

(19) World Intellectual Property Organization  
International Bureau



(43) International Publication Date  
23 July 2009 (23.07.2009)

(10) International Publication Number  
**WO 2009/092004 A3**

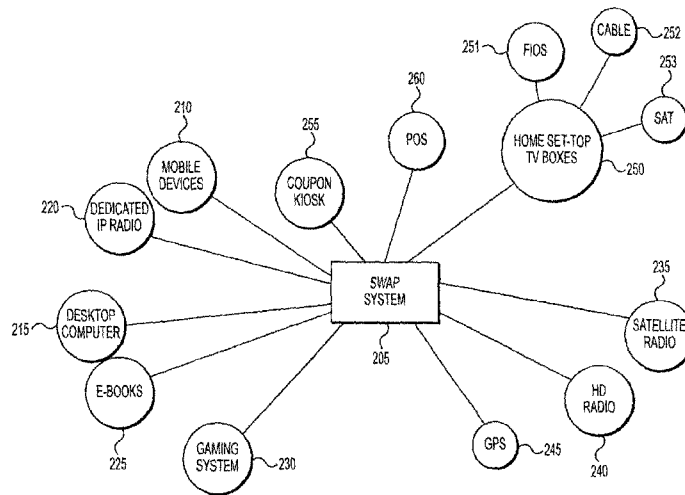
- (51) **International Patent Classification:**  
G06Q 30/00 (2006.01) G06F 17/30 (2006.01)
- (21) **International Application Number:**  
PCT/US2009/031287
- (22) **International Filing Date:**  
16 January 2009 (16.01.2009)
- (25) **Filing Language:** English
- (26) **Publication Language:** English
- (30) **Priority Data:**  
61/022,311 18 January 2008 (18.01.2008) US
- (71) **Applicant (for all designated States except US):** RADIIUS INNOVATIONS [US/US]; 354 Central Park West, 4th Floor, New York, NY 10025 (US).
- (72) **Inventors; and**
- (75) **Inventors/Applicants (for US only):** LEFENFELD, Michael [US/US]; 354 Central Park West, 4th Floor, New York, NY 10025 (US). DAVIS, Randall [US/US]; 7131 Arlington Rd., Apt. #303, Bethesda, MD 20814 (US).
- (74) **Agent:** CANNING, Anthony; Nixon Peabody LLP, 401 9th Street, N.W., Suite 900, Washington, D.C. 20004 (US).

- (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, 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, PG, PH, PL, PT, RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, 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, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (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, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

- Published:**
- with international search report (Art. 21(3))
  - before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments (Rule 48.2(h))

[Continued on next page]

(54) **Title:** METHOD AND APPARATUS FOR DELIVERING TARGETED CONTENT



**FIG. 2**

(57) **Abstract:** Embodiments of the present invention permit a user to receive content that is directly targeted to that particular user's interests, including a method for targeting content that is arranged on a page that is displayable by a computing device, including the steps of displaying a list of categories of available advertising content, wherein the available advertising content is stored in a database, receiving a selection of at least one of the categories of the advertising content from a user, selecting advertising content from the database that corresponds to the selection of categories received from the user, and transmitting a page including the selected advertising content to a computing device for display on the computing device. In addition, embodiments of the present invention allow the tracking of content from when it is initially shared, to when revenue is generated based on an action of a user on the shared content portion.

WO 2009/092004 A3

**(88) Date of publication of the international search report:**  
25 November 2010

## INTERNATIONAL SEARCH REPORT

International application No.

PCT/US 09/31287

## A. CLASSIFICATION OF SUBJECT MATTER

IPC(8) - G06Q 30/00 (2010.01); G06F 17/30 (2010.01)

USPC - 705/14.55

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 (2010.01); G06F 17/30 (2010.01)

USPC: 705/14.55

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

USPC: 705/14.4, 14.46, 14.49, 14.55, 319; 709/999.107 (keyword limited; terms below)

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

PubWest; Google Scholar; Google Patents; FreePatentsOnline.

Search terms used: advertise commercial, target relevant interest, social-network, track monitor detect, method, system, database, category sub-category class sub-class type sub-type, user peer member consumer participant ...

## C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2007/0106754 A1 (MOORE) 10 May 2007 (10.05.2007) entire document, especially Abstract; Figs. 7, 31; para [0088], [0136], [0168], [0179], [0189], [0197], [0227], [0236], [0237], [0244], [0245], [0254], [0259]-[0263], [0270], [0274], [0280], [0285], [0297], [0304], [0598], [0949], [1001], [1035], [1037], [1066]	1-18, 21, 22, 24, 26-44, 47, 48, 50, 52-56
Y		19, 20, 23, 25, 45, 46, 49, 51
Y	US 2007/0273558 A1 (SMITH et al.) 29 November 2007 (29.11.2007) entire document, especially Abstract; para [0008], [0063], [0065], [0087], [0088], [0246]	19, 20, 23, 25, 45, 46, 49, 51
A	US 2007/0061266 A1 (MOORE et al.) 15 March 2007 (15.03.2007) entire document	1 - 56
A	US 2004/0215793 A1 (RYAN et al.) 28 October 2004 (28.10.2004) entire document	1 - 56
A	US 2006/0235873 A1 (THOMAS) 19 October 2006 (19.10.2006) entire document	1 - 56

 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

Date of the actual completion of the international search

03 September 2010 (03.09.2010)

Date of mailing of the international search report

**14 SEP 2010**

Name and mailing address of the ISA/US

Mail Stop PCT, Attn: ISA/US, Commissioner for Patents  
P.O. Box 1450, Alexandria, Virginia 22313-1450  
Facsimile No. 571-273-3201

Authorized officer:

Lee W. Young

PCT Helpdesk: 571-272-4300  
PCT OSP: 571-272-7774