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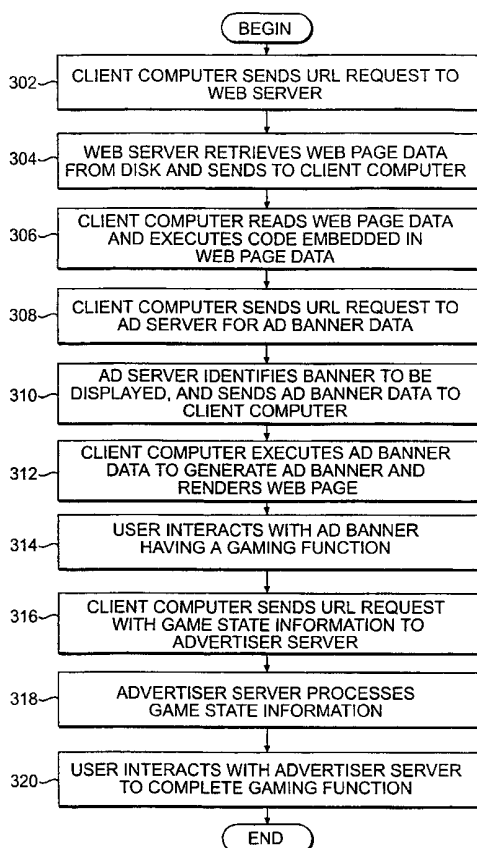
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(54) Title: INCREASING CLICK THROUGH RATES OF INTERNET BANNER ADVERTISEMENTS



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(57) Abstract: A system and method for increasing click-through rates of Internet banner advertisements is enabled through the delivery of banner ads (310) having a user interactive gaming function. In one embodiment, the user interactive gaming function is implemented as an Internet scratch-off game. The gaming function (314) on the banner ad is completed by the user upon the interaction at a merchant web site. A transfer (316) to the merchant's web site is accomplished using a uniform resource locator request that includes game state information (318). Automatic transfers to a merchant web site (320) can also be effected based upon indications of user interaction with an interactive portion of a banner ad.

INTERNATIONAL SEARCH REPORT

International application No.
PCT/US00/05626

A. CLASSIFICATION OF SUBJECT MATTER

IPC(7) : G06F 1300
US CL : 709/310; 463/40,41,42

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. : 709/310; 463/40,41,42

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)

West
search terms : interactive game, internet, banner, advertisements, url, uniform resource locator

C. DOCUMENTS CONSIDERED TO BE RELEVANT

| Category* | Citation of document, with indication, where appropriate, of the relevant passages | Relevant to claim No. |
|-----------|--|-----------------------|
| A | US 5,643,088 A (VAUGHN et al) 01 July 1997 | 1-8 |
| Y | US 5,823,879 A (GOLDBERG et al) 20 October 1998, see entire document. | 1-8 |
| A | US 5,542,669 A (CHARRON et al) 06 August 1996, see entire document. | 1-8 |
| Y,P | US 6,012,984 A (ROSEMAN) 11 January 2000, see entire document. | 1-8 |
| Y,P | US 5,964,660 A (JAMES et al) 12 October 1999, see entire document. | 1-8 |
| Y,P | US 6,009,410 A (LEMOLE et al) 28 December 1999, see entire document. | 1-8 |

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

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| *O document referring to an oral disclosure, use, exhibition or other means | | |
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C (Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT

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| Y,P | US 5,948,061 A (MERRIMAN et al.) 07 September 1999, see entire document. | 1-8 |
| Y | US 5,796,952 A (DAVIS et al.) 18 August 1998, see entire document. | 1-8 |