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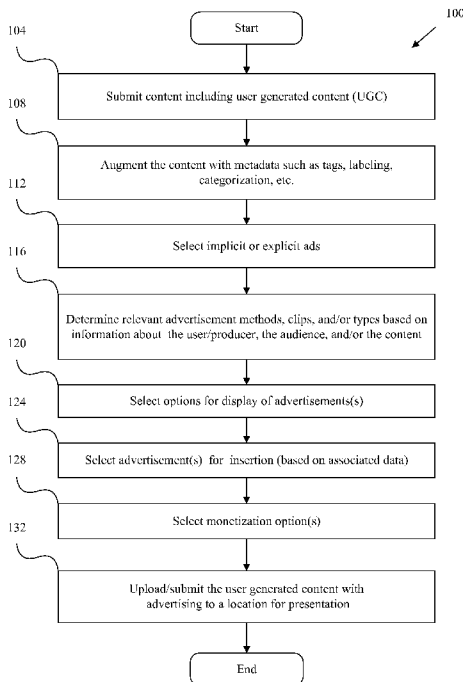


Figure 1

(57) Abstract: A system for monetization of content includes a storage device for storage and retrieval of data, and a library of content and advertisements stored within the storage device. The library comprises an organizational structure for facilitating the storage and retrieval. The system also includes a monetization engine for identifying within the library a first content item having a first monetizable feature. The system is configured for selecting a second content item from several content items within the library, and associating the second content item to the first content item by using the first monetizable feature for presentation of the second content item in conjunction with the first content item. Further embodiments include various additional systems, methods, and computer readable media for implementation of the foregoing.

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Korean utility models and applications for utility models since 1975.

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e-KOMPASS(KIPO internal) "advertisement, content, marker, feature, UGC"

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 2005/0096980 A1 (KONINGSTEIN) 05 May 2005 See abstract; figures 1-11; claims 1-118.	1-25
A	KR 10-2001-0081736 A (KIM, DONG GYUNG) 29 August 2001 See abstract; figures 1-6; claims 1-11.	1-25
A	KR 10-0763724 B1 (SEO, DONG WOOK) 04 October 2007 See abstract; figures 1-3; claims 1-13.	1-25
A	KR 10-2002-0010853 A (AN, JEONG MAN; LG ELECTRONICS INC.) 06 February 2002 See abstract; figures 1-9; claims 1-19.	1-25

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

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