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(54) Title: METHOD FOR DISTRIBUTING ADVERTISEMENTS TO CLIENT DEVICES

(57) Abstract: A method for operating a client device that is configured for communications via a communications network includes steps for effecting an advertisement download communication link between the client device and an advertisement distribution server system, via the communications network, at selected advertisement download times, effecting a data communication link with a data communications service provider, via the communications network, wherein the advertisement download communication link and the data communication link are separate communication links, downloading advertisements from the advertisement distribution server system via the advertisement download communication link, storing downloaded advertisements on a storage medium associated with the client device, and displaying at least selected ones of the stored advertisements, in accordance with ad display parameters prescribed by the advertisement distribution server system.

# INTERNATIONAL SEARCH REPORT

Intern:      al Application No

PCT/US 00/33303

**A. CLASSIFICATION OF SUBJECT MATTER**  
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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)  
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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 practical, search terms used)

EPO-Internal

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

Category °	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	WO 98 47090 A (SONY ELECTRONICS INC) 22 October 1998 (1998-10-22) page 4, line 5 -page 6, line 23 page 7, line 32 -page 8, line 15	1, 3, 13-15, 49
Y	---	5, 7, 16, 18-32, 35-40, 48, 50
Y	WO 97 40514 A (JUNO ONLINE SERVICES LP) 30 October 1997 (1997-10-30) cited in the application  page 33, line 20 - line 26 page 38, line 6 - line 27 page 39, line 3 - line 13  ---	5, 7, 16, 18-32, 35-40, 48, 50
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Further documents are listed in the continuation of box C.

Patent family members are listed in annex.

° 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 document but published on or after the international filing date
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- \*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

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## C.(Continuation) DOCUMENTS CONSIDERED TO BE RELEVANT

Category °	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	WO 99 13423 A (NARRATIVE COMMUNICATIONS CORPORATION) 18 March 1999 (1999-03-18) page 3, line 19 -page 4, line 21 -----	18-22, 32, 35-40

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Information on patent family members

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