



- (51) International Patent Classification:
G06Q 30/00 (2006.01)
- (21) International Application Number:
PCT/US2011/033069
- (22) International Filing Date:
19 April 2011 (19.04.2011)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data:
61/326,196 20 April 2010 (20.04.2010) US
13/089,260 18 April 2011 (18.04.2011) US
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- (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, 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, KM, 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, PE, PG, PH, PL, PT, RO, RS, RU, 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, SD, SL, SZ, TZ, UG,
ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, 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,
ML, MR, NE, SN, TD, TG).

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))

Published:

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

(88) Date of publication of the international search report:
12 July 2012

(54) Title: METHOD AND APPARATUS FOR UNIVERSAL PLACEMENT SEVER

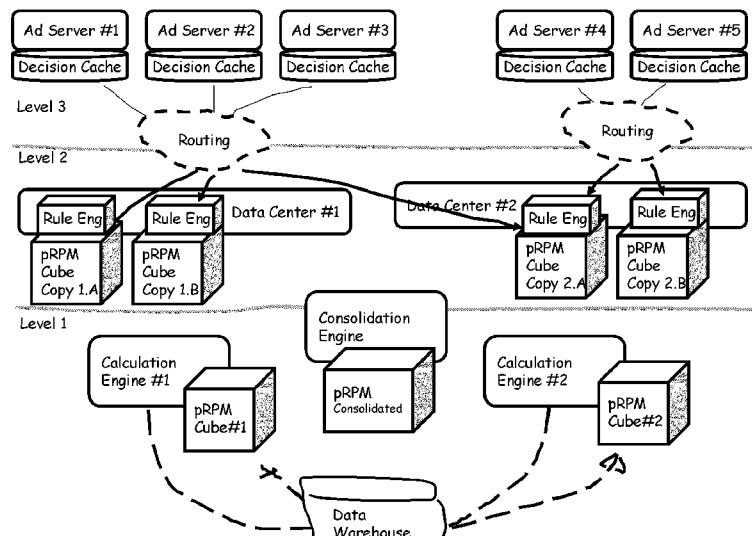


FIG. 58

(57) Abstract: A method and apparatus for universal placement server is disclosed. In one embodiment, the method comprises trans-
forming a webpage having an ad slot into a webpage having an human viewable ad in said ad slot, a causality indicator associated
with said human viewable ad, and a slot counter associated with said human viewable ad.

WO 2011/133563 A3

A. CLASSIFICATION OF SUBJECT MATTER**G06Q 30/00(2006.01)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 3/00; G06N 5/02

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) & Keywords: advertisement, placement, webpage

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 2008-0097834 A1 (MCELFRESH CHARLES et al.) 24 April 2008 See abstract, figures 2-3B and paragraphs [0010]-[0016].	1-6
A	US 2009-0282343 A1 (CATLIN TIMOTHY J. O. et al.) 12 November 2009 See abstract, figure 1 and paragraphs [0018]-[0024].	1-6
A	US 2009-0171766 A1 (SCHIFF JEREMY et al.) 02 July 2009 See abstract.	1-6
A	US 2009-0259550 A1 (MIHELICH CHRISTOPHER C. et al.) 15 October 2009 See abstract, figure 2 and paragraphs [0010]-[0018].	1-6

 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 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

"&" document member of the same patent family

Date of the actual completion of the international search

13 APRIL 2012 (13.04.2012)

Date of mailing of the international search report

13 APRIL 2012 (13.04.2012)

Name and mailing address of the ISA/KR

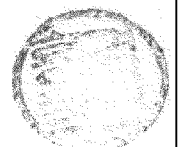
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Box No. II Observations where certain claims were found unsearchable (Continuation of item 2 of first sheet)

This international search report has not been established in respect of certain claims under Article 17(2)(a) for the following reasons:

1. Claims Nos.:
because they relate to subject matter not required to be searched by this Authority, namely:

2. Claims Nos.:
because they relate to parts of the international application that do not comply with the prescribed requirements to such an extent that no meaningful international search can be carried out, specifically:

3. Claims Nos.:
because they are dependent claims and are not drafted in accordance with the second and third sentences of Rule 6.4(a).

Box No. III Observations where unity of invention is lacking (Continuation of item 3 of first sheet)

This International Searching Authority found multiple inventions in this international application, as follows:

I. Claims 1-6 are directed to a method comprising: transforming a webpage having an ad slot into a webpage having an ad, a causality indicator associated with the ad, and a slot counter associated with the ad.

II. Claims 7-13 are directed to a method comprising: transforming traffic into a split of traffic based on a rule, transforming the split of traffic into placements, transforming the placements into causality vectors, and transforming the placements into human viewable elements.

III. Claims 14-20 are directed to a placement server apparatus comprising: a data warehouse, a plurality of calculation engines, a plurality of predicted revenue per thousand(pRPM) cubes, and a consolidated pRPM.

1. As all required additional search fees were timely paid by the applicant, this international search report covers all searchable claims.
2. As all searchable claims could be searched without effort justifying an additional fee, this Authority did not invite payment of any additional fee.
3. As only some of the required additional search fees were timely paid by the applicant, this international search report covers only those claims for which fees were paid, specifically claims Nos.:

4. No required additional search fees were timely paid by the applicant. Consequently, this international search report is restricted to the invention first mentioned in the claims; it is covered by claims Nos.: 1-6

Remark on Protest

- The additional search fees were accompanied by the applicant's protest and, where applicable, the payment of a protest fee.
- The additional search fees were accompanied by the applicant's protest but the applicable protest fee was not paid within the time limit specified in the invitation.
- No protest accompanied the payment of additional search fees.

INTERNATIONAL SEARCH REPORT

Information on patent family members

International application No.

PCT/US2011/033069

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
US 2008-0097834 A1	24.04.2008	US 2003-0149937 A1 US 2003-0149938 A1 US 6907566 B1 US 7100111 B2 US 7373599 B2	07.08.2003 07.08.2003 14.06.2005 29.08.2006 13.05.2008
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US 2009-0259550 A1	15.10.2009	None	