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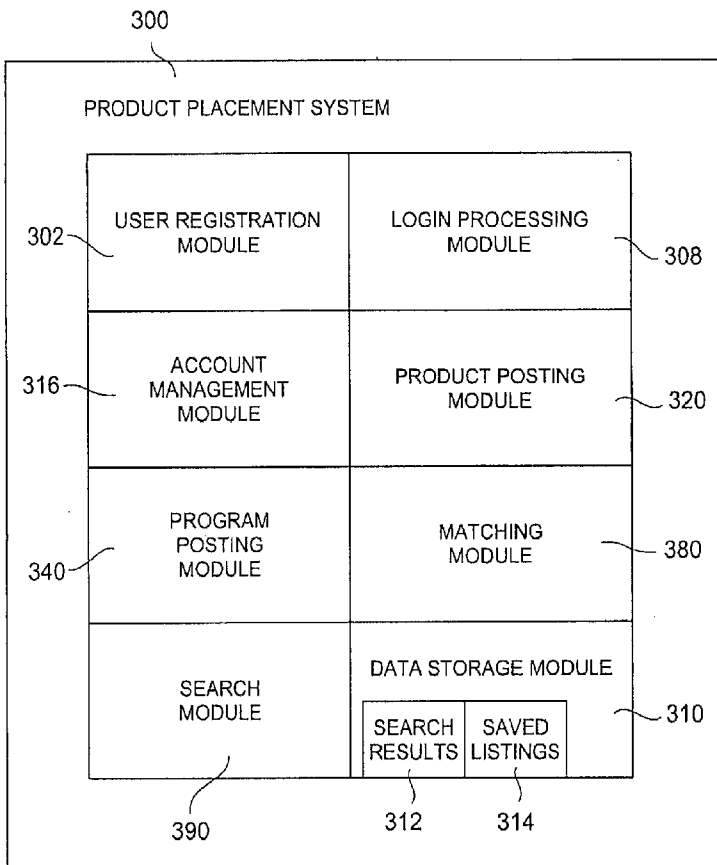
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(54) Title: A SYSTEM AND METHOD FOR FACILITATING PRODUCT PLACEMENT ADVERTISING



(57) Abstract: According to one aspect of the present invention, there is provided a computer-implemented system for facilitating product placement advertising. The system may include a user registration module including an account type selection component for allowing a user to select one of a buyer account and a seller account, wherein a buyer account allows product posting and a seller account allows program posting. The system may additionally include a program posting module for allowing sellers to post program information and a product posting module for allowing buyers to post product information. The system may further include a matching module for providing matching posted products upon entry of a program posting and for providing matching posted programs upon entry of a product posting.

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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*
- *before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments*

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INTERNATIONAL SEARCH REPORT

International application No.

PCT/US 07/01391

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)

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

USPC: 705/14

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

USPC: 705/1, 14, 27; 725/23, 32, 42

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

Electronic databases: USPTO WEST (PGPB, USPT, EPAB, JPAB); DIALOG PRO

Search Terms Used: product placement Ads or advertisement, inserting or posting Ads or advertisements, databases or storage, matching or comparing program or product or Ads or advertisement, buyer or purchaser or seller profiles or criterias 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 2005/0055277 A1 (Green et al.) 10 March 2005 (10.03.2005) (abstract, fig.3, and para [0009], [0022]-[0031], [0044]-[0047])	1-25
A	US 2004/0148221 A1 (Chu) 29 January 2004 (29.01.2004)	1-25
A	US 2003/0149975 A1 (Eldering et al.) 07 August 2003 (07.08.2003)	1-25
A	US 2003/0170055 A1 (Makowski, JR. et al.) 14 November 2002 (14.11.2002)	1-25

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

“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)

“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

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