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(71) Applicant (for all designated States except US): **TECH-NORATI, INC.** [US/US]; 665 Third Street, Suite 207, San Francisco, California 94107 (US).

(72) Inventor; and

(75) Inventor/Applicant (for US only): **HIRSHBERG, Peter** [US/US]; 239 8th Street, #10, San Francisco, California 94107 (US).

(74) Agents: **GRIFFITH, John F.** et al.; **BEYER, WEAVER** LLP, P. O. Box 70250, Oakland, California 94612-0250 (US).

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14 August 2008

(54) Title: METHODS AND APPARATUS FOR CONVERSATIONAL ADVERTISING

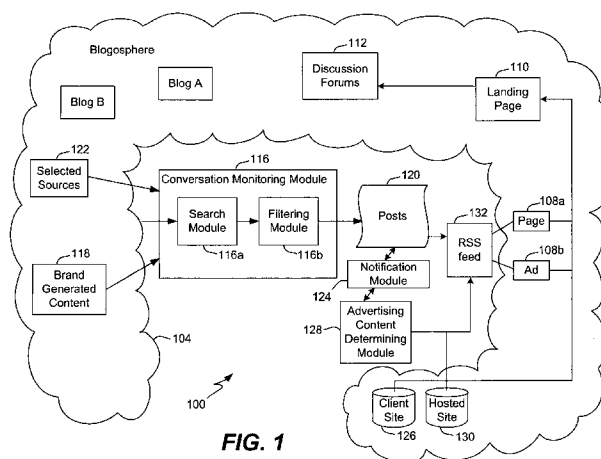


FIG. 1

(57) Abstract: Disclosed are methods and apparatus, including computer program products, implementing and using techniques for conversational advertising. Relevant commentary data associated with an electronic advertisement can be identified on one or more electronic forums accessible over the data network. The identified commentary data can be filtered according to one or more parameters including commentary content, conversation volume, a designated timeframe, a topic, a tag, a keyword, an index, a link, a classification scheme, an authority, a relevance measure, a meme, a word, a phrase, and/or a ranking. Advertisement content, such as selected comments and/or metadata, is determined based on the commentary data. The determined advertisement content can be provided over the data network, for instance, as an RSS feed, to the electronic advertisement for incorporation into the electronic advertisement. Further commentary data on one or more electronic forums can similarly be processed to dynamically update and refine the advertisement.

WO 2008/045792 A3

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US 07/80591

A. CLASSIFICATION OF SUBJECT MATTER

IPC(8) - G06F 7/00 (2008.01)

USPC - 707/3

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)

USPC: 707/3

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

USPC: 705/14; 706/49; 707/7, 100; 709/218, 224

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

PubWEST(USPT,PGPB,EPAB,JPAB); DialogPRO; WIPO, EPO, CITESEER, Google patents, Google scholar

Search Terms Used: electronic advertising online advertisement update modify change incorporate comment commentary review dynamic automatic interactive blog forum chat web log

C. DOCUMENTS CONSIDERED TO BE RELEVANT

| Category* | Citation of document, with indication, where appropriate, of the relevant passages | Relevant to claim No. |
|----------------|---|--|
| X ---- Y | US 2003/0036944 A1 (LESANDRINI et al.) 20 February 2003 (20.02.2003) entire document especially abstract, para [0003]-[0006], para [0104]-[0111], para [0237], para [0322]-[0324] | 1-6, 9-10, 12-16, 19-20 ----- 7-8, 11, 17-18 |
| Y | US 6,606,644 B1 (FORD et al.) 12 August 2003 (12.08.2003) entire document especially abstract, col 11, ln 57 to col 12, ln 15 and col 13, ln 1-39. | 7-8, 17-18 |
| Y | US 2006/0212350 A1 (ELLIS et al.) 21 September 2006 (21.09.2006) especially para [0195] | 11 |
| A | US 2002/0042738 A1 (SRINIVASAN et al.) 11 April 2002 (11.4.2002) entire document | 1-20 |

 Further documents are listed in the continuation of Box C.


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"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

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Facsimile No. 571-273-3201

Authorized officer:

Lee W. Young

PCT Helpdesk: 571-272-4300

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INTERNATIONAL SEARCH REPORT

International application No.

PCT/US 07/80591

Box No. IV Text of the abstract (Continuation of item 5 of the first sheet)

Disclosed are methods and apparatus, including computer program products, implementing and using techniques for conversational advertising. Relevant commentary data associated with an electronic advertisement can be identified on one or more electronic forums accessible over the data network. The identified commentary data can be filtered according to one or more parameters including commentary content, conversation volume, a designated timeframe, a topic, a tag, a keyword, an index, a link, a classification scheme, an authority, a relevance measure, a meme, a word, a phrase, and/or a ranking. Advertisement content, such as selected comments and/or metadata, is determined based on the commentary data. The determined advertisement content can be provided over the data network, for instance, as an RSS feed, to the electronic advertisement for incorporation into the electronic advertisement. Further commentary data on one or more electronic forums can similarly be processed to dynamically update and refine the advertisement.