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- (71) **Applicant (for all designated States except US):**
GOOGLE INC. [US/US]; 1600 Amphitheatre Parkway, Mountain View, California 94043 (US).
- (72) **Inventors; and**
- (75) **Inventors/Applicants (for US only):** **DMITRIEV, Mikhail** [RU/US]; 701 Stanfield Drive, Campbell, California 95008 (US). **LEE, Nicholas** [US/US]; 525 NE 81st Street, Seattle, Washington 98115 (US). **MOONKA, Rajas** [US/US]; 105 Galisteo Court, San Ramon, California

- 94583 (US). **GUPTA, Manish** [US/US]; 3525 Berry Way, Santa Clara, California 95051 (US).
- (74) **Agent: DRAGSETH, John, A.;** Fish & Richardson P.C., P.O. Box 1022, Minneapolis, Minnesota 55440-1022 (US).
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(54) **Title:** TARGETED VIDEO ADVERTISING

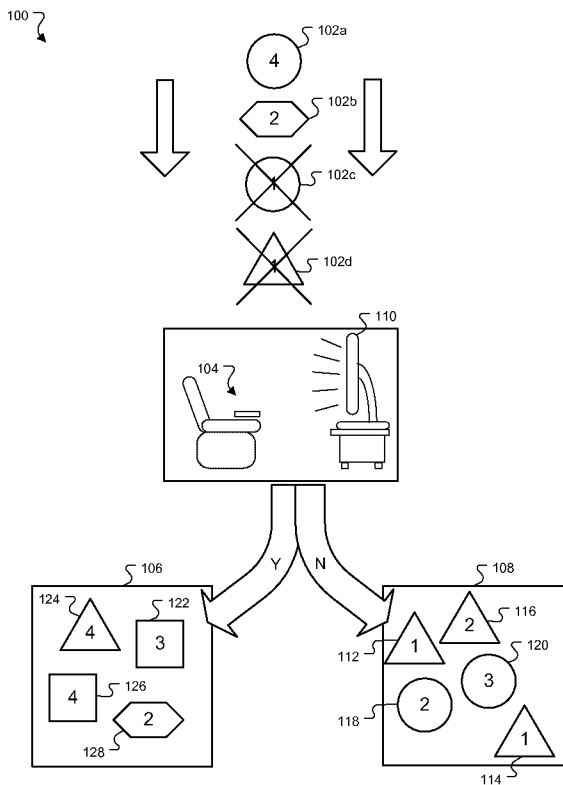


FIG. 1

(57) **Abstract:** A computer-implemented method of providing targeted video promotional material is disclosed. The method includes transmitting a promotional item for display on a video terminal, determining whether the promotional item was skipped, and updating a profile corresponding to the promotional item or a viewer of the promotional item based on whether or not the promotional item was skipped.

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FR, GB, GR, HU, IE, IS, IT, LT, LU, LV, MC, MT, NL, PL,
PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM,
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B, FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)
USPC 725/46Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
USPC 455/414 1, 418, 705/14, 709/202,203,217,218,219, 725/9,10,11,14,22,32,34,35,36,37,38,39,40,42,44,46,47,131Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
Electronic Databases Searched USPTO WEST (PGPUB.USPAT.USOCR.EPAB.JPAB), GOOGLE Patents, DIALOG PRO
Search Terms Used video/commercial/advertisement/promotion skipping/fast forward, track play, real time video segment substitution, viewer/user/advertiseme nt profile/demographics/metadata, targeted advertisement, etc

C DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No
X	US 2005/0097599 A1 (PLOTNICK et al) 05 May 2005 (05 05 2005) Abstract, Para [0054]-[0065], [0087]-[0198], [0216]-[0227]	1-12, 14-21
X	US 2004/0030599 A1 (SIE et al) 12 February 2004 (12 02 2004) Abstract, Para [0041]-[0153]	1-5, 7-11, 13-21
X	US 2004/0133909 A1 (MA) 08 July 2004 (08 07 2004) Abstract, Para [0021]-[0045]	1-12, 15-21
A	US 2004/0025174 A1 (CERRATO) 05 February 2004 (05 02 2004)	1-21
A	US 2006/0036488 A1 (GOLAN et al) 16 February 2006 (16 02 2006)	1-21

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P O Box 1450, Alexandria, Virginia 22313-1450
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Authorized officer

Lee W Young

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