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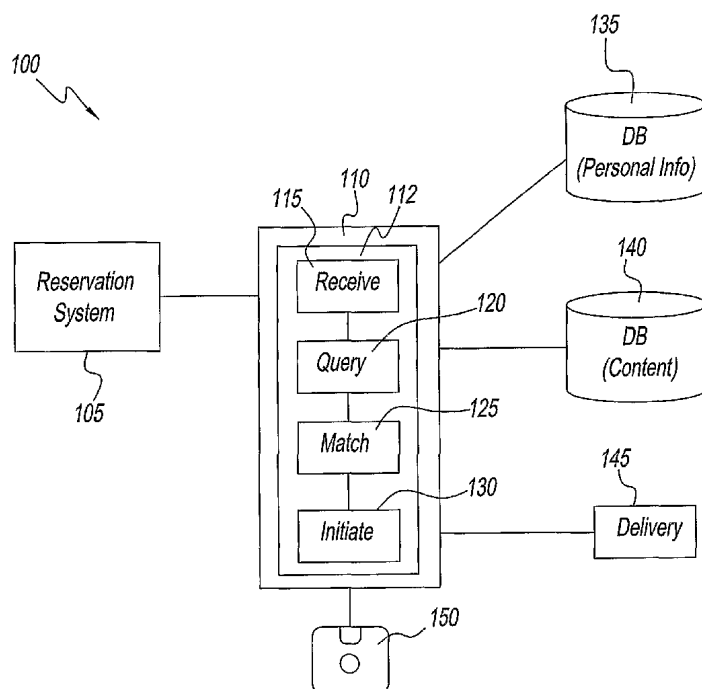
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(54) Title: TARGETED DELIVERY OF CONTENT



(57) Abstract: There is provided a computer-implemented method for targeted delivery of content. The method includes (i) receiving first data that indicates (a) an identity of a person, (b) a subject location, and (c) a subject time at which the person is expected to be at the subject location, (ii) querying a database, based on the identity, to obtain second data about the person, (iii) matching content to the second data, and (iv) initiating a delivery of the content to a delivery location at a delivery time based on the subject location and the subject time.

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US06/13446

A. CLASSIFICATION OF SUBJECT MATTER

IPC: **G06Q 30/00** (2006.01)

USPC: 705/14

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)

U.S. : 705/14

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

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 6,587,835 (Treyz et al.) 1 July 2003 (1.07.2003), Figs 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 71, 79, 93, and 96; Col 2, lines 11-37; Col 3, lines 31-55; Col 25, lines 49-60; Col 33, line 60 through Col 34, line 26; Col 38, line 23 through Col 40, line 19; Col 47, line 54 through Col 48, line 42 and Col 55, lines 4-60	1-25

☐ Further documents are listed in the continuation of Box C.

☐ See patent family annex.

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"P" document published prior to the international filing date but later than the priority date claimed

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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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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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