

(51) International Patent Classification:
G06Q 30/00 (2006.01)(21) International Application Number:
PCT/US2010/052122(22) International Filing Date:
10 October 2010 (10.10.2010)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
12/580,948 16 October 2009 (16.10.2009) US(71) Applicant (for all designated States except US): **MICROSOFT CORPORATION** [US/US]; One Microsoft Way, Redmond, Washington 98052-6399 (US).(72) Inventors: **DUNN, Melissa, W.**; c/o Microsoft Corporation, LCA - International Patents, One Microsoft Way, Redmond, Washington 98052-6399 (US). **COLANDO, Abigail, Amy**; c/o Microsoft Corporation, LCA