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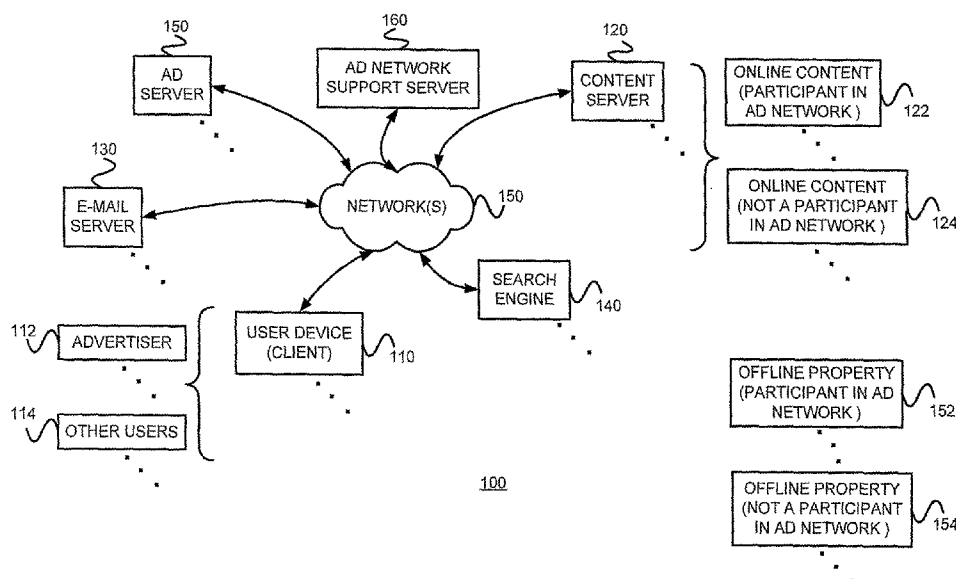
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[Continued on next page]

(54) Title: DETERMINING OR SCORING PROPERTIES TO SOLICIT TO JOIN AD NETWORK USING ADVERTISER OR AGGREGATED ADVERTISER INTEREST



(57) Abstract: An advertiser can request to advertise on a property (online or offline) that does not participate in advertising network. The advertiser may specify how much it would be willing to pay to advertise on the property, among other constraints (e.g., time, geotargeting, etc.) An advertising network or an independent entity can contact the non-participating property, and may include information about the interest that advertiser(s) have expressed in advertising on the property. The information may be some value aggregated over a number of advertisers. The form of the contact (e.g., email, telephone call, in person visit, etc.) can be a function of the level of interest expressed.



**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*

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## INTERNATIONAL SEARCH REPORT

International application No.

PCT/US 06/15463

## A. CLASSIFICATION OF SUBJECT MATTER

IPC(8): G06Q 30/00 (2007.01)

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)

USPC: 705/14

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched  
705/1, 14 (text search, see terms below)

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

PubWEST(PGPB,USPT,EPAB,JPAB);

Search Terms: advertising, network, pay, offer, bid

## C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2004/0111319 A1 (MATSUMOTO et al.) 10 June 2004 (10.06.2004), para [0030]-[0075]	1, 2, 4-8, 10, 12-14
Y		3, 9, 11
Y	US 2002/0116313 A1 (DETERING) 22 August 2002 (22.08.2002), para [0028]	3
Y	US 2002/0077891 A1 (CASTLE et al.) 20 June 2002 (20.06.2002), para [0029]	9, 11

☐ Further documents are listed in the continuation of Box C.

\* 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

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"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

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20 June 2007 (20.06.2007)

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