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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, 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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[Continued on next page]

(54) **Title:** DEVICES, SYSTEMS, AND METHODS FOR SIMULTANEOUSLY DELIVERING PERSONALIZED/TARGETED SERVICES AND ADVERTISEMENTS TO END USERS

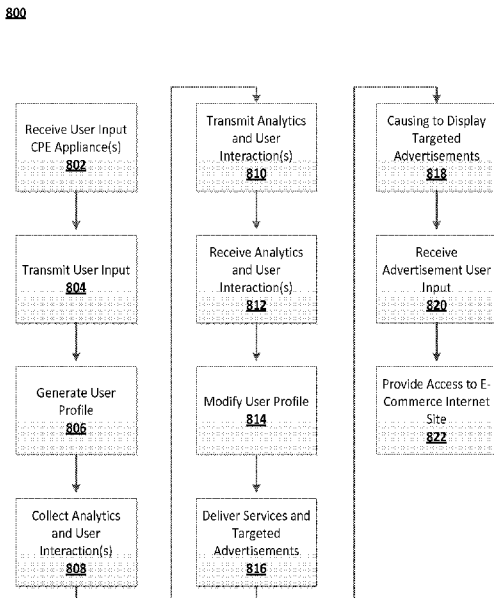


Figure 8

(57) **Abstract:** Systems, devices, and methods are disclosed for delivering personalized targeted services and personalized targeted advertisements. The system includes central server providing a one or more services to a customer premises over a communication network. Further, the system includes a home gateway receiving the one or more services from a central server and accessing one or more targeted advertisements thereby delivering the one or more services with the one or more targeted advertisements to a customer premises appliance. Additionally, the system includes one or more set-top boxes receiving the one or more services with the one or more targeted advertisements and delivered to a customer premises appliance and having one or more set-top box software applications supplied by the primary service provider that execute on each set-top box interacting with the central server and home gateway.

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SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ,  
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**A. CLASSIFICATION OF SUBJECT MATTER****G06Q 30/02(2012.01)i, H04N 7/14(2006.01)i, H04N 21/4227(2011.01)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; H04N 7/14; H04N 21/4227; H04H 9/00; G06Q 30/00; H04N 7/025; G06Q 10/00; H04N 5/445

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) &amp; Keywords: personalize, target, advertisement, content, IPTV, set-top box, profile

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 7856646 B1 (GROFF, V. et al.) 21 December 2010 See column 1, line 55-column 11, line 17, claims 1-20 and figures 1-5.	1-20
A	US 2008-0201731 A1 (HOWCROFT, J. R.) 21 August 2008 See page 1, paragraph [0013]-page 13, paragraph [0098] and figures 1-9.	1-20
A	US 2008-0015878 A1 (FENG, A. A. et al.) 17 January 2008 See page 3, paragraph [0022]-page 7, paragraph [0050] and figures 1A-7.	1-20
A	KR 10-2008-0043939 A (KIM, S. G.) 20 May 2008 See page 12, paragraph [0033]-page 22, paragraph [0199] figures 1-7.	1-20

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

\* Special categories of cited documents:

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"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

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"&amp;" document member of the same patent family

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**INTERNATIONAL SEARCH REPORT**

Information on patent family members

International application No.

**PCT/US2012/034137**

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
US 7856646 B1	21.12.2010	None	
US 2008-0201731 A1	21.08.2008	None	
US 2008-0015878 A1	17.01.2008	None	
KR 10-2008-0043939 A	20.05.2008	None	