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(54) Title: LOCATION BASED ADVERTISING

(57) Abstract: The invention relates to a method, system and apparatus for managing a small business' advertising. More specifically, the system creates and administers a virtual online world accessible to users (players) within a virtual environment. A player interacts with various elements of the virtual environment and during those interactions the advertising is displayed to the user. To subscribe to the virtual environment, a player provides user information through a registration process to create a user profile. The system selects and displays advertisements that are correlated to a given user. The correlation between advertisement and user in one embodiment of the invention is based on a user's zip code. Further, in order to facilitate the quick adoption of the system among small business owners, a fundraising paradigm is implemented. More specifically, people volunteer to sell advertising opportunities within a virtual environment in exchange for a share of sales revenues.

INTERNATIONAL SEARCH REPORT

International application No.

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A. CLASSIFICATION OF SUBJECT MATTER
 IPC: **G06Q 30/00(2006.01)**

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)
 U.S. : 705/14

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

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

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US006015344A (KELLY et al.) 18 January 2000 (18.01.2000), col. 3 line 29 to col. 4 line 22, col. 11 lines 5-38, col. 23 lines 8-23 and 52-62, col. 25 lines 44-64 and col. 58 line 24 to col. 61 line 25 with Fig. 15.	1-48

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

Special categories of cited documents:	Symbol
"A" document defining the general state of the art which is not considered to be of particular relevance	"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
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"O" document referring to an oral disclosure, use, exhibition or other means	"&" document member of the same patent family
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