**[0043]** According to exemplary embodiments, the pricing structure for national, regional and state leased words is separate from that of zip-code level leased word. The higher level leased words are priced based upon at least four factors which are co-multiplied, as follows:

**[0044]** 1) The selected state, regional, or national geo-target. Factors are determined here based upon population. The larger the population, the higher the factor;

**[0045]** 2) Type of search platform or groupings of platforms. Platforms are either search engines (Google, Yahoo,



etcetera) or e-commerce websites (E-bay, Yahoo Shopping, etcetera). Factors here are determined based upon search or e-commerce market share;

**[0046]** 3) Number of web browser plug-ins downloaded. The more Users who download the plug-in, the higher the factor; and

**[0047]** 4) Keyword search popularity. The greater the number of searches nationally per month for a specific keyword, the higher the base price factor for that keyword. This data can be pulled from any third party sources that provide statistics for web behavior, for example, [www.wordtracker.com](http://www.wordtracker.com) and/or [www.overtire.com](http://www.overtire.com).

**[0048]** According to exemplary embodiments, as shown in FIG. 2c, Zip-code level geo-targeted Networks are priced based upon a pricing tier determined by population within the specific zip code. This information can be pulled from a commercial database which obtains its information from one or more third party sources. For example, the System can obtain information relating to zip codes and population from The U.S. Census Bureau and/or other third party sources.

**[0049]** According to an exemplary embodiment, Networks can be leased for certain periods of time, after which then cease being leased words.

**[0050]** According to an exemplary embodiment, as shown in FIG. 4, in order for a user to use the System, he or she acquires a web browser plug-in onto his computer. Upon installation of the plug-in, the user inputs a short profile which allows the System to identify the geo-target for the user. For example, as shown in FIG. 5, after successful installation of the plug-in, the user is presented with the Agent Setup window. The user can enter their Postal Code, Country Code, Distance and Language. The System interprets the Postal Code as the user's zip-code. Thereafter, the zip code is identified and associated with the browser of that user's computer until the user changes it. In this example, the System also automatically associates the browser with the geo-targets "California", "Western United States Region", and "U.S. National". After initialization, the user can conduct searches, via the System, on almost any platform (search web site and e-commerce web sites that deliver search results) and additionally resolve clients' messages.

**[0051]** According to exemplary embodiments, as shown in FIGS. 1b and 2a, the System works in conjunction with the identified platform(s) (for example, search engines and e-commerce web sites) capturing search requests from the user and then displaying clients' message (for example, an advertiser's advertisement) along with the user's requested search result. FIGS. 6 and 10 show exemplary results of zip code level Networks where the advertisement is presented in the top portion of the browser and the keyword search result is presented on the bottom portion of the browser. FIG. 11 shows an exemplary result of state level Networks where the advertisement is presented in a first browser window and the keyword search result is presented in a second browser window.

**[0052]** According to exemplary embodiments, the message can either be linked to another file, another electronic document or be a message that contains no links. If the message contains a link, the link can include a hyperlink to another object (for example, a link to another electronic document) and/or a Uniform Resource Locator ("URL") to another file, object or an electronic document. A message can be linked to any object that the client specifies (for example, an advertiser client may link the message to their web site or any other web

site) such that users can click on the message and they will be navigated directly to the client's specified web site. Also, the message that is presented to the user can be the client's web site itself or a similar representation of the client's web site such that the message can provide the user with an experience similar to an experience as if the user was presented with the client's web-site itself. For example, as shown in FIGS. 10 and 11, upon the user entering a search request for "coffee" into the System, the System provides the search results to the user along with an advertisement for Starbucks Coffee™. The advertisement presented to the user is the Starbucks' web site directly. The user can freely interact with Starbucks' web site (in the advertisement window) as if the user had initiated communication with the web site for Starbucks. The Network™ "coffee" is associated, within the System, with the advertisement for Starbucks and anytime a user queries the Network™ "coffee" within a specified geo-targeted area, they will be presented with the message from Starbucks alongside the search results. FIG. 10 shows exemplary results of zip code level Networks where the advertisement is presented in the top portion of the browser and the Internet keyword search result is presented on the bottom portion of the browser. FIG. 11 shows an exemplary result of state level Networks where the advertisement is presented in a first browser window and the search Internet keyword search result is presented in a second browser window.

**[0053]** Zip-code level geo-targeted (alone or in combination with national, regional and state level) leased word provides the benefit to clients by presenting users with search results along with targeted and highly appropriate message results based upon the zip code associated with the browser, which can be related to the user's geographic location zip code (alone or in combination with national, regional and state level), as shown in FIGS. 6 and 10. The user has the option of entering any zip code they choose using the Agent Set-Up feature, as shown in FIG. 5. For example, the user may physically be located in 90210, but may be interested in seeing results for 20036. In which case, the user can enter 20036 into the Agent Set-up window and the results will be presented with messages that are associated with the zip-code 20036. This provides users, who can be potential customers for the clients, to be delivered highly geo-targeted, maximum value messages.

