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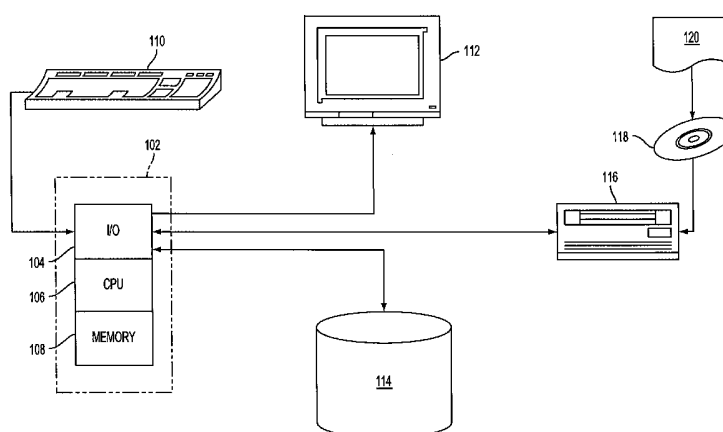
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(54) Title: SYSTEM AND METHOD FOR COMPUTER-CREATED ADVERTISEMENTS



(57) Abstract: The invention relates to a computerized method for a user to create an advertisement by displaying a plurality of advertising formats for selection by a user; displaying a template corresponding to a selected advertising format; displaying a plurality of product references for selection by the user; displaying on the template a selected product reference to create a proposed advertisement; and creating a preview of the proposed advertisement, all of which may be implemented using the Internet. The invention further relates to a computerized system for creating an advertisement that comprises a template database for storing advertising formats; a product database for storing product references; and a computer to access the databases. Preferably, the user has a network interface such as Internet access that permits access via a remote location, software to permit a user to specify specifications such as quantity, printing information, ship date, paper type, pricing information, and payment information, and may be configured to receive images and text for new products.



For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

INTERNATIONAL SEARCH REPORT

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 A. CLASSIFICATION OF SUBJECT MATTER
 IPC 7 G06F17/60

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)

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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 practical, search terms used)

EPO-Internal, WPI Data, PAJ

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category °	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	WO 98 08176 A (MOORE BUSINESS FORMS INC) 26 February 1998 (1998-02-26) abstract page 2, line 7 - line 12 page 2, line 21 - line 28 figures 1,2	1-40
X	US 5 748 484 A (CANNON THOMAS G ET AL) 5 May 1998 (1998-05-05) abstract column 4, line 50 -column 6, line 16	1-40
X	US 5 555 496 A (FRIEDRICH DAN G ET AL) 10 September 1996 (1996-09-10) abstract figures 1,3,4,8,9 column 2, line 35 -column 3, line 16	1-40
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☒ Further documents are listed in the continuation of box C.

☒ Patent family members are listed in annex.

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C.(Continuation) DOCUMENTS CONSIDERED TO BE RELEVANT

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INTERNATIONAL SEARCH REPORT

Information on patent family members

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