

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
14 September 2006 (14.09.2006)

PCT

(10) International Publication Number
WO 2006/096768 A3

(51) International Patent Classification:

G06Q 30/00 (2006.01)

(21) International Application Number:

PCT/US2006/008241

(22) International Filing Date: 7 March 2006 (07.03.2006)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:

60/659,638 7 March 2005 (07.03.2005) US

11/368,011 3 March 2006 (03.03.2006) US

(71) Applicant (for all designated States except US): **TURN, INC.** [US/US]; 1400 Fashion Island Blvd., Suite 510, San Mateo, CA 94404 (US).

(72) Inventors: **ELLIS, John, R.**; 126 La Honda Rd., Woodside, CA 94062 (US). **KATIYA, Satish**; 5369 Diana Common, Fremont, CA 94555 (US). **SMOLIN, Philip, Michael**; 1193 Miguel Ave., Los Altos, CA 94024 (US).

(74) Agents: **GLENN, Michael, A.** et al.; Glenn Patent Group, 3475 Edison Way, Ste. L., Menlo Park, CA 94025 (US).

(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM,

AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KZ, LC, LK, LR, LS, LT, LU, LV, LY, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NG, NI, NO, NZ, OM, PG, PH, PL, PT, RO, SC, SD, SE, SG, SK, SL, SM, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IS, IT, LT, LU, LV, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

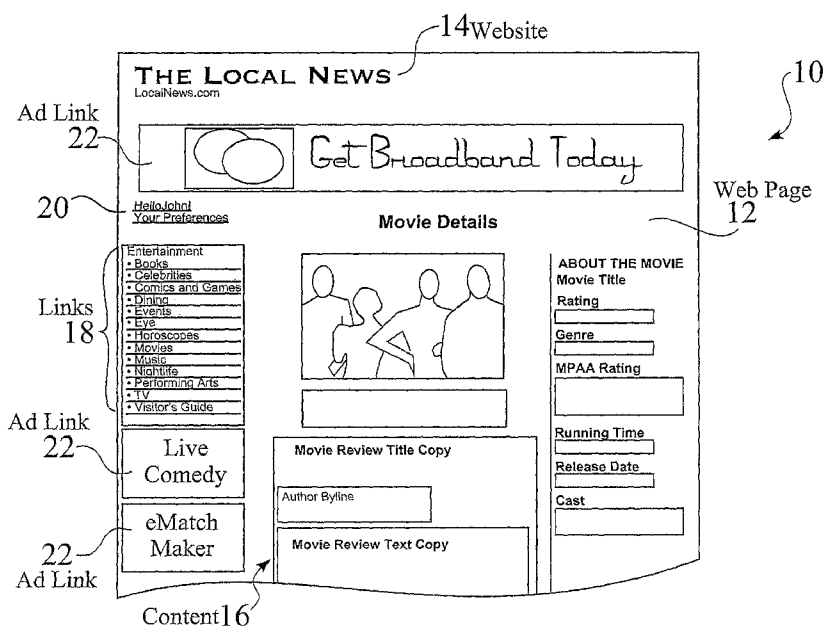
- with international search report
- before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments

(88) Date of publication of the international search report:

4 October 2007

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

(54) Title: ENHANCED ONLINE ADVERTISING SYSTEM



(57) Abstract: The system provides an automatically targeted network for advertising based on cost-per-action bidded pricing. Relevance features are integrated to optimize ad selection. The assets are automatically analyzed and stored. The best advertisements are determined, based on a predicted response, and then displayed at the user terminal, based upon available ad space.

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US 06/08241

A. CLASSIFICATION OF SUBJECT MATTER

IPC(8): G06Q 30/00 (2007.01)

USPC: 705/14

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(8): G06Q 30/00 (2007.01)

USPC: 705/14

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

USPC: 705/7, 14, 27; 725/22, 23, 32, 42

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

Electronic data base: USPTO WEST (PGPB, USPT, EPAB, JPAB); DIALOG PRO; GOOGLE

Search Terms Used: advertisement, predict, best, analyze, online, match, bid etc.

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X --- Y	US 2004/0225562 A1 (TURNER) 11 November 2004 (11.11.2004), (entire document)	1-22, 24-45 and 47 ----- 23, 46, 48-64
Y	US 2005/0021403 A1 (OZER et al.) 27 January 2005 (27.01.2005), (para [0006], [0020]-[0024], [0050], [0123])	23, 46, 48-64
A	US 2003/0216930 A1 (DUNHAM et al.) 20 November 2003 (20.11.2003)	1-64
A	US 2004/0148222 A1 (SABELLA et al.) 29 July 2004 (29.07.2004)	1-64

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"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

12 April 2007 (12.04.2007)

Date of mailing of the international search report

01 AUG 2007

Name and mailing address of the ISA/US

Mail Stop PCT, Attn: ISA/US, Commissioner for Patents
P.O. Box 1450, Alexandria, Virginia 22313-1450

Facsimile No. 571-273-3201

Authorized officer:

Lee W. Young

PCT Helpdesk: 571-272-4300
RCV OSP: 571-272-7774