



- (51) **International Patent Classification:**  
*G06Q 30/02* (2012.01)
- (21) **International Application Number:**  
PCT/US2013/060440
- (22) **International Filing Date:**  
18 September 2013 (18.09.2013)
- (25) **Filing Language:** English
- (26) **Publication Language:** English
- (30) **Priority Data:**  
61/703,196 19 September 2012 (19.09.2012) US  
13/800,164 13 March 2013 (13.03.2013) US
- (71) **Applicant:** MAXIFIER [US/US]; 130 Madison Avenue,  
6th Floor, New York, New York 10016 (US).
- (72) **Inventor; and**
- (71) **Applicant :** KATSUR, Anthony [US/US]; c/o Maxifier,  
130 Madison Avenue, 6th Floor, New York, New York  
10016 (US).
- (74) **Agents:** MCKENNA, Christopher J. et al.; Foley and  
Lardner LLP, 3000 K Street N. W., Washington, District of  
Columbia 20007 (US).

(81) **Designated States** (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BN, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PA, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, SA, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TH, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

(84) **Designated States** (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LR, LS, MW, MZ, NA, RW, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, RU, TJ, TM), European (AL, AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK, SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, KM, ML, MR, NE, SN, TD, TG).

[Continued on next page]

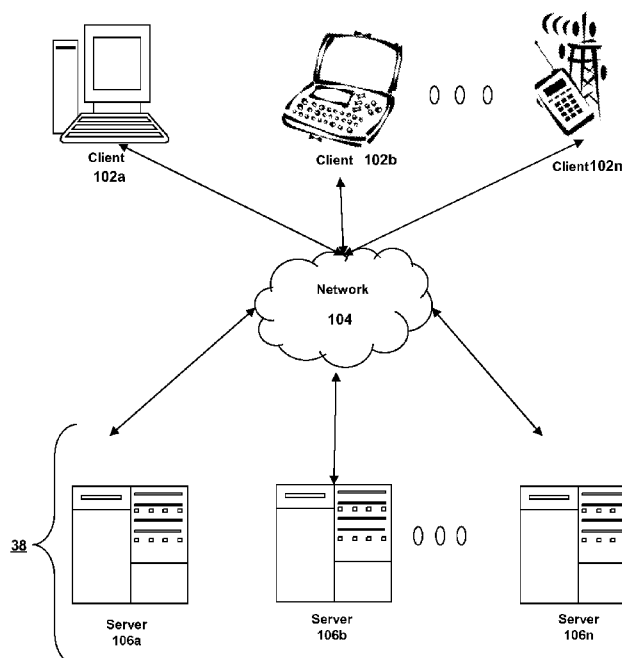
(54) **Title:** SYSTEMS AND METHODS FOR OPTIMIZING RETURNS ON AD INVENTORY OF A PUBLISHER

Fig. 1A

(57) **Abstract:** The present disclosure is directed to methods and systems for optimizing economic yield from a publisher's impression inventory. An advertising router may receive economic data from a plurality of placement channels used to place a publisher's impression inventory. The advertising router may be intermediary between the publisher's advertising server and the plurality of placement channels. The advertising router may receive impression inventory data from the publisher's advertising server. The advertising router may generate, based on the impression inventory data, a forecast of economic yield of the publisher's impression inventory. The advertising router may determine, based on the forecast, at least one recommendation to improve the economic yield. The advertising router may apply the at least one recommendation to place an impression of the impression inventory through the plurality of placement channels.

**Declarations under Rule 4.17:**

- *as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))*
- *as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii))*
- *before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments (Rule 48.2(h))*

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

26 March 2015

**Published:**

- *with international search report (Art. 21(3))*

**A. CLASSIFICATION OF SUBJECT MATTER****G06Q 30/02(2012.01)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 30/02; G06F 15/16; G06Q 30/00

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) &amp; Keywords: inventory, publisher, cost, allocation, placement

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2006-0184421 A1 (SCOTT ERIC LIPSKY et al.) 17 August 2006 See abstract, paragraphs [0008], [0014]-[0016], [0024]-[0026], [0044], [0046]-[0048], claim 29 and figures 2-5.	1-4, 6, 8, 10-14, 16, 18, 20
Y		5, 7, 9, 15, 17, 19
Y	US 2011-0106622 A1 (JOHN HENRY KUHLMAN et al.) 05 May 2011 See abstract, paragraphs [0055], [0060], [0081], [0096] and figure 1.	5, 7, 9, 15, 17, 19
A	US 2009-0055267 A1 (ROBERT ROKER) 26 February 2009 See abstract, claims 1, 3, 5-6, 15-16 and figures 19-20.	1-20
A	US 2007-0271145 A1 (HERB D. VEST) 22 November 2007 See abstract, claims 1, 3-4, 6, 24 and figures 2-3, 5.	1-20
A	US 2006-0229942 A1 (MICHAEL R. MILLER et al.) 12 October 2006 See abstract, claims 2-3, 5 and figures 2, 4.	1-20



Further documents are listed in the continuation of Box C.



See patent family annex.

\* 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

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

Date of the actual completion of the international search

26 January 2015 (26.01.2015)

Date of mailing of the international search report

**27 January 2015 (27.01.2015)**

Name and mailing address of the ISA/KR

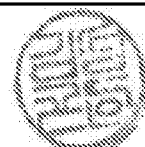
International Application Division  
Korean Intellectual Property Office  
189 Cheongsu-ro, Seo-gu, Daejeon Metropolitan City, 302-701,  
Republic of Korea

Facsimile No. ++82 42 472 3473

Authorized officer

KIM, Sung Gon

Telephone No. +82-42-481-8746



**INTERNATIONAL SEARCH REPORT**

Information on patent family members

International application No.

**PCT/US2013/060440**

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
US 2006-0184421 A1	17/08/2006	AU 1801501 A AU 2001-18015 A1 US 7031932 B1 WO 01-39087 A2 WO 01-39087 A8	04/06/2001 04/06/2001 18/04/2006 31/05/2001 15/11/2001
US 2011-0106622 A1	05/05/2011	WO 2011-056609 A1	12/05/2011
US 2009-0055267 A1	26/02/2009	WO 2009-023952 A1	26/02/2009
US 2007-0271145 A1	22/11/2007	US 2006-0020510 A1	26/01/2006
US 2006-0229942 A1	12/10/2006	None	