**[0054]** An aspect of exemplary embodiments of the present invention, as shown in FIGS. 1b, 2c, 3 and 12, is to provide a method for providing exclusive rights to use of a leased word, the method comprising providing an electronic document to a client for placing an order for leasing a word. The method includes receiving a word from a client for leasing, receiving a URL from the client for associating with the word if the client provides a link to associate with the message, presenting a plurality of available geo-target areas to a client, wherein the client can select at least one geo-target area for associating with the word, receiving at least one selected geo-target from the client, presenting one or more platforms to the client for capturing user's searching for a keyword, determining the clients' platform(s) and associating the platform(s) with the word, calculating a pricing structure for leasing the word associated with the selected geo-target areas, determining the availability status of the word, wherein the availability status is either available, lease pending or leased, for the selected geo-target area, displaying the availability status and a price structure of the word associated with the selected geo-target areas, displaying a purchase order status

to an advertiser for the word associated with the selected geo-target areas, receiving a purchase order from a client for leasing the available word in the selected geo-target area, storing a relationship for the leased word with the selected geo-target areas, and updating the availability status of the leased word.

**[0055]** According to exemplary embodiments, if the System does not find an advertiser client that matches a keyword, then the plug-in expands the single search result window without a message and presents the search result to the user.

**[0056]** According to an exemplary embodiment, to setup the System, the user enters the word leasing entity web site Uniform Resource Locator (“http://www.netword.com”>) into the address block of a browser, download and install a plug-in for a supported browser by downloading the corresponding installation package. Alternatively, the plug-in for using the System may also be provided to the user using compact discs, floppy disks, flash memory devices and/or any other device or channels for distributing software to a user (it is contemplated that broader, additional distribution channels may be used for acquiring the plug-in software). The plug-in for using the System may also be pre-installed onto a user’s computer. The System, when running on a user’s browser, as shown in FIG. 4, allows the altering of location settings for the plug-in, using a set-up window, as shown in FIG. 5. These settings include, but are not limited to, postal code (which can be interpreted by the System as zip code), country code, distance and language, for setting the user’s geo-target.

**[0057]** According to exemplary embodiments, the function of the plug-in is to track the moment when a user retrieves data on the Internet using certain search engines or commercial web sites and, on the basis of target data, to return additional results from the Advertiser web site. The leased word plug-in system takes advantage of certain technologies. For example, for the Internet Explorer browser, leased word uses ActiveX, COM and XML. For the Mozilla browser, leased word uses Framework “Wise”, Dynamic HTML and CPDF library. The plug-in interfaces for all supported browsers and/or electronic documents can be similar.

**[0058]** According to an exemplary embodiment of the present invention, FIG. 3 illustrates a Netword™ order status describing a summary of a leased word purchase order for an advertiser. The order status illustrates a purchase order presented to the advertiser for the Netword™ associated with the selected geo-target areas and the selected platforms. The order status also illustrates the price of the leased word with the selected geo-target areas and platforms, along with the total for the order.

**[0059]** The above-described exemplary embodiments may be recorded in computer-readable media including program

instructions to implement various operations embodied by a computer. The media may also include, alone or in combination with the program instructions, data files, data structures, 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 and DVD; magneto-optical media such as optical disks; and hardware devices that are specially configured to store and perform program instructions, such as read-only memory (ROM), random access memory (RAM), flash memory, and the like. The media may also be a transmission medium such as optical or metallic lines, wave guides, et and so on, including a carrier wave transmitting signals specifying the program instructions, data structures, et and so on. 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. The described hardware devices may be configured to act as one or more software modules in order to perform the operations of the above-described embodiments of the present invention.

**[0060]** While the present invention has been shown and described with reference to certain exemplary embodiments thereof, it will be understood by those skilled in the art that various changes in form and details may be made therein without departing from the spirit and scope of the present invention as defined by the appended claims.

What is claimed is:

1. A method for providing geo-targeted internet messages, the method comprising:

- providing a toolbar plug-in for an electronic document for allowing a user to enter a keyword;
- customizing the toolbar plug-in with at least one geographical setting;
- providing exclusive leasing rights to a client to use a word for communicating a message, wherein the word exclusively corresponds to at least one geo-targeted area;
- saving the word provided by the advertiser as a leased word;
- receiving a keyword from a user for a search request;
- determining if the keyword matches a leased word;
- displaying a search result for the keyword; and
- displaying a message corresponding to the leased word, if the keyword received from a user matches the leased word.

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