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- (71) **Applicant:** AOL ADVERTISING INC. [US/US]; 770 Broadway, 4th Floor, New York, NY 10003 (US).
- (72) **Inventor:** DEMSEY, Seth, Mitchell; 9937 Murnane Street, Vienna, VA 22181 (US).
- (74) **Agent:** AHMED, Aamer, S.; Bookoff McAndrews, PLLC, 2401 Pennsylvania Avenue, NW, Suite 450, Washington, DC 20037 (US).
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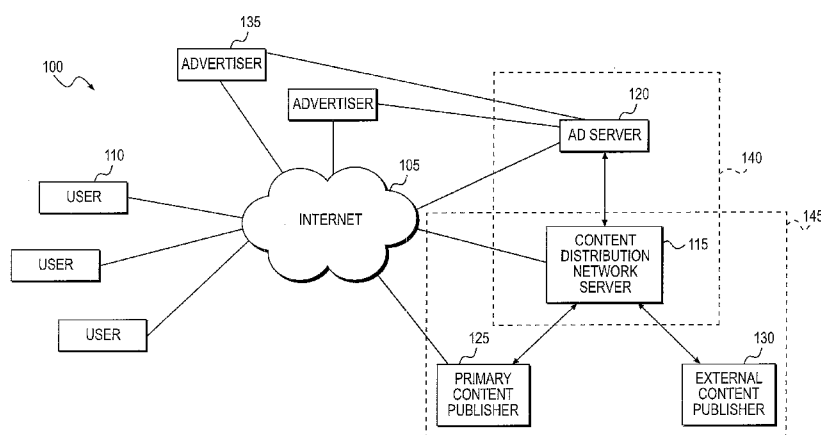
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(54) **Title:** SYSTEMS AND METHODS FOR SELECTIVE DISTRIBUTION OF ONLINE CONTENT

**FIG. 2**

(57) **Abstract:** Systems and methods are disclosed for online distribution of content. One method includes: receiving, from a first content publisher, a request to publish, on a web page of a second content publisher in a network of publishers, a link to or preview of content of the first content publisher, wherein the request includes at least one parameter associated with at least one attribute of a desired viewer of the link to or preview of content; receiving, from the second content publisher in the network, a request for a link to or preview of content of a publisher in the network, the request including at least one identifier associated with a prospective viewer of a web page of the second content publisher; and determining whether to display a link to or preview of content of the first content publisher on the web page of the second content publisher.

INTERNATIONAL SEARCH REPORT

international application No.

PCT/US 14/39808

A. CLASSIFICATION OF SUBJECT MATTER

IPC(8) - G06F 17/00 (2015.01)

CPC - G06F 17/3089

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)
CPC: G06F 17/3089; IPC(8): G06F 17/00 (2015.01); USPC: 707/E17.116Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
CPC: G06F 17/3089, H04L 29/08072, H04L 29/06, H04L 29/0809, G06Q 30/02; USPC: 725/50; 726/31, 726/2; 380/201; 705/7.29; 715/202, 715/234; 707/E17.116; 709/206 (keyword limited; terms below)

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

PatBase; Google Scholar

Search Terms: online, web, internet, webpage, website, publish, network, group, multiple, plurality, link, hyperlink, preview, distribution, deliver, request, receive, download, fetch, identifier, ID, recency, frequency, demographic, cost, price, ad, advertise

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X -- Y	US 2012/0331102 A1 (ERTUGRUL) 27 December 2012 (27.12.2012), entire document, especially abstract and para [0014]-[0015], [0018], [0023]-[0024], [0035]-[0038], [0040]-[0041], [0043], [0052], [0055], [0057]-[0058], [0066], [0072], [0076], [0086], [0089], Fig. 1, Fig. 4, Fig. 6, Fig. 7.	1-4, 7-11, 15-17 ----- 5-6, 12-14, 18-20
Y	US 2012/0197731 A1 (RAMPELL et al.) 02 August 2012 (02.08.2012), entire document, especially abstract and para [0148], [0166].	5-6, 12-14, 18-20
A	US 2009/0265243 A1 (KARASSNER et al.) 22 October 2009 (22.10.2009), entire document.	1-20
A	US 2011/0191163 A1 (ALLAIRE et al.) 04 August 2011 (04.08.2011), entire document.	1-20

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Authorized officer:

Lee W. Young

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