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(71) Applicant (for all designated States except US):
TECHVOYANT INFOTECH PRIVATE LIMITED [IN/IN]; 2-B Mount Kailash, 33/5, Meanee Avenue, Ulsoor, Bangalore 560 042 (IN).

(72) Inventors; and

(75) Inventors/Applicants (for US only): **SRIDHAR, G., S.** [IN/IN]; F 408, Red Wood Block, 4th Floor, Raheja Residency, 7th Cross III Block, Koramangala, Bangalore 560 034 (IN). **RAMDAS, Vishwanath** [IN/IN]; #11 Pearl Pawan Apartments, #98, 6th Main, 13th Cross, Malleswaram, Bangalore 560 003 (IN). **TEREGOWDA, Pradeep, Bennur** [IN/IN]; Fair Haven Apartments, @301, 2 St. Johns Road, Ulsoor, Bangalore 560 042 (IN).

(74) Agent: **PANWAR, Ajay, Bahadur, Singh**; EVLG IP Professional and Consulting, Services Private Limited, Unit 4, Upper Ground Floor, Innovator Building, ITPL, Bangalore 560 066 (IN).

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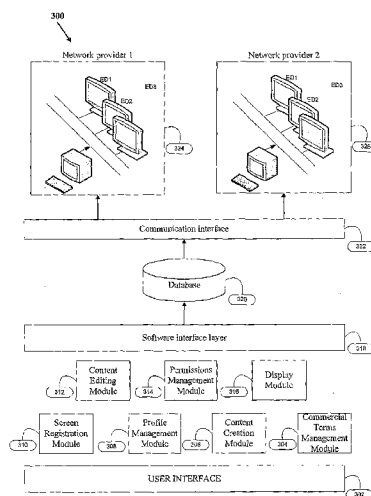


FIG. 3

(57) Abstract: A unified network of disparate display networks for displaying content provided by content providers through a service provider. Properties of disparate display network providers are defined by a service provider. Contents are then received from content providers. Further, the contents are filtered according to a set of predefined criteria and permissible display contents are selected based on the predefined criteria. These permissible display contents are displayed on display devices associated with disparate display networks of disparate display network providers.



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INTERNATIONAL SEARCH REPORT

International application No.

PCT/IN 08/00065

A. CLASSIFICATION OF SUBJECT MATTER

IPC(8) - G06F 15/16 (2010.01)

USPC - 715/201

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)

IPC(8): G06F 15/16 (2010.01)

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Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
USPC: 709/217, 218; 715/201; 725/105 (keyword limited - see terms below)

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
PubWEST(PGPB, USPT, EPAB, JPAB); Google; Search Terms: display network, unified network, display service, display provider, display system, display, network, service, provider, system, content provider, content, advertise, advertisement, data, information, filter content, filtrat, refin, property, properties, qualit, attribut, criterion, criteria

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2006/0161635 A1 (LAMKIN et al.) 20 July 2006 (20.07.2006), entire document, especially abstract, para. [0028], [0047], [0049], [0051], [0054], [0061]-[0062], [0083], [0092], [0112],	1-4, 6, 9, 14-15, 17-18
Y	[0114], [0128]-[0129], [0138], [0140], [0166]-[0167], [0173], [0200], [0203], [0205], [0209], [0220], [0242]-[0244], [0254], [0258], [0263]-[0264], [0276], [0290], [0296], [0298], [0300], and [0326].	5, 7-8, 10-13, 16, 19-20
Y	US 2006/0069926 A1 (GINTER et al.) 30 March 2006 (30.03.2006), entire document, especially abstract, para. [0010], [0012]-[0013], [0109], [0162], [0170], [0187], [0205], [0213], [0218], [0318], [0458], [0634], [0642], [0678], [0681], [0727], [0945], [0992], [1022], [1026], [1184], [1301], [1469], [1648], [1671], [1714], [1756], [1788], [1820]-[1821], [1828], [1840], [1933]-[1934], [1998], [2003], and [2006]-[2007].	5, 7-8, 10-13, 16, 19-20
A	US 2006/0069749 A1 (HERZ et al.) 30 March 2006 (30.03.2006), entire document	1-20
A	US 2005/0216421 A1 (BARRY et al.) 29 September 2005 (29.09.2005), entire document	1-20

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

Authorized officer:

Lee W. Young

PCT Helpdesk: 571-272-4300
PCT OSP: 571-272-7774