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(54) Title: SYSTEM AND METHOD FOR BROKERING THE SALE OF INTERNET ADVERTISEMENT INVENTORY AS DISCRETE TRAFFIC BLOCKS OF SEGMENTED INTERNET TRAFFIC

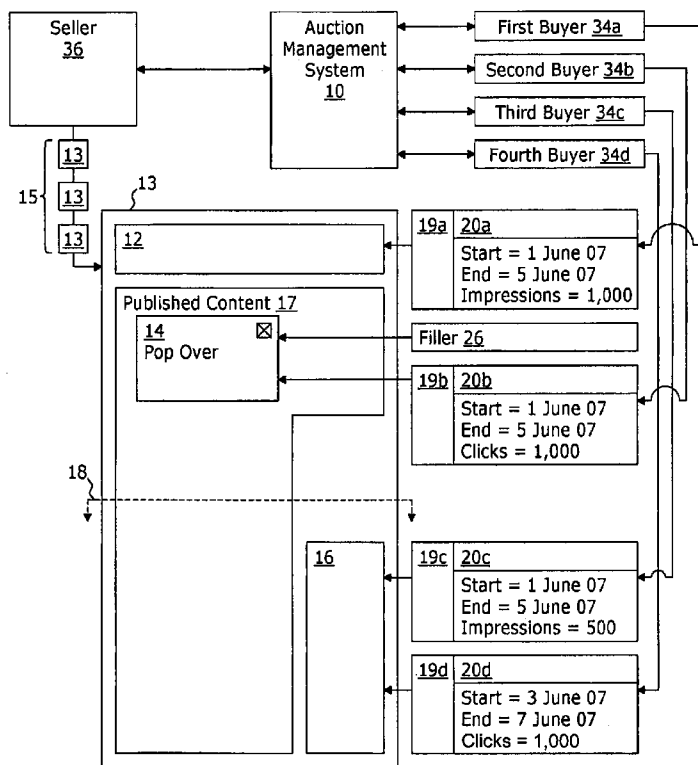


Figure 1

(57) Abstract: An auction management system that brokers, between a seller and a buyer, a discrete traffic block of an ad placement. The auction management system may comprise a traffic block definition tool providing workflows for obtaining traffic block parameters defining the discrete traffic block. The traffic block parameters may comprise: i) an identification of the ad placement; ii) a volume parameter defining the volume of traffic included in the discrete traffic block; iii) at least one duration parameter defining an active time period during which the volume of traffic included in the discrete traffic block will be provided; and iv) an auction parameter defining an expiration time before which buyers submit offers to purchase the discrete traffic block. A listing search tool provides web pages displaying a listing of a plurality of listed discrete traffic blocks. Each listed discrete traffic block comprises a discrete traffic block with an expiration time that has not yet passed.

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B. FIELDS SEARCHED Minimum documentation searched (classification system followed by classification symbols) 705/80 Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched USPC: 705/37; 705/14; 705/1 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: auction management, bid management, auction brokering, auction control, auction system, ad, advert, advertisement, place, placed, placing, placement, traffic, buy, purchase, bought, sell, vend, merchant, traffic block, traffic unit, traffic segment, traffic portion		
C. DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2007/0061246 A1 (RAMER et al.) 15 March 2007 (15.03.2007), abstract and para [0084], [0124], [0128], [0133], [0154], [0219], [0270], [0287], [0298], [0333], [0336], [0384]-[0390], [0420], [0444]-[0449], [0548], [0811], [0984]-[0988], [1023], [1030], [1033], [1045]-[1046], [1048], [1052], [1066], [1068]-[1069], [1076]-[1079], [1083], [1087]-[1088], [1091]-[1092].	1-28
A	US 2006/0271429 A1 (BORGS et al.) 30 November 2006 (30.11.2006), entire document, especially abstract and para [0004]-[0014], [0034]-[0049], [0055]-[0066].	1-28
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