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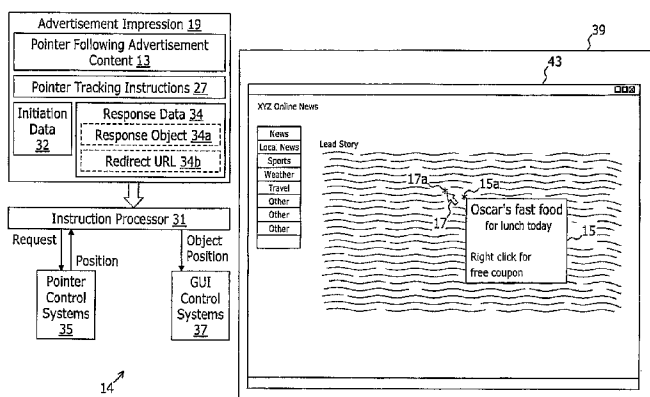
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(54) Title: SYSTEM AND METHOD FOR DELIVERING ADVERTISING WITH ENHANCED EFFECTIVENESS



(57) Abstract: A method for generating an advertisement impression (19) which moves a selected instance of advertisement content in conjunction with a mouse pointer (17) on a client rendering system (39) includes defining, in a placement database (24), a plurality of instances of advertisement content (13). Each instance of advertisement content (13) is associated with an advertisement category (56), a financial parameter (60), and response data (34). A selected instance of advertisement content (23) is selected from the placement database (24). The selected instance of advertisement content (23) is one of the plurality of instances of advertisement content (13) that is associated with an advertisement category meeting selection criteria (57) and a financial parameter (60) meeting selection criteria. The selected instance of advertisement content (23) is combined with pointer tracking instructions to generate the advertisement impression (19). The pointer tracking instructions are operative on the client rendering system to: i) move the selected instance of advertisement content in response to detecting user movement of the mouse pointer; ii) receive an indication of user response to the selected instance of advertisement content; and iii) in accordance with the response data associated with the selected instance of advertisement content perform one of: a) initiate a URL request to the redirect URL; and b) render the response content on the client rendering system.



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INTERNATIONAL SEARCH REPORT

International application No.

PCT/US 07/05516

<p>A. CLASSIFICATION OF SUBJECT MATTER IPC(8) - G06F 3/048 (2007.01) USPC - 715/781, 856 According to International Patent Classification (IPC) or to both national classification and IPC</p>																				
<p>B. FIELDS SEARCHED</p> <p>Minimum documentation searched (classification system followed by classification symbols) 715/781, 856</p> <p>Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched 715/700,802,760,810; 705/14,26, 27; 707/104.1 (text search - see terms below)</p> <p>Electronic data base consulted during the international search (name of data base and, where practicable, search terms used) PubWEST(PGPB,USPT,EPAB,JPAB); Google Scholar Search Terms: advertise, advertize, ad, advert, promotion, database, cost, fee, charge, frame, window, banner, area, pay, per, click, mouse, pointer, cursor, coupon uid, guid unique, id, identify, print</p>																				
<p>C. DOCUMENTS CONSIDERED TO BE RELEVANT</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 10%;">Category*</th> <th style="width: 70%;">Citation of document, with indication, where appropriate, of the relevant passages</th> <th style="width: 20%;">Relevant to claim No.</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">X — Y</td> <td>US 2005/0216547 A1 (FOLTZ-SMITH et al.) 29 September 2005 (29.09.2005), para [0031]-[0064]</td> <td style="text-align: center;">1, 2, 8, 12, 13, 19, 23, 29 ----- 3-7, 9-11, 14-18, 20-22, 24-28, 30-32</td> </tr> <tr> <td style="text-align: center;">Y</td> <td>US 2005/0222910 A1 (WILLS) 06 October 2005 (06.10.2005), para [0098]-[0099]</td> <td style="text-align: center;">3, 4, 6, 7, 14, 15, 17, 18, 24, 25, 27, 28</td> </tr> <tr> <td style="text-align: center;">Y</td> <td>US 2002/0154159 A1 (DAY et al.) 24 October 2002 (24.10.2002), para [0037]-[0052]</td> <td style="text-align: center;">5-7, 16-18, 26-28</td> </tr> <tr> <td style="text-align: center;">Y</td> <td>US 2003/0234819 A1 (DALY et al.) 25 December 2003 (25.12.2003), para [0023]-[0026]</td> <td style="text-align: center;">9-11, 20-22, 30-32</td> </tr> <tr> <td style="text-align: center;">A</td> <td>US 2005/0154717 A1 (WATSON et al.) 14 July 2005 (14.07.2005) entire document</td> <td style="text-align: center;">1-32</td> </tr> </tbody> </table>			Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.	X — Y	US 2005/0216547 A1 (FOLTZ-SMITH et al.) 29 September 2005 (29.09.2005), para [0031]-[0064]	1, 2, 8, 12, 13, 19, 23, 29 ----- 3-7, 9-11, 14-18, 20-22, 24-28, 30-32	Y	US 2005/0222910 A1 (WILLS) 06 October 2005 (06.10.2005), para [0098]-[0099]	3, 4, 6, 7, 14, 15, 17, 18, 24, 25, 27, 28	Y	US 2002/0154159 A1 (DAY et al.) 24 October 2002 (24.10.2002), para [0037]-[0052]	5-7, 16-18, 26-28	Y	US 2003/0234819 A1 (DALY et al.) 25 December 2003 (25.12.2003), para [0023]-[0026]	9-11, 20-22, 30-32	A	US 2005/0154717 A1 (WATSON et al.) 14 July 2005 (14.07.2005) entire document	1-32
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<p>Name and mailing address of the ISA/US</p> <p>Mail Stop PCT, Attn: ISA/US, Commissioner for Patents P.O. Box 1450, Alexandria, Virginia 22313-1450 Facsimile No. 571-273-3201</p>		<p>Authorized officer:</p> <p style="text-align: center;">Lee W. Young</p> <p>PCT Helpdesk: 571-272-4300 PCT OSP: 571-272-7774</p>																		