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(54) **Title:** METHOD TO ADAPT ADS RENDERED IN A MOBILE DEVICE BASED ON EXISTENCE OF OTHER MOBILE APPLICATIONS

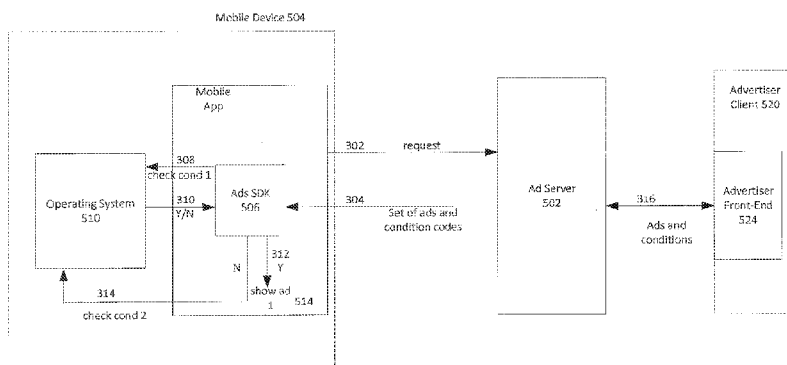


FIG. 7

(57) **Abstract:** A method, apparatus and computer-readable storage medium for adapting alternative documents associated with content to be rendered in a mobile device is disclosed. A method, apparatus and computer-readable storage medium for adapting content, such as ads, based on presence or absence of certain mobile applications is disclosed. The mobile device performs receiving a group of contents together with condition code for each respective content. The mobile device checks a condition code, which includes examining the set of mobile applications contained in the mobile device, selecting and showing the content whose condition code specifying presence or absence of a set of mobile applications is met. A server computer is disclosed for serving a requested content based on checking a condition code. A client front-end is disclosed that enables specifying an ordered sequence of alternative documents or specifying conditions to be met in order to show respective content from a group.

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**A. CLASSIFICATION OF SUBJECT MATTER****G06Q 30/02(2012.01)i, G06F 15/16(2006.01)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; G06F 17/00; G06F 17/60; G06Q 30/00; G06F 17/30; G06Q 50/10; G06F 13/00; G06F 15/16

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: render, application, advertisement, mobile

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

| Category* | Citation of document, with indication, where appropriate, of the relevant passages   | Relevant to claim No.   |
|-----------|--|-------------------------|
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| Y         |  | 4-5, 9-10, 12, 15, 17   |
| Y         | KR 10-2010-0042997 A (SAMSUNG ELECTRONICS CO., LTD.) 27 April 2010<br>See abstract, paragraphs [0007], [0035]-[0039], claims 13, 16-17, 19, 34-35 and figures 2, 5-6.  | 4-5, 9-10, 12, 15, 17   |
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 Further documents are listed in the continuation of Box C. See patent family annex.

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

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