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(54) Title: SYSTEMS AND METHODS OF TRACKING ONLINE ADVERTISEMENT EXPOSURE

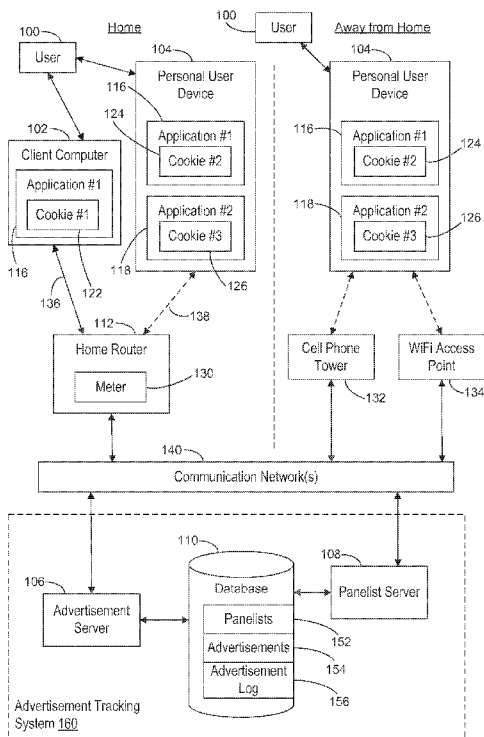


Figure 1

(57) Abstract: A process tracks user advertisement exposure. To enroll a user as a panelist, the process generates a panelist ID and sends it to the user's home router. The process receives a message from the router that includes the panelist ID and a cookie ID associated with a web application. The cookie ID identifies the application and a personal device. The process stores the correlation between the panelist ID and the cookie ID in a database. The process receives an advertisement request from the personal device that includes the cookie ID. The process selects an advertisement and sends it to the personal device. The process also stores information corresponding to the advertisement request in an advertisement log, including the cookie ID and an advertisement identifier. The programs correlate the advertisement request with the panelist ID using the cookie ID. The process generates a report of the user's online advertisement exposure.



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A. CLASSIFICATION OF SUBJECT MATTER**G06Q 30/02(2012.01)**

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)

G06Q 30/02; H04N 7/10; H04N 7/173; G06Q 30/00; G06F 170/60; G06Q 40/00

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Korean utility models and applications for utility models

Japanese utility models and applications for utility models

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

eKOMPASS(KIPO internal) & keywords: online advertisement, exposure, track, panel, home router, cookie

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 7756744 B2 (SCHIFF, EYAL et al.) 13 July 2010 See abstract, column 5, lines 16-17, column 7, lines 23-28, column 10, lines 38-44, column 11, lines 38-43, lines 46-51, column 11, lines 55-59, column 14, lines 11-12, column 16, lines 34-35, claims 1, 7, 10, 20 and figure 5.	1-30
Y	US 2012-0084828 A1 (ROWE, SIMON MICHAEL et al.) 05 April 2012 See abstract, paragraphs [0071]-[0077], claims 1-2 and figure 1.	1-30
A	US 2009-0172728 A1 (SHKEDI, ROY et al.) 02 July 2009 See abstract, paragraph [0050], claims 1, 3-5, 8-11, 13-15 and figure 1.	1-30
A	US 2011-0093327 A1 (FORDYCE, III EDWARD W. et al.) 21 April 2011 See abstract, paragraphs [0038], [0043]-[0045], [0061]-[0064], [0074]-[0078], [0081], claims 1, 4, 8 and figures 1, 4.	1-30
A	KR 10-2009-0000221 A (NHN CORPORATION) 07 January 2009 See abstract, paragraphs [0041]-[0045], claims 1, 8-9 and figures 2, 4.	1-30

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

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