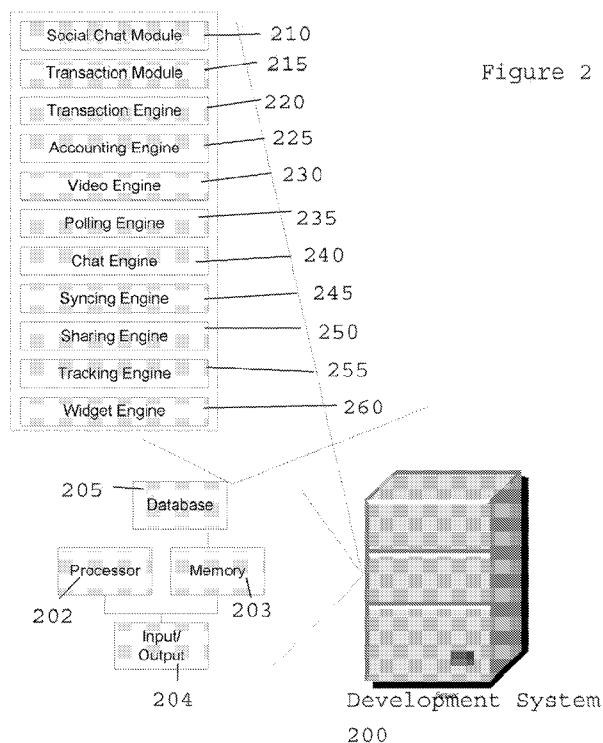




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61/492,155 1 June 2011 (01.06.2011) US
- (71) **Applicant (for all designated States except US):** **INTERCAST NETWORKS, INC.** [US/US]; 4017 Washington Road, Suite 1100, McMurray, Pennsylvania 15317 (US).
- (72) **Inventors; and**
- (75) **Inventors/Applicants (for US only):** **SCHUTZBANK, Jason** [US/US]; 18 Barbara Lane, Havertown, Pennsylvania 19083 (US). **TRONCONE, Jeffrey** [US/US]; 34-42 42nd Street, Apt. 2L, Long Island City, New York 11101 (US).
- (74) **Agents:** **ABELEV, Gary** et al.; DORSEY & WHITNEY LLP, 51 West 52nd Street, New York, New York 10019 (US).
- (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, 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, IS, JP, KE, KG, KM, 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, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, 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,

[Continued on next page]

(54) **Title:** INTERFACE AND MODULE FOR REAL-TIME ADVERTISING PRESENTATION

(57) **Abstract:** An expanded function set for advertising campaigns and social network driven sales environments, unified across presenting sites and maintained at the presenting site. A banner ad can include a live streaming product presentation, such as an infomercial where users can expand the presentation, purchase the product, and share with networked friends. Video on demand and pay per view/download content can be provided via the integrated system and user experience.



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

Published:

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(88) Date of publication of the international search report:

4 April 2013

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 30/02; G06F 3/048; G06F 17/00; G06Q 30/00; G06F 17/60; H04B 1/66; H04N 5/445

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Korean utility models and applications for utility models

Japanese utility models and applications for utility models

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

eKOMPASS(KIPO internal) & Keywords: media content, interface, modification, feedback

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 2010-0199295 A1 (KATPELLE RAVI REDDY et al.) 05 August 2010 See abstract, figures 5A,5B and claims 1-3,5,8,11-13.	1-7
A	US 2008-0077956 A1 (JAMES MORRISON et al.) 27 March 2008 See abstract, figures 1A,1B,6,9 and claim 12.	1-7
A	US 2009-0248524 A1 (DEFOY JONATHAN et al.) 01 October 2009 See figures 2-4,9 and claims 2-3,12-13.	8-14,21
A	US 2008-0140524 A1 (ANAND SHUBHASHEESH et al.) 12 June 2008 See abstract and figure 8.	8-14,21
A	US 2002-0103698 A1 (CHRISTIAN CANTRELL) 01 August 2002 See abstract and figures 5-8.	8-14,21
X	WO 2008-109513 A1 (ADREADY, INC. et al.) 12 September 2008 See abstract and pages 1-5.	15-20
A	US 2006-0277102 A1 (AGLIOZZO JOE) 07 December 2006 See abstract and figure 3B.	15-20



Further documents are listed in the continuation of Box C.



See patent family 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 application or patent but published on or after the international filing date

"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of citation or other special reason (as specified)

"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

Date of the actual completion of the international search

27 DECEMBER 2012 (27.12.2012)

Date of mailing of the international search report

03 JANUARY 2013 (03.01.2013)

Name and mailing address of the ISA/KR

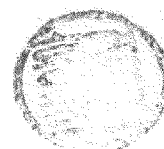
Korean Intellectual Property Office
189 Cheongsa-ro, Seo-gu, Daejeon Metropolitan
City, 302-701, Republic of Korea

Facsimile No. 82-42-472-7140

Authorized officer

HONG, Kyoung hee

Telephone No. 82-42-481-5781



INTERNATIONAL SEARCH REPORT

International application No.

PCT/US2012/040404**Box No. II Observations where certain claims were found unsearchable (Continuation of item 2 of first sheet)**

This international search report has not been established in respect of certain claims under Article 17(2)(a) for the following reasons:

1. ☐ Claims Nos.:
because they relate to subject matter not required to be searched by this Authority, namely:
2. ☐ Claims Nos.:
because they relate to parts of the international application that do not comply with the prescribed requirements to such an extent that no meaningful international search can be carried out, specifically:
3. ☐ Claims Nos.:
because they are dependent claims and are not drafted in accordance with the second and third sentences of Rule 6.4(a).

Box No. III Observations where unity of invention is lacking (Continuation of item 3 of first sheet)

This International Searching Authority found multiple inventions in this international application, as follows:

Group I, claims 1-7 are directed to a method for consuming content from a given time period.

Group II, claims 8-14, 21 are directed to a method and a system for creating Internet based advertising and content advertising over the Internet.

Group III, claims 15-20 are directed to a method for two-way interaction with media content.

1. ☐ As all required additional search fees were timely paid by the applicant, this international search report covers all searchable claims.
2. ☒ As all searchable claims could be searched without effort justifying an additional fee, this Authority did not invite payment of any additional fee.
3. ☐ As only some of the required additional search fees were timely paid by the applicant, this international search report covers only those claims for which fees were paid, specifically claims Nos.:
4. ☐ No required additional search fees were timely paid by the applicant. Consequently, this international search report is restricted to the invention first mentioned in the claims; it is covered by claims Nos.:

Remark on Protest

- ☐ The additional search fees were accompanied by the applicant's protest and, where applicable, the payment of a protest fee.
- ☐ The additional search fees were accompanied by the applicant's protest but the applicable protest fee was not paid within the time limit specified in the invitation.
- ☐ No protest accompanied the payment of additional search fees.

INTERNATIONAL SEARCH REPORT

Information on patent family members

International application No.

PCT/US2012/040404

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
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US 2006-0277102 A1	07.12.2006	None	