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GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE,
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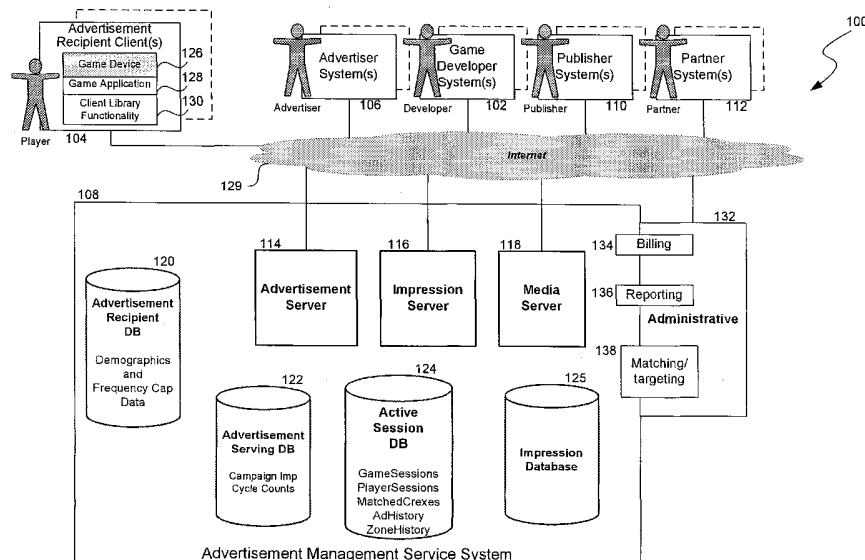
— with international search report

(88) Date of publication of the international search report:

17 August 2006

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

(54) Title: DELIVERY OF ADVERTISING INTO MULTIPLE VIDEO GAMES



(57) Abstract: An advertisement delivery scheme and associated facility provide targeted advertisements for multiple video games without advertisers having to specify specific game titles in which they would like their advertisements placed. The targeted advertisements may be provided via a network connection while the video game applications are executed on gaming devices, or via other means. Advertisements may be targeted to groupings of one or more games, and or groupings of one or more players. Data about the presentation of advertisements, such as impression data, may be collected and reported on, along with other information tracked through a game playing device.

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US05/08274

A. CLASSIFICATION OF SUBJECT MATTER

IPC(8): A63F 13/00(2006.01)

USPC: 463/42

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)

U.S. : 463/41-43

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 practicable, search terms used)
east search

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 6,036,601 A (HECKEL) 14 March 2000, (14.03.2000), see entire document	1-20 22-27 29 31-51
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Y		21 28, 30
Y	US 2002/0013167 A1 (SPAUR et al) 31 January 2002, (31.01.2002) see entire document	1-51
Y	US 2001/0052123 A1 (KAWAI) 13 December 2001 (13.12.01), see entire document and paragraphs 145 and 219	28
Y	US 6,012,984 A (ROSEMAN) 11 January 2000 (11.01.2000) see entire document	1-51
Y	US 2002/0013785 A1 (MIYAZAKI et al) 31 January 2002, see entire document	1-51
Y	US 6,616,533 B1 (RASHKOVSKIY) 09 September 2003, see entire document	1-51

☒ 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 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

17 March 2006 (17.03.2006)

Date of mailing of the international search report

30 MAY 2006

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International application No.
PCT/US05/08274

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 2002/0155891 (OKADA et al) 24 October 2002 (24.10.2002) see entire document	1-51

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US05/08274

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.: 37-45
because they relate to subject matter not required to be searched by this Authority, namely:
Please See Continuation Sheet
2. ☒ Claims Nos.: 3, 49
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:
Please See Continuation Sheet
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:

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 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.:
- 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

International application No.

PCT/US05/08274

Box II Observations where certain claims were found unsearchable 1. because they relate to subject matter not required to be searched by this Authority, namely:

Claim 37 and the claims which depend therefrom are not considered statutory because the term data structure is not concrete and may be embodied on a carrier wave which is not statutory. Evidence of such comes from the dependent claims particularly claim 45 which claims a signal

Continuation of Box II Reason 2:

With respect to claim 3 it is unclear how a view angle of the advertising image is measured to quantify a count impression and since this not a Markush type claim it is not searchable. With respect to claim 49 which is a dependent claim dependent on itself it is unclear as to the intended claim limitations and therefore is not searchable.