

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
14 November 2002 (14.11.2002)

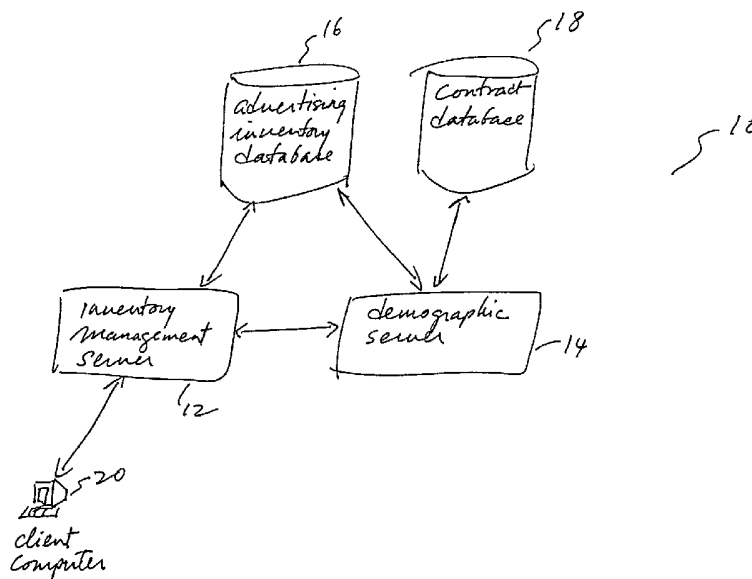
PCT

(10) International Publication Number
WO 02/091123 A3

- (51) International Patent Classification⁷: G06F 17/60
- (74) Agents: ALBERT, Philip, H. et al.; Townsend and Townsend and Crew LLP, 2 Embarcadero Center, 8th Floor, San Francisco, CA 94111 (US).
- (21) International Application Number: PCT/US02/14441
- (81) Designated States (national): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NO, NZ, OM, PH, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TN, TR, TT, TZ, UA, UG, UZ, VN, YU, ZA, ZM, ZW.
- (22) International Filing Date: 7 May 2002 (07.05.2002)
- (84) Designated States (regional): ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data: 09/850,949 7 May 2001 (07.05.2001) US
- (71) Applicant: YAHOO! INC. [US/US]; 701 First Avenue, Sunnyvale, CA 94089 (US).
- (72) Inventors: MAIN, Robert; 1120 South Van Ness, San Francisco, CA 94110 (US). JUNG, Dz-Mou; 1166 Johnson Avenue, San Jose, CA 95129 (US). KREHBIEL, Wendy; 300 Woodruff Way, Milpitas, CA 95035 (US). LEGER, David; 804 Virginia Avenue, Campbell, CA 95008 (US).
- Published: — with international search report

[Continued on next page]

(54) Title: METHOD AND SYSTEM FOR PROVIDING ADVERTISING INVENTORY INFORMATION IN RESPONSE TO DEMOGRAPHIC INQUIRIES



(57) Abstract: A method and system for providing advertising inventory information in response to demographic inquiries comprises a server computer (12) that responds to a demographic query from a client computer (20). Based on the query, the server queries an advertising inventory database (16) and a contract database (18) to retrieve relevant information, which the server then uses to obtain the total inventory (200) and the total sold inventory (210). Using the now obtained total inventory (200) and total sold inventory (210) information, the server (12) then provides the client (20) with an estimation of the total available inventory (220) matching the query.

WO 02/091123 A3



(88) Date of publication of the international search report:
1 May 2003

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US02/14441

A. CLASSIFICATION OF SUBJECT MATTER

IPC(7) :G06F 17/60

US CL :705/28

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. : 705/1, 8, 10, 26, 27, 28, 29, 35, 36, 37; 707/3, 4, 5, 6, 10, 100, 104.1

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)

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 5,715,402 A (POPOLO) 03 February 1998, see entire document.	1-31
A	US 5,797,127 A (WALKER et al.) 18 August 1998, see entire document.	1-31
A	US 5,974,396 A (ANDERSON et al.) 26 October 1999, see entire document.	1-31
A	US 6,112,181 A (SHEAR et al.) 29 August 2000, see entire document.	1-31
A	US 6,144,944 A (KURTZMAN, II et al.) 07 November 2000, see entire document.	1-31

 Further documents are listed in the continuation of Box C.
 See patent family annex.

* Special categories of cited documents:	"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
"A" document defining the general state of the art which is not considered to be of particular relevance	"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
"E" earlier document published on or after the international filing date	"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
"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)	"&" document member of the same patent family
"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	

Date of the actual completion of the international search

20 DECEMBER 2002

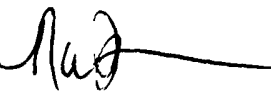
Date of mailing of the international search report

27 JAN 2003

 Name and mailing address of the ISA/US
 Commissioner of Patents and Trademarks
 Box PCT
 Washington, D.C. 20231

Facsimile No. (703) 305-3230

Authorized officer

GERALD J. O'CONNOR 

Telephone No. (703) 308-1113

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US02/14441

C (Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 6,216,129 A (ELDERLING) 10 April 2001, see entire document.	1-31
A, P	US 6,298,348 B1 (ELDERLING) 02 October 2001, see entire document.	1-31
A, E	US 6,408,278 B1 (CARNEY et al.) 18 June 2002, see entire document.	1-31
A, E	US 6,446,045 A (STONE et al.) 03 September 2002, see entire document.	1-31