SYSTEM AND METHOD FOR AUCTIONING ADVERTISING PACKAGES

Abstract: A system and method for auctioning multiple advertising units assembled as one or more advertising packages are provided. The method includes the steps of identifying at least one group of potential purchasers of at least one advertising package, notifying one or more potential purchasers about the advertising packages, receiving a bid from a potential purchaser for the advertising packages and indicating one or more winning bids.
INTERNATIONAL SEARCH REPORT

INTERNATIONAL APPLICATION No
PCT/US/07/07670

A CLASSIFICATION OF SUBJECT MATTER
IPC G06Q 30/00 (2006 01)

USPC 705/14,37
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)
US 705/14, 37

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

Electronic database consulted during the international search (name of database and, where practicable, search terms used)
Please see Continuation Sheet

C DOCUMENTS CONSIDERED TO BE RELEVANT

<table>
<thead>
<tr>
<th>Category</th>
<th>Citation of document, with indication, where appropriate, of the relevant passages</th>
<th>Relevant to claim No</th>
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</thead>
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<td>X</td>
<td>US 6,324,519 A (ELDERING) 27 November 2001 (27 11 2001), Figure 7</td>
<td>1-26</td>
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<td>Y</td>
<td>US 7,085,732 A (GOULD) 1 August 2006 (01 08 2006), Figures 2-3</td>
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</table>

Further documents are listed in the continuation of Box C

See patent family annex

Date of the actual completion of the international search 31 July 2008 (31.07.2008)

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Continuation of B. FIELDS SEARCHED Item 3:
EAST
auction, bid, advertisers, content provider, television, radio, internet, advertisement, ads