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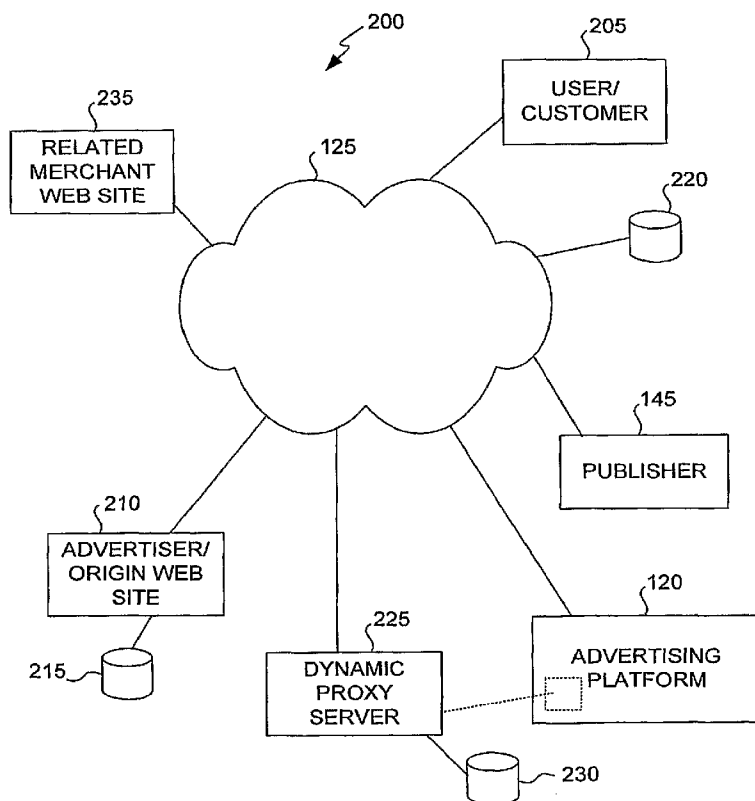
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(54) Title: DYNAMIC PROXY METHOD AND APPARATUS FOR AN ONLINE MARKETING CAMPAIGN



(57) Abstract: Disclosed are methods and apparatus, including computer program products, implementing and using techniques for dynamic network address identification and replacement for delivering a web page to a data processing device associated with a customer, for performing a marketing campaign on behalf of an advertiser. A browser request message is received over a data network from a browser program executing on the data processing device. The browser request message requests an origin web page at an origin web site on the data network. The origin web site is associated with the advertiser. A network address of the origin web site on the data network is determined. Responsive to the browser request message, content of the origin web page is retrieved from the origin web site at the determined network address. A network address is located in the retrieved content of the origin web page. The located network address is replaced with a proxy network address to define a modified web page. The proxy network address references a proxy web site on the data network. The modified web page is provided to the data processing device over the data network.

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INTERNATIONAL SEARCH REPORT

International application No.

PCT/US07/07752

A. CLASSIFICATION OF SUBJECT MATTER
 IPC: **G06Q 30/00(2006.01)**

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)
 U.S. : 705/14; 709/217

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)
 Please See Continuation Sheet

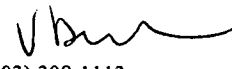
C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 6,611,862 B2, (REISMAN) 26 August 2003, whole document.	1-4
X	US 2002/0046281 A1 (COPE) 18 April 2002, whole document	5-24
X	US 2006/0031404 A1 (KASSAB) 9 February 2006, whole document.	1-4
Y	US 2002/0103712 A1 (ROLLINS et al) 1 August 2002, whole document.	1-24

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	"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
"E" earlier application or patent published on or after the international filing date	"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
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"O" document referring to an oral disclosure, use, exhibition or other means	"&" document member of the same patent family
"P" document published prior to the international filing date but later than the priority date claimed	

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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 Yehdega Retta  Telephone No. (703) 308-1113
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INTERNATIONAL SEARCH REPORT

International application No.
PCT/US07/07752

Continuation of B. FIELDS SEARCHED Item 3:
EAST:
proxy, redirect, session, web site, web page