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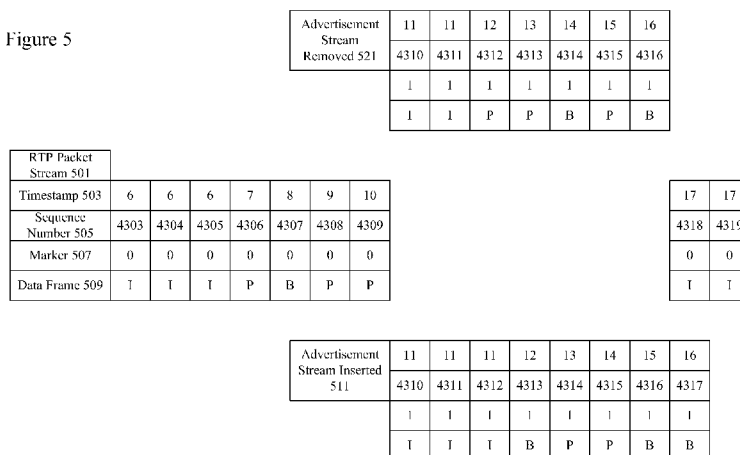
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(54) **Title:** DYNAMIC ADVERTISEMENT STREAM REPLACEMENT

Figure 5



(57) **Abstract:** Mechanisms are provided for replacing default advertisement streams in a media stream with replacement advertisement streams. User profile information is obtained for a particular user and/or device. A default advertisement stream is identified and replaced with advertisement streams selected using the user profile information. Timestamp information and sequence number information is maintained to allow uninterrupted delivery of the modified media stream while customizing media streams for particular users.

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INTERNATIONAL SEARCH REPORT

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<p>A. CLASSIFICATION OF SUBJECT MATTER IPC(8) - G06Q 30/00 (2009.01) USPC - 725/42 According to International Patent Classification (IPC) or to both national classification and IPC</p>														
<p>B. FIELDS SEARCHED</p> <p>Minimum documentation searched (classification system followed by classification symbols) IPC(8) - G06Q 30/00 (2009.01) USPC - 725/42</p> <p>Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched</p> <p>Electronic data base consulted during the international search (name of data base and, where practicable, search terms used) PatBase, Google Patent</p>														
<p>C. DOCUMENTS CONSIDERED TO BE RELEVANT</p> <table border="1"> <thead> <tr> <th>Category*</th> <th>Citation of document, with indication, where appropriate, of the relevant passages</th> <th>Relevant to claim No.</th> </tr> </thead> <tbody> <tr> <td>X — Y</td> <td>WO 2007/082190 A2 (COLLINS et al) 19 July 2007 (19.07.2007) entire document</td> <td>1-7, 11-17 and 21 8-10, 18-20</td> </tr> <tr> <td>Y</td> <td>US 2006/0206617 A1 (REY et al) 14 September 2006 (14.09.2006) entire document</td> <td>8-10, 18-20</td> </tr> <tr> <td>Y</td> <td>US 2008/0059724 A1 (STIFTER, JR) 06 March 2008 (06.03.2008) paragraph 0035</td> <td>10, 20</td> </tr> </tbody> </table>			Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.	X — Y	WO 2007/082190 A2 (COLLINS et al) 19 July 2007 (19.07.2007) entire document	1-7, 11-17 and 21 8-10, 18-20	Y	US 2006/0206617 A1 (REY et al) 14 September 2006 (14.09.2006) entire document	8-10, 18-20	Y	US 2008/0059724 A1 (STIFTER, JR) 06 March 2008 (06.03.2008) paragraph 0035	10, 20
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<p>Name and mailing address of the ISA/US Mail Stop PCT, Attn: ISA/US, Commissioner for Patents P.O. Box 1450, Alexandria, Virginia 22313-1450 Facsimile No. 571-273-3201</p>		<p>Authorized officer: Blaine R. Copenheaver PCT Helpdesk: 571-272-4300 PCT OSP: 571-272-7774</p>												