Title: DELIVERING ADS TO MOBILE DEVICES

Abstract: Various techniques for improving the delivery of mobile ads to devices are disclosed herein. For example, ads are matched with parameters passed to an ad source and then delivered to a publisher to be included with downloaded content. Ads may be targeted to specific devices as specified by an advertiser. Targeting information may be gathered from the device and from information previously provided to the publisher. Fees are assessed based on the degree of targeting. These and other improvements are described in detail.
Published: with international search report

(88) Date of publication of the international search report: 14 August 2008
A. CLASSIFICATION OF SUBJECT MATTER
IPC(B) - H04N 7/10; G06Q 30/00 (2008.1)
USPC - 705/14
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(B): H04N 7/10; G06Q 30/00 (2008.1)
USPC: 705/14

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
USPC: 707/1,6,10; 725/32,35;
709/217,218,230

Electronic database consulted during the international search (name of database and, where practicable, search terms used)
PubWEST (USPTO, PGPB, EPAB, JIPAB); Wiley Interscience; CrossRef; Google; Google Scholar
Search Terms: ad advertising marketing mobile device cell cellular telephone phone pda location characteristic bid pay per click rate cost ctr ppc search engine

C. DOCUMENTS CONSIDERED TO BE RELEVANT

<table>
<thead>
<tr>
<th>Category</th>
<th>Citation of document, with indication, where appropriate, of the relevant passages</th>
<th>Relevant to claim No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Y</td>
<td>US 2005/0050097 A1 (YEH et al.) 03 March 2005 (03.03.2005), entire document, especially para [0037], [0042], [0043], [0060], [0062], [0065], [0070], [0073], [0081][0083]</td>
<td>1-30</td>
</tr>
</tbody>
</table>

Further documents are listed in the continuation of Box C.

* 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 but 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
  "Z" document member of the same patent family

Date of the actual completion of the international search
11 March 2008 (11.03.2008)

Date of mailing of the international search report
30 APR 2008

Name and mailing address of the ISA/US
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Form PCT/ISA/210 (second sheet) (April 2007)
INTERNATIONAL SEARCH REPORT

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.: because they relate to subject matter not required to be searched by this Authority, namely:

2. ☐ Claims Nos.: 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:

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:

Group I, claims 1-30, drawn to a method for delivering an ad to a mobile device where the ad is determined by matching user characteristics to a plurality of bids.

Group II, claims 31-50, drawn to a method for targeting ads, where the ad is selected by filtering a set of potential ads.

Group III, 51-70, drawn to a method for assessing a fee for an ad, where the fee is determined based on the effect of targeting parameters.

--- continued on extra sheet ---

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 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.: 1-30

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.

Form PCT/ISA/210 (continuation of first sheet (2)) (April 2007)
The inventions listed as Groups I - III do not relate to a single general inventive concept under PCT Rule 13.1 because, under PCT Rule 13.2, they lack the same or corresponding special technical features for the following reasons: The special technical feature of the Group I invention is a method for delivering an ad to a mobile device where the ad is determined by matching user characteristics to a plurality of bids. The special technical feature of the Group II invention is a method for targeting ads, where the ad is selected by filtering a set of potential ads. The special technical feature of the Group III invention is a method for targeting ads, where the ad is selected by filtering a set of potential ads. None of these special technical features are common to the other groups, nor do they correspond to a special technical feature in the other groups. Therefore, unity of invention is lacking.