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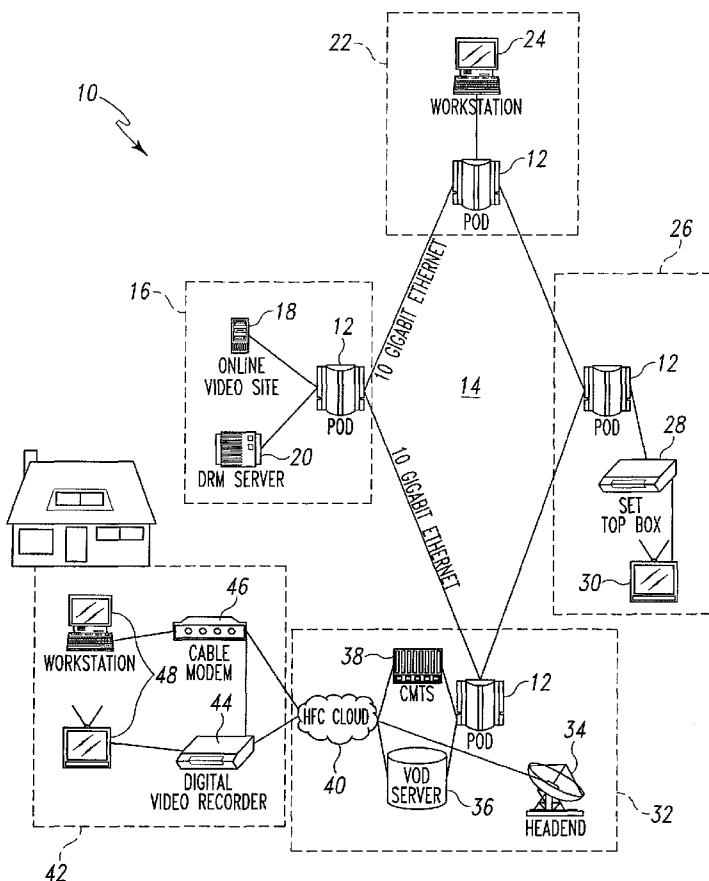
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[Continued on next page]

(54) Title: SYSTEM, DEVICE, AND METHOD FOR DELIVERING MULTIMEDIA



(57) Abstract: A system (10, 230, 400, 450, 500) and method (120, 350, 480, 550) for delivery of multimedia data includes a plurality of media devices (12) coupled to each other via a network (14). Each of the media devices (12) are configured to retrieve multimedia data and advertisement data from an external source (16, 236, 238, 404, 456, 458, 506, 508) such as a public and/or private network (236, 238, 404, 456, 458, 506, 508). The multimedia data may include a number of video clips and the advertisement data includes a number of advertisements. Each media device (12) is also configured to associate an advertisement of the advertisement data to a video clip of the multimedia data based on one of a number of criteria and transmit the associated video clip and advertisement to a playback device (44, 46, 48, 150, 168, 170, 410) for viewing thereon.

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TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

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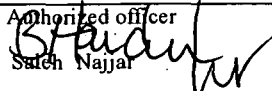
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B. FIELDS SEARCHED Minimum documentation searched (classification system followed by classification symbols) U.S. : 709/231 Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)		
C. DOCUMENTS CONSIDERED TO BE RELEVANT		
Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 6,760,916 B2 (Holtz et al.) 6 July 2004 (6.7.2004), abstract, Column 3, lines 40-Column 4, lines 45, Column 7, lines 36-Column 11, lines 44)	1-20
<input type="checkbox"/> Further documents are listed in the continuation of Box C. <input type="checkbox"/> See patent family annex.		
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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		Date of mailing of the international search report 24 JUL 2008 Authorized officer  Saleh Najjar Telephone No. 571-272-3609