



- (51) International Patent Classification:
G06Q 30/02 (2012.01)
- (21) International Application Number:
PCT/IN2013/000687
- (22) International Filing Date:
7 November 2013 (07.11.2013)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data:
3722/CHE/2012 7 November 2012 (07.11.2012) IN
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- (81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BN, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IR, IS, JP, KE, KG, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PA, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, SA, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TH, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.
- (84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LR, LS, MW, MZ, NA, RW, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, RU, TJ, TM), European (AL, AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK, SM,

[Continued on next page]

(54) Title: A SYSTEM AND A METHOD OF DISPLAYING PERSONALIZED ADVERTISEMENT OVER A NETWORK

(57) Abstract: The present invention relates to an online advertising by focusing on the personalized Advertisement display for the users i.e. totally based on the user's personal preferences or interest at any given point in time. At the same time, it is a great advantage for the Advertiser to showcase the unique selling points or true differentiation factors about their products or services.

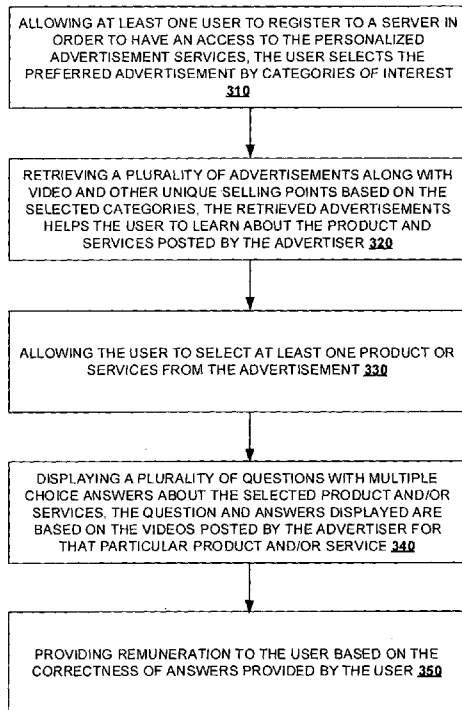


FIG. 3

300

WO 2014/073002 A3



TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, KM, ML, MR, NE, SN, TD, TG).

— before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments (Rule 48.2(h))

Declarations under Rule 4.17:

— of inventorship (Rule 4.17(iv))

(88) Date of publication of the international search report:
9 September 2016

Published:

— with international search report (Art. 21(3))

INTERNATIONAL SEARCH REPORT

International application No.

PCT/IN2013/000687

A. CLASSIFICATION OF SUBJECT MATTER		
G06Q 30/02(2012.01)i		
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)		
G06Q		
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)		
EPODOC, WPI, CNPAT, CNKI: advertisement, question, answer, remuneration, pay, personalized		
C. DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	CN 1928957 A (ZHAO, PIN) 14 March 2007 (2007-03-14) description, pages 2-4, figures 1-4	1-8
X	CN 101251919 A (CHEN, HAN) 27 August 2008 (2008-08-27) description, page 1 paragraph 2, pages 3-4, figures 1-2	1-8
X	US 2012158478 A1 (HOLDER, CURTIS BINGHAM) 21 June 2012 (2012-06-21) description, paragraphs [0004], [0020]-[0021], [0083]-[0085], figures 5-10	1-8
X	US 2007033102 A1 (MICROSOFT CORPORATION) 08 February 2007 (2007-02-08) description, paragraphs [0002]-[0004], [0028]-[0035], figures 2-4	1-8
<input type="checkbox"/> Further documents are listed in the continuation of Box C. <input checked="" type="checkbox"/> See patent family annex.		
* Special categories of cited documents:		
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“O”	document referring to an oral disclosure, use, exhibition or other means	“&” document member of the same patent family
“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		Date of mailing of the international search report
07 July 2016		21 July 2016
Name and mailing address of the ISA/CN		Authorized officer
STATE INTELLECTUAL PROPERTY OFFICE OF THE P.R.CHINA 6, Xitucheng Rd., Jimen Bridge, Haidian District, Beijing 100088, China		CHEN,Sheng
Facsimile No. (86-10)62019451		Telephone No. (86-10)62413340

INTERNATIONAL SEARCH REPORT
Information on patent family members

International application No.

PCT/IN2013/000687

Patent document cited in search report			Publication date (day/month/year)	Patent family member(s)			Publication date (day/month/year)
CN	1928957	A	14 March 2007	None			
CN	101251919	A	27 August 2008	US	2009216618	A1	27 August 2009
US	2012158478	A1	21 June 2012	None			
US	2007033102	A1	08 February 2007	US	2006168664	A1	27 July 2006
				US	2007244820	A1	18 October 2007
				US	2006227364	A1	12 October 2006