

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
9 July 2009 (09.07.2009)

PCT

(10) International Publication Number
WO 2009/085197 A3

- (51) **International Patent Classification:**
G06Q 30/00 (2006.01)
- (21) **International Application Number:**
PCT/US2008/013877
- (22) **International Filing Date:**
19 December 2008 (19.12.2008)
- (25) **Filing Language:** English
- (26) **Publication Language:** English
- (30) **Priority Data:**
11/962,321 21 December 2007 (21.12.2007) US
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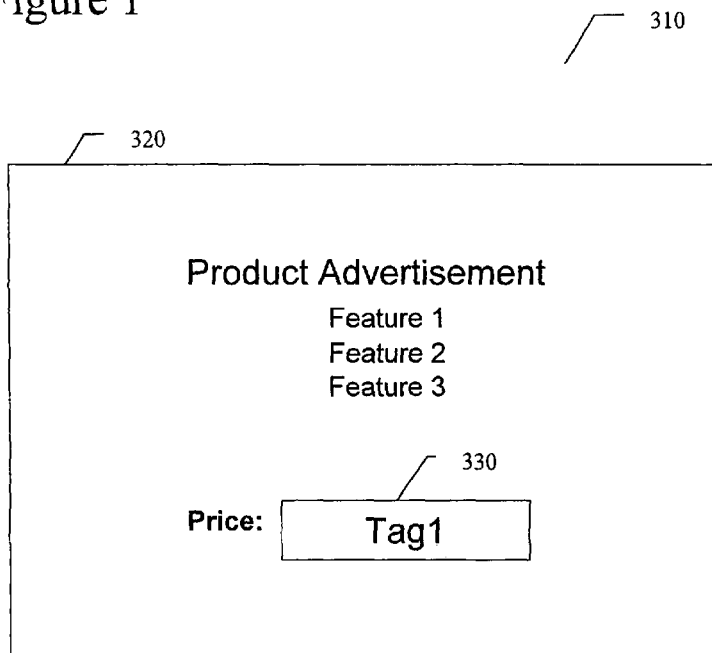
- (81) **Designated States (unless otherwise indicated, for every kind of national protection available):** AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, 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, PG, PH, PL, PT, RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.
- (84) **Designated States (unless otherwise indicated, for every kind of regional protection available):** ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MT, NL, NO, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:
— with international search report (Art. 21(3))

[Continued on next page]

(54) **Title:** ON-LINE ADVERTISING WITH DYNAMIC CONTENT

Figure 1



(57) **Abstract:** A computer-implemented system and method for providing on-line advertising with dynamic content is disclosed. The system in an example embodiment includes an advertisement (ad) generator configured to provide an advertisement template with an embedded region for dynamic content; to retrieve dynamic content; to modify the presentation of the advertisement to include the dynamic content; and to serve the modified advertisement including the dynamic content to a user.

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— *before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments (Rule 48.2(h))*

(88) Date of publication of the international search report:
11 September 2009

A. CLASSIFICATION OF SUBJECT MATTER**G06Q 30/00(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)

IPC8: G06F 17/00, G06F 17/30, G06F19/00, G06Q10/00-99/00

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 since 1975.

Japanese utility models and applications for utility models since 1975.

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

eKOMPASS(KIPO internal) "advertisement, template, dynamic, content, embedded, region, presentation, website"

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	WO 2007/127166 A2 (VISIBLE WORLD INC.) 08 November 2007 See abstract; figures 1-7; paragraphs 0029-0084; claims 1-16	1-25
Y	US 2002/0036654 A1 (EVANS et al.) 28 March 2002 See abstract; paragraphs 0048-0092; figures 4-7; claims 1-31	1-25
A	US 2003/0048294 A1(ARNOLD) 13 March 2003 See abstract; figures 1-4; claims 1-29	1-25
A	US 2007/0260520 A1(JHA et al.) 08 November 2007 See abstract; figures 1-11; claims 1-20	1-25

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

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"&" document member of the same patent family

Date of the actual completion of the international search

16 JULY 2009 (16.07.2009)

Date of mailing of the international search report

17 JULY 2009 (17.07.2009)

Name and mailing address of the ISA/KR

Korean Intellectual Property Office
Government Complex-Daejeon, 139 Seonsa-ro, Seo-gu,
Daejeon 302-701, Republic of Korea

Facsimile No. 82-42-472-7140

Authorized officer

Hong, Kee Wan

Telephone No. 82-42-481-5662



INTERNATIONAL SEARCH REPORT

Information on patent family members

International application No.

PCT/US2008/013877

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US 2007-0260520 A1	08.11.2007	None	