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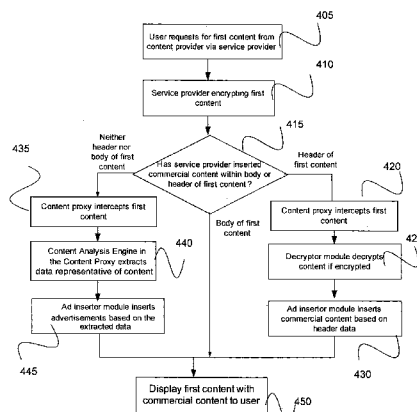
- with international search report (Art. 21(3))

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(54) Title: METHODS AND SYSTEMS FOR INSERTING A COMMERCIAL CONTENT IN CONTENT THROUGH A PROXY AND CONTENT PROXIES THERETO

FIG. 4



(57) Abstract: The present invention relates generally to methods and systems for inserting advertisements and other commercial content in content and more specifically to methods and systems for inserting advertisements and other commercial content in content using a proxy and proxies thereto.

## INTERNATIONAL SEARCH REPORT

International application No.  
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## A. CLASSIFICATION OF SUBJECT MATTER

IPC<sup>8</sup>: **H04L 12/16** (2006.01); **G06Q 30/00** (2006.01)

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)

IPC<sup>8</sup>: H04L, G06Q

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)

EPODOC, WPI

## C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	WO 2006/076661 A2 (TREMOR MEDIA LLC) 20 July 2006 (20.07.2006) <i>Abstract, paragraphs 0005 - 0011</i> --	1-33
A	US 2002/099600 A1 (MERRIMAN et al.) 25 July 2002 (25.07.2002) <i>Abstract, paragraphs 0010 - 0025</i> --	1-33
A	WO 2002/027622 A1 (THOMSON LICENSING S.A.) 4 April 2002 (04.04.2002) <i>Abstract, page 1, line 4page 2, line 32</i> --	1-33

☒ Further documents are listed in the continuation of Box C.☒ See patent family annex.

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C (Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 2002/0016736 A1 (Cannon et al.) 7 February 2002 (07.02.2002) <i>Abstract, paragraphs 0022 - 0024</i>	1-33
A	WO 1998/058334 A1 (DOUBLECLICK INC.) 23 December 1998 (23.12.1998) <i>Abstract, page 2, line 29 - page 5, line 2</i>	1-33

# INTERNATIONAL SEARCH REPORT

Information on patent family members

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