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(54) Title: IMPROVED SYSTEMS AND METHODS RELATED TO DELIVERING TARGETED ADVERTISING TO CON-
SUMERS

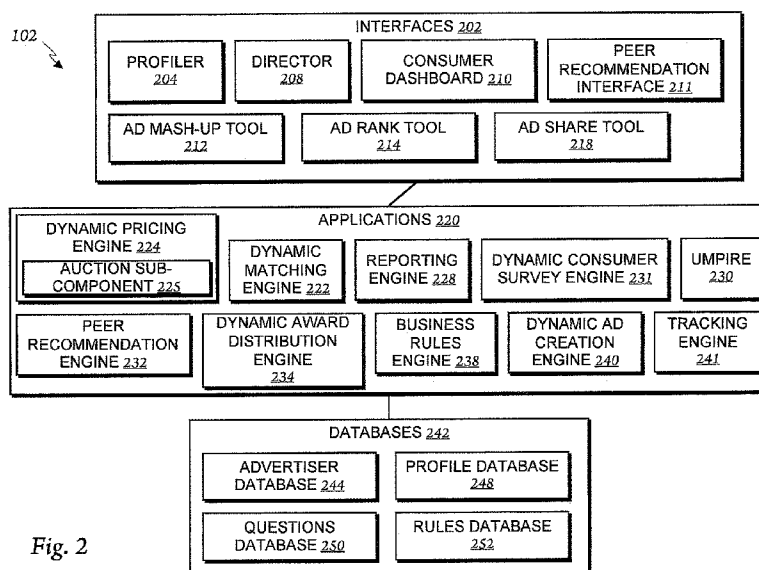


Fig. 2

(57) Abstract: In embodiments of the present invention improved capabilities are described for delivering targeted advertising to users. A digital ad targeting system is adapted to operate with respect to expressly provided profiles of and relating to consumers. The expressly provided profiles may include psychographic information of and relating to consumers. The system may include an application, a database, and/or an interface. Related methods are disclosed.

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US 08/69503

A. CLASSIFICATION OF SUBJECT MATTER

IPC(8) - H04N 7/10 (2009.01)

USPC - 725/34

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 - H04N 7/10 (2009.01)

USPC - 725/34

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
USPC - 705/27; 715/700; 725/32, 35Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
PubWest (PGPB,USPT,USOC,EPAB,JPAB; PLUR=NO; OP=ADJ); GoogleScholar; ad, advertising, advertisement, targeting, targeted, direct, directed, token, psychographic, responses, auction, digital, fee, question, interface, database, distribution, umpire, profile, engine, affinity, reward, slider

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2006/0253328 A1 (Kohli et al.) 09 November 2006 (09.11.2006); abstract; para. [0019], [0021], [0026], [0029],[0032],[0034], [0057-0059], [0078-0079], [0084], [0091]	1-5, 8, 10-13, 18-20, 23-25, and 73
----- Y		6-7, 9, 14-17, 21-22, 35-52, and 60-61
X	US 6,182,050 B1 (Ballard) 30 January 2001 (30.01.2001); abstract; col. 2, ln 11-22; col. 3, ln 46-51; col. 7, ln 14-31; col. 7, ln 66 to col. 8, ln 6; col. 9, ln 25-28; col. 10, ln 26-42, 58-60; col. 11, ln 4-9; col. 12, ln 60-67	26-28, 31-34, 53-54, and 57-58
----- Y		29, 30, 36, 38-52, 55-56, 59-61, and 66-67
Y	US 2003/0145323 A1 (Hendricks et al.) 31 July 2003 (31.07.2003); para. [0029], [0093], [0165], [0223], [0306]	6-7, 9, 14-17, and 21-22
Y	US 2002/0013174 A1 (Murata) 31 January 2002 (31.01.2002); para. [0041]	29, 35, 37, 55, 59, and 67
Y	US 2005/0086697 A1 (Haselline) 21 April 2005 (12.04.2005); para. [0063]	30 and 56
Y	US 6,804,659 B1 (Graham et al.) 12 October 2004 (12.10.2004); col. 14, ln 17-19	66-67

☐ Further documents are listed in the continuation of Box C.

* Special categories of cited documents:

"A" document defining the general state of the art which is not considered to be of particular relevance

"E" earlier application or patent but published on or after the international filing date

"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)

"O" document referring to an oral disclosure, use, exhibition or other means

"P" document published prior to the international filing date but later than the priority date claimed

"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

"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

"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

"&" document member of the same patent family

Date of the actual completion of the international search

14 January 2009 (14.01.2009)

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INTERNATIONAL SEARCH REPORT

International application No.

PCT/US 08/69503

Box No. II Observations where certain claims were found unsearchable (Continuation of item 2 of first sheet)

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

1. ☐ Claims Nos.:
because they relate to subject matter not required to be searched by this Authority, namely:
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 No. III Observations where unity of invention is lacking (Continuation of item 3 of first sheet)

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

Group I, Claims 1-61 and 66-67, drawn to a digital ad targeting system, the system adapted to operate with respect to expressly provided profiles of and relating to consumers, the expressly provided profiles including psychographic information of and relating to consumers, the system comprising: an application; and a database.

Group II, Claims 62-65 and 68-72, drawn to a method of pricing advertising offers, the method comprising: receiving a degree of fit; receiving prices associated with the degree of fit; selecting one of the prices; and returning the one of the prices.

The inventions listed as Groups I - II do not relate to a single general inventive concept under PCT Rule 13.1 because, under PCT Rule 13.2, they lack the same or corresponding special technical features for the following reasons: The special technical feature of the Group I invention is a digital ad targeting system, the system adapted to operate with respect to expressly provided profiles of and relating to consumers, the expressly provided profiles including psychographic information of and relating to consumers, the system comprising: an application; and a database. The special technical feature of the Group II invention a method of pricing adver

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 additional fees, this Authority did not invite payment of additional fees.
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.: 1-61, 66-67, and 73

Remark on Protest

- ☐ The additional search fees were accompanied by the applicant's protest and, where applicable, the payment of a protest fee.
- ☐ The additional search fees were accompanied by the applicant's protest but the applicable protest fee was not paid within the time limit specified in the invitation.
- ☐ No protest accompanied the payment of additional search fees.