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(71) Applicants and

(72) Inventors: **ROSEFELT, Craig** [US/US]; 530 Greenmeadow Drive, Apt. B, Waukesha, WI 53188 (US). **ROSEFELT, Shari** [US/US]; 278 Blackwater Pl., Longwood, FL 32750 (US). **MALIBORSKI, Marge** [US/US]; 805 W. Glen River Rd., Glendale, WI 53217 (US).

(74) Agent: **BRZYCKI, Lisa**; Gehrke & Associates, S.C., 123 North 86th Street, Wauwatosa, WI 53226 (US).

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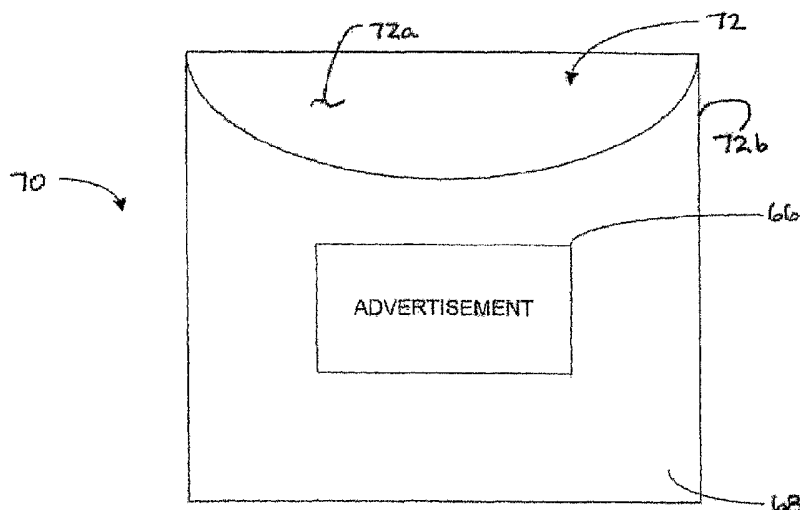
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(54) Title: SYSTEM AND METHOD OF INTERNET ADVERTISING



(57) Abstract: A method and system for advertising on the internet includes a storage medium that contains a key associated with at least one characteristic of a potential customer. The storage medium is distributed in the bricks-and-mortar world to the potential customer. The system further includes a communication link to the internet, and the key is communicated over the communication link to a website on the internet. An advertisement database that is connected to the website displays a set of advertisements stored in the advertisement database on the website to the potential customer based on the characteristics of the potential customer associated with the key. A selection device that is integrated into the website evaluates the key and selects the set of advertisements to be displayed based on predefined criteria.



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INTERNATIONAL SEARCH REPORT

International application No.

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A. CLASSIFICATION OF SUBJECT MATTER

IPC: G06Q 30/00(2006.01)

USPC: 705/27

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. : 705/26

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)

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 5,710,886 A (Christensen et al.) 20 January 1998 (20.01.1998), See Entire Document (SED).	1-20
A	US 5,895,454 A (Harrington) 20 April 1999 (20.04.1999), SED.	1-20
A	US 5,918,014 A (Robinson) 29 June 1999 (29.06.1999), SED.	1-20
A	US 5,930,474 A (Dunworth et al.) 27 July 1999 (27.07.1999), SED.	1-20
A	US 6,014,634 A (Scroggie et al.) 11 January 2000 (11.01.2000), SED.	1-20
A	US 6,016,504 A (Arnold et al.) 18 January 2000 (18.01.2000), SED.	1-20
A	US 6,032,130 A (Alloul et al.) 29 February 2000 (29.02.2000), SED.	1-20



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"A"	document defining the general state of the art which is not considered to be of particular relevance	"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
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Name and mailing address of the ISA/US

Mail Stop PCT, Attn: ISA/US
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Facsimile No. (571) 273-3201

Authorized officer

Gerald J. O'Connor

Telephone No. (571) 272-3600

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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 6,360,206 A (Yamashita) 19 March 2002 (19.03.2002), SED.	1-20