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(54) Title: MULTI-PAGE EXECUTABLE COMMERCIALS

(57) Abstract: The present invention provides electronic commercials (100) and in which an electronic commercial (100) is transmitted over a public access electronic network to a potential customer, and the commercial (100) includes multiple navigable pages that provide different video clips (110). Each commercial (100) is preferably downloaded as an executable file. In other preferred embodiments, commercials (100) may contain software that downloads additional pages while the recipient is viewing at least one of the pages included in the commercial (100) as originally downloaded. Commercials (100) according to the inventive subject matter contain hyperlinks (140) and branding graphics (120) that are visible during play of one or more of the video clips (110). The various pages of the commercials (100) may perform different functions, including locally providing interfaces for securing an order (170) from a recipient and transmitting the order (170) to a distant server for processing.



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INTERNATIONAL SEARCH REPORT

International application No.
PCT/US99/23822

A. CLASSIFICATION OF SUBJECT MATTER

IPC(6) :G06F 15/00

US CL :709/204, 205, 206, 227, 229;705/10, 12, 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. : 709/204, 205, 206, 227, 229;705/10, 12, 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)

EAST, CAS ONLINE

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 5,809,242 A (SHAW et al) 15 September 1998, col. 5, line 8 - col. 6, line 20.	1, 2 (FIRST OCCURENCE), 2 (SECOND OCCURENCE), 3-8, 13
X --- Y	US 5,881,131 A (FARRIS et al) 09 March 1999, col. 22, lines 17-49, col. 24, lines 40-54, col. 26, lines 52-63, col. 28, lines 16-27.	10 ----- 1, 2 (FIRST OCCURENCE), 2 (SECOND OCCURENCE), 3-9, 11-13

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

* Special categories of cited documents:		"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
"A"	document defining the general state of the art which is not considered to be of particular relevance	"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
"E"	earlier document published on or after the international filing date	"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
"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)	"&"	document member of the same patent family
"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		

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C (Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 5,956,709 A (XUE) 21 September 1999, col. 6, lines 6-41, col. 8, line 31 - col. 9, line 29.	1-9, 11-13
X,P	US 5,995,102 A (ROSEN et al) 30 November 1999, col. 2, line 64 - col. 3, line 35, col. 4, lines 4-49.	1, 4-8, 13