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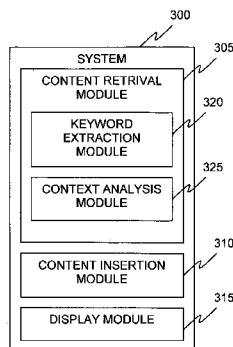
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(54) Title: METHOD AND SYSTEM FOR DISPLAYING ONE OR MORE COMMERCIAL CONTENT TO A USER WITHIN  
A WINDOW DISPLAYING AN EMAIL CONTENT

FIG. 3



(57) Abstract: System (300) and method for displaying one or more commercial content to a user within a window displaying an e-mail content. The method comprises retrieving the one or more commercial content from an ad server. A notification is received when a user performs a user action to view the email content. In one embodiment, the one or more commercial content is pre-inserted in the email content in response to receiving the notification. In another embodiment, the one or more commercial content is added adjacent to the email content in the window. The one or more commercial content is then displayed to the user.

## INTERNATIONAL SEARCH REPORT

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## A. CLASSIFICATION OF SUBJECT MATTER

IPC<sup>8</sup>: **G06Q 30/00** (2006.01); **G06Q 10/00** (2006.01)

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<sup>8</sup>: G06Q30, G06Q10

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)

EPODOC, WPI

## C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	EP 1235396 A1 (INTERLEX INC) 28 August 2002 (28.08.2002)  <i>EP 1235396 A1 (INTERLEX INC) 28 August 2002 (28.08.2002) abstract, figures 3-8 and 10 and their descriptions, paragraphs 57-62</i>	1-19
X	WO 2002/007020 A2 (MAILROUND LTD) 24 January 2002 (24.01.2002) <i>abstract, figures 2-4 and their descriptions, "late bound referencing"</i>	1-19
A	US 6563514 B1 (SAMAR) 13 May 2003 (13.05.2003) <i>whole document</i>	1-19

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

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A	WO 2006/005001 A2 (BOOKSTAFF) 12 January 2006 (12.01.2006) <i>abstract, figures 1-4 and their descriptions</i>	1-19
A	US 2007/078713 A1 (OTTT IV ET AL) 5 April 2007 (05.04.2007) <i>abstract, figures 1 and 2 and their descriptions</i>	1-19

# INTERNATIONAL SEARCH REPORT

Information on patent family members

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