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(54) Title: CROSS-PLATFORM COLLECTION OF ADVERTISING METRICS

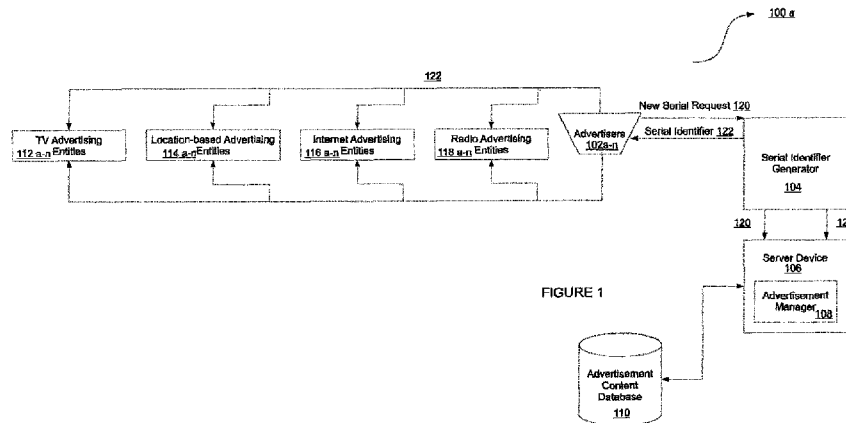
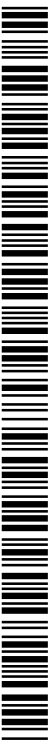


FIGURE 1

(57) Abstract: Systems and methods for integrating supplemental advertising content between both network advertisements and television advertisements are described. A central server connected to a network accesses a database containing supplemental advertising content that is paired with a specific serial identifier, allowing users to retrieve the content by utilizing a network-connected device to send the server a request containing the serial identifier. The network-connected device also connects to a different server that accesses a database containing user profiles that keep track of which content requests the user has sent, allowing the user to access the requested content from any other network-enabled device.



A. CLASSIFICATION OF SUBJECT MATTER*G06Q 30/02(2012.01)i, G06Q 50/10(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; H04N 7/10; G06F 15/16; G06Q 30/00; G01C 21/00; G06Q 50/10

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: advertis*, target, cross, multiple, platform

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2009-0037949 A1 (BIRCH JAMES R.) 05 February 2009 See abstract, figures 1-8, paragraphs [0003] - [0164] and claims 1-67.	1-20
A	US 2009-0158320 A1 (RIEDL STEVE et al.) 18 June 2009 See abstract, figures 1-2 and claims 1-30.	1-20
A	US 2011-0055012 A1 (CHRISTIANSON RYAN et al.) 03 March 2011 See abstract, figures 1-5 and claims 1-11.	1-20
A	US 2010-0115060 A1 (JULIA LUC et al.) 06 May 2010 See abstract, figures 1-9 and claims 1-42.	1-20

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

* Special categories of cited documents:

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"&" document member of the same patent family

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Patent document cited in search report	Publication date	Patent family member(s)	Publication date
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