Title: PROVIDING USER SELECTED CONTENT VIA PUBLISHERS

Abstract: Apparatus and method for managing a user's desire to see user selected content along with a publisher's content on a web page. The apparatus and method manage the displaying of the user selected content on the web pages along with managing revenue and payments for the display of the user selected content.

[Continued on next page]
before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments (Rule 48.2(h))

(88) Date of publication of the international search report
INTERNATIONAL SEARCH REPORT

International application No.
PCT/US 13/55550

A. CLASSIFICATION OF SUBJECT MATTER

IPC(8) ... Box 1450, Alexandria, Virginia 22313-1450
Facsimile No. 571-273-3201
Form PCT/ISA/210 (second sheet) (July 2009)

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

IPC(8): G06Q 30/00 (2014.01)
USPC - 715/745, 705/14.4

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

<table>
<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</td>
<td>US 20110252336 A1 (ISHII, T. et al.) 13 October 2011; abstract; figures 3-6, 12-14; paragraphs [0052], [0058], [0070], [0095]-[0098], [0101].</td>
<td>1,3, 5-7, 17, 18</td>
</tr>
<tr>
<td>Y</td>
<td>US 2012/0173343 A1 (KONING, W.) 05 July 2012; figures 2, 3, 4A, 4B, 4C; paragraphs [0005]-[0009], [0011], [0013], [0032], [0033], [0037], [0040], [0063], [0080], [0082], [0102], [0104].</td>
<td>4, 8, 9, 19, 20</td>
</tr>
</tbody>
</table>

Further documents are listed in the continuation of Box C.

"A" document defining the general state of the art which is not considered to be of particular relevance

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

"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)

"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 01 April 2014 (01.04.2014)

Date of mailing of the international search report 16 APR 2014

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

Form PCT/ISA/210 (second sheet) (July 2009)
# INTERNATIONAL SEARCH REPORT

## Box No. II  Observations where certain claims were found unsearchable (Continuation of item 2 of first sheet)

This international search report has not been established in respect of certain claims under Article 17(2)(a) for the following reasons:

1. □ Claims Nos.: because they relate to subject matter not required to be searched by this Authority, namely:

2. □ Claims Nos.: because they relate to parts of the international application that do not comply with the prescribed requirements to such an extent that no meaningful international search can be carried out, specifically:

3. □ Claims Nos.: because they are dependent claims and are not drafted in accordance with the second and third sentences of Rule 6.4(a).

## Box No. III  Observations where unity of invention is lacking (Continuation of item 3 of first sheet)

This International Searching Authority found multiple inventions in this international application, as follows:

- Please see Supplemental Page.***

1. □ As all required additional search fees were timely paid by the applicant, this international search report covers all searchable claims.

2. □ As all searchable claims could be searched without effort justifying additional fees, this Authority did not invite payment of additional fees.

3. □ As only some of the required additional search fees were timely paid by the applicant, this international search report covers only those claims for which fees were paid, specifically claims Nos.:

4. □ No required additional search fees were timely paid by the applicant. Consequently, this international search report is restricted to the invention first mentioned in the claims, it is covered by claims Nos.: 1-9 and 17-20

## Remark on Protest

- The additional search fees were accompanied by the applicant's protest and, where applicable, the payment of a protest fee.
- The additional search fees were accompanied by the applicant's protest but the applicable protest fee was not paid within the time limit specified in the invitation.
- No protest accompanied the payment of additional search fees.

Form PCT/ISA/210 (continuation of first sheet (2)) (July 2009)
This application contains the following inventions or groups of inventions which are not so linked as to form a single general inventive concept under PCT Rule 13.1. In order for all inventions to be examined, the appropriate additional examination fee must be paid.

Group I: Claims 1-9 and 17-20 are directed toward a computer-implemented method and apparatus for receiving a request for and displaying a content display in a content slot.

Group II: Claims 10-16 are directed toward a computer-implemented method comprising transferring a content item for display in a content slot of a publisher.

The inventions listed as Groups I-II do not relate to a single general inventive concept under PCT Rule 13.1 because, under PCT Rule 13.2, they lack the same or corresponding special technical features for the following reasons:

The special technical features of Group I include at least one content item preselected by the associated user of the network accessible device or a third party server, which are not present in Group II.

The special technical features of Group II include transferring funds in an amount at least equal to an amount the publisher would have received responsive to display of a second content item in said at least one content slot, which are not present in Group I.

The common technical feature shared by Groups I-II is a computer-implemented method comprising: receiving a request for a content display from a network accessible device, the content display having a publisher content element and at least one content slot adapted to display at least one content item; identifying the at least one content item for display in the at least one content slot and transferring data to the network accessible device to display the content display with the at least one content item displayed in the at least one content slot. However, this common feature is previously disclosed by US 2008/0312556 A1 (Kanazawa). Kanazawa discloses a computer-implemented method (computer process; paragraph [0057]) comprising: receiving a request for a content display from a network accessible device (user102 chooses to share a piece of content for a messaging client 118 (content display) from a computing device 104 connected to a network 116; Abstract, Figure 1); the content display having a publisher content element (content 136, for example, a bicycle; Figure 1 and paragraph [0026]) and at least one content slot adapted to display at least one content item (metadata 122 (content slot) displays a representation of the content 136; Figure 1 and paragraph [0030]); identifying the at least one content item for display in the at least one content slot (metadata 122 relates to piece of content 136; paragraph [0030]); and transferring data to the network accessible device to display the content display with the at least one content item displayed in the at least one content slot (user can personalize and display the content; Figure 1 and paragraph [0029]).

Since the common technical feature is previously disclosed by the Kanazawa reference, this common feature is not special and so Groups I-II lack unity.