



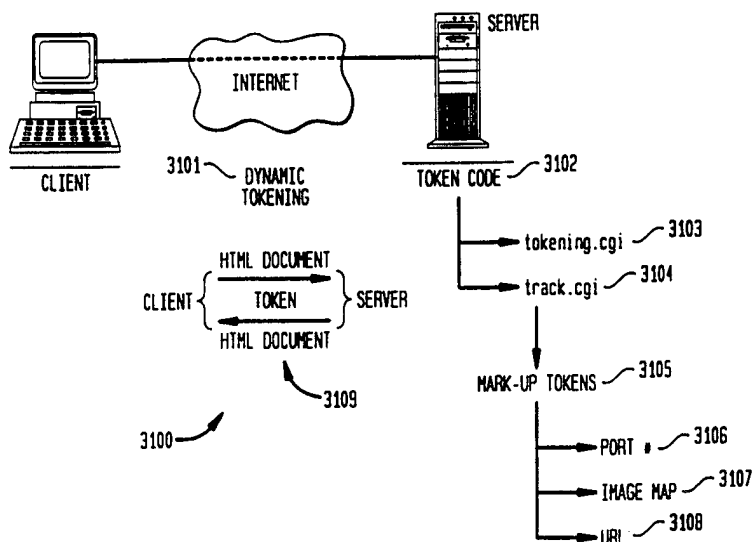
INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

<p>(51) International Patent Classification <sup>6</sup> : <b>G06T 1/00</b></p>	<p><b>A3</b></p>	<p>(11) International Publication Number: <b>WO 98/34168</b> (43) International Publication Date: 6 August 1998 (06.08.98)</p>
<p>(21) International Application Number: PCT/US98/00975 (22) International Filing Date: 20 January 1998 (20.01.98) (30) Priority Data: 08/785,321 21 January 1997 (21.01.97) US (71)(72) Applicant and Inventor: TOBIN, William, J. [US/US]; 134 Davenport Drive, Stamford, CT 06902 (US). (74) Agent: PLEVY, Arthur, L.; Plevy &amp; Associates, 146 Route 1 North, P.O. Box 1366, Edison, NJ 08818-1366 (US).</p>		<p>(81) Designated States: CA, JP, European patent (AT, BE, CH, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE). <b>Published</b> <i>With international search report.</i> (88) Date of publication of the international search report: 17 December 1998 (17.12.98)</p>

(54) Title: METHOD AND SYSTEM FOR CUSTOMIZING MARKETING SERVICES ON NETWORKS COMMUNICATING WITH HYPERTEXT TAGGING CONVENTIONS

(57) Abstract

A server based communications system provides dynamic customization of hypertext tagged documents (3109) presented to clients (14) accessing the system. The customization, which pertains to the content of the documents (3109), is based on the specific requirements of a class to which the client belongs. The class may be defined by the identity of the source which refers the client to the system. The database is utilized which dynamically retrieves stored data in response to a server software tool which configures the data into hypertext tagged documents. The system utilizes a dynamic token scheme (3301) to pass the identity of the referring network site from document to document to eventual purchase document accessed by the client through the hypertext tags.



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# INTERNATIONAL SEARCH REPORT

International application No.  
PCT/US98/00975

**A. CLASSIFICATION OF SUBJECT MATTER**

IPC(6) : G06T 1/00  
 US CL : 707/513; 705/27; 395/200.33, 200.48  
 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. : 707/513; 705/27; 395/200.33, 200.48

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)

APS USPAT

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A, E	US 5,799,285 A (KLINGMAN) 25 August 1998.	1-41, 43-60
A, E	US 5,768,510 A (GISH) 16 June 1998.	1-41, 43-60
A, E	US 5,740,430 A (ROSENBERG et al) 14 April 1998.	1-41, 43-60
A, E	US 5,794,207 A (WALKER et al) 11 August 1998.	1-41, 43-60
A, E	US 5,796,952 A (DAVIS et al) 18 August 1998.	1-41, 43-60
A, E	US 5,796,393 A (MACNAUGHTON et al) 18 August 1998.	1-41, 43-60

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

<ul style="list-style-type: none"> <li>* Special categories of cited documents:</li> <li>*A* document defining the general state of the art which is not considered to be of particular relevance</li> <li>*E* earlier document published on or after the international filing date</li> <li>*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)</li> <li>*O* document referring to an oral disclosure, use, exhibition or other means</li> <li>*P* document published prior to the international filing date but later than the priority date claimed</li> </ul>	<ul style="list-style-type: none"> <li>*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</li> <li>*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</li> <li>*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</li> <li>*g* document member of the same patent family</li> </ul>
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Date of the actual completion of the international search <b>11 SEPTEMBER 1998</b>	Date of mailing of the international search report <b>15 OCT 1998</b>
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Name and mailing address of the ISA/US Commissioner of Patents and Trademarks Box PCT Washington, D.C. 20231 Facsimile No. (703) 305-3230	Authorized officer: <i>Joseph H. Feild</i> <b>JOSEPH H. FEILD</b> Telephone No. (703) 305-9792
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# INTERNATIONAL SEARCH REPORT

International application No.  
PCT/US98/00975

## Box I Observations where certain claims were found unsearchable (Continuation of item 1 of first sheet)

This international report has not been established in respect of certain claims under Article 17(2)(a) for the following reasons:

1.  Claims Nos.: 42  
because they relate to subject matter not required to be searched by this Authority, namely:  
  
Claim absent
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 II Observations where unity of invention is lacking (Continuation of item 2 of first sheet)

This International Searching Authority found multiple inventions in this international application, as follows:

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 an additional fee, this Authority did not invite payment of any additional fee.
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.:

### Remark on Protest

- The additional search fees were accompanied by the applicant's protest.  
 No protest accompanied the payment of additional search fees.