



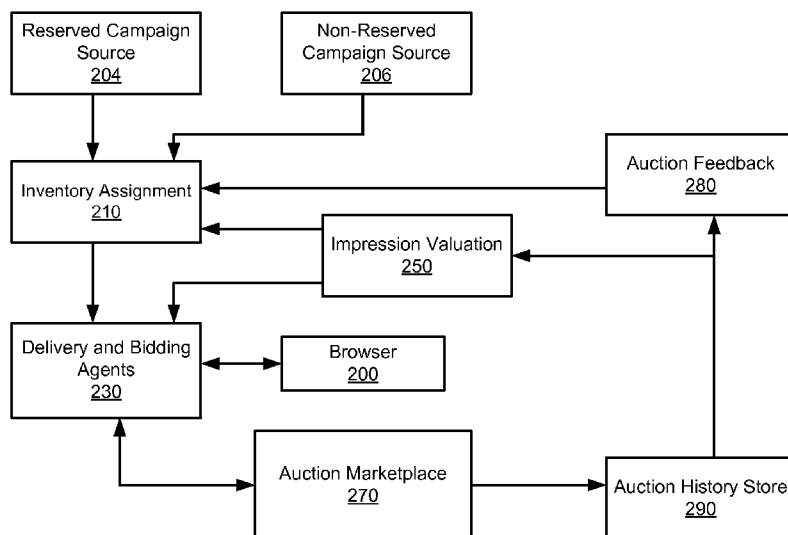
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- (81) **Designated States** (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DK, DM, DO,

[Continued on next page]

- (54) **Title:** UNIFIED YIELD MANAGEMENT FOR DISPLAY ADVERTISING

**FIG. 2**

(57) **Abstract:** Systems and method can be provided for selecting advertising payloads for display in an available advertising impression location. The advertising payloads can be selected based on an auction between various types of hosted and third party campaigns, including hosted reserved advertising campaigns and hosted non-reserved advertising campaigns. The rules of the auction can be set and/or updated over time to allow hosted campaigns to meet desired goals, such as delivering a minimum number of impressions or spending an expect budget amount.



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.

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- as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))
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INTERNATIONAL SEARCH REPORT

International application No.
PCT/US2012/039765**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; G06Q 30/00; H04N 7/025; G06N 5/02

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: auction rule, impression, advertisement, bid

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 2006-0074749 A1 (KAIN MACHAEL L. et al.) 06 April 2006 See abstract, claims 1-23, 26,27 40 and figures 1-14.	1-10
A	US 2010-0250332 A1 (GHOSH ARPITA et al.) 30 September 2010 See abstract, claims 1-6,8,14-20 and figures 1-14.	1-10
A	US 2011-0087551 A1 (KLOPF STEVEN et al.) 14 April 2011 See abstract, claims 1,4,5,11-16 and figures 1-8.	1-10
A	US 2010-0235243 A1 (HECHT GREG) 16 September 2010 See abstract, claims 1,11 and figures 1-5.	1-10



Further documents are listed in the continuation of Box C.



See patent family annex.

* Special categories of cited documents:

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"E" earlier application or patent but published on or after the international filing date

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"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

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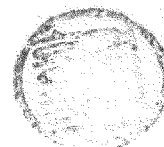
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INTERNATIONAL SEARCH REPORT

Information on patent family members

International application No.

PCT/US2012/039765

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