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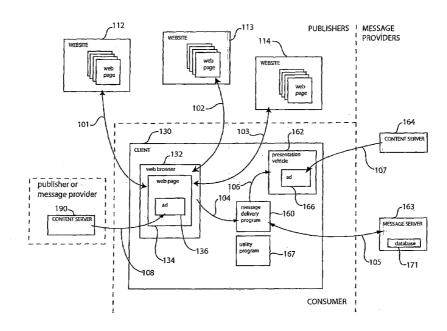
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Declarations under Rule 4.17:

— as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii)) for the following designations AE,

[Continued on next page]

(54) Title: METHODS AND APPARATUS FOR POSTING MESSAGES ON DOCUMENTS DELIVERED OVER A COMPUTER NETWORK



(57) Abstract: In one embodiment, a message (236) posted on a document (134) delivered over a computer network is based on consumer behavioral information. The behavioral information may be obtained by monitoring the consumer's activities across several locations in the computer network. The message may be an advertisement, while the document may be a web page. The advertisement may be selected based on the consumer's browsing activities across several unrelated web sites on the Internet.

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as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii)) for all designations

CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, UZ, VC, VN, YU, ZA, ZM, ZW, ARIPO patent (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG)

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A. CLASSIFICATION OF SUBJECT MATTER				
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B. FIELDS SEARCHED				
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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.
Α	US 5,991,735A (Gerace et al.) 23 November 1999 (23.11.1999)			1-25
Α	US 6,009,410A (Lemole et al.) 28 December 1999 (28.12.1999)			1-25
Α	US 6,487,538B1 (Gupta et al.) 26 November 2002 (26.11.2002)			1-25
Α	US 6,332,127B1 (Bandera et al.) 18 December 2001 (18.12.2001)			1-25
Α	6,297,819B1 (Furst) 02 October 2001 (02.10.2001)			1-25
Α	US 6,052,730A (Felciano et al.) 18 April 2000 (18.04.2000)			1-25
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