Title: SYSTEMS AND METHODS FOR MEDIA-INDEPENDENT PROCESSING OF ADVERTISEMENT PUBLICATION INFORMATION

Abstract: The present disclosure describes systems and methods for media-independent processing of advertisement publication information. Some illustrative embodiments include a data processing system including a server computer that includes a data storage device, the data storage device including an advertiser database that includes a source advertisement, and a media outlet database that includes a media outlet record. The server computer is capable of providing the media outlet record for selection by a user. The server computer is further capable of reformating the source advertisement according to one or more constraints associated with the media outlet record selected by the user.
## A. CLASSIFICATION OF SUBJECT MATTER

**IPC(8) -** G06Q 30/00 (2008.01 )

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)

**USPC: 705/14

**

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

**USPC: 705/14, 1, 500, 707/1 (see keywords below)

Electronic database consulted during the international search (name of data base and, where practicable, search terms used)

Pub WEST (USPT, PGPB, JPAB, EPAB), Google Scholar, Dialog Pro.

Search Terms Used: advertisement creation, accepts or rejects, advertisement agent, (accepts or approves) adj (advertisement or design), server, database, advert adj database, media adj database, selects adj media, chooses adj media, .......

## 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 2005/0044009 A1 (Stone et al.), 24 February 2005 (24.02.2005), entire document especially figure 2a, para [0174]; para [0181]; para [0212]; para [0381].</td>
<td>1, 3-9 and 11-16</td>
</tr>
<tr>
<td>Y</td>
<td>US 2005/0144009 A1 (Wiseman et al.), 30 June 2005 (30.06.2005), entire document especially figures 1-2; para [0023]; para [0038].</td>
<td>2, 10 and 17-23</td>
</tr>
</tbody>
</table>

## D. Further documents are listed in the continuation of Box C

* "A" Special categories of cited documents.
  
  "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

Date of the actual completion of the international search

05 February 2008 (05.02.2008)

Date of mailing of the international search report

28 MAR 2008

Authorized officer.

Lee W Young

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