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[Continued on next page]

(54) Title: REGIONAL LOCATION-BASED ADVERTISING

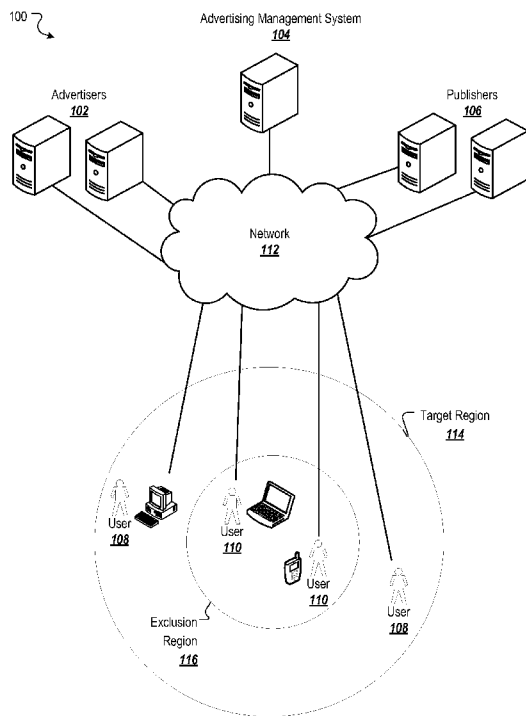


FIG. 1

(57) Abstract: In general, one aspect of the subject matter described in this specification can be embodied in methods that include the actions of identifying a target region and an exclusion region of the target region, where the target region encompasses the exclusion region. A target user is identified within the target region and not within the exclusion region encompassed by the target region. A target advertisement is selected for the target user based on the target user being within the target region and not within the exclusion region encompassed by the target region. The target advertisement is sent to the target user. An exclusion user is identified within the exclusion region encompassed by the target region. An exclusion advertisement different from the target advertisement is selected for the exclusion user based on the exclusion user being with the exclusion region. The exclusion advertisement is sent to the exclusion user.





TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

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- *with international search report (Art. 21(3))*
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**A. CLASSIFICATION OF SUBJECT MATTER***G06Q 30/00(2006.01)i, H04W 4/02(2009.01)i*

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 30/00; G06F 3/14; H04W 4/12

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) &amp; Keywords:target, advertise\*, location, region, content\*, exclusion, discount, GPS.

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	KR 10-2009-0001831 A (HWANG, TAE HO) 09 January 2009 See the abstract, figure 5, and claims 1, 3-6, 8, 10-12.	1-32
Y	KR 10-2000-0058743 A (MUN, SUNG IL) 05 October 2000 See the abstract, figure 1, and claims 1, 2, 3, 5.	1-32
A	KR 10-2005-0095402 A (KOREA ELECTRONICS TECHNOLOGY INSTITUTE) 29 September 2005 See the abstract, figure 1, and claims 1 and 2.	1-32
A	KR 10-2006-0103832 A (LG TELECOM, LTD.) 04 October 2006 See the abstract, figure 3, and claim 4.	1-32

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

\* Special categories of cited documents:

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"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

"&amp;" document member of the same patent family

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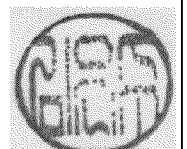
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**INTERNATIONAL SEARCH REPORT**

Information on patent family members

International application No.

**PCT/US2011/051332**

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
KR 10-2009-0001831 A	09.01.2009	WO 2008-147085 A2 WO 2008-147085 A3	04.12.2008 04.12.2008
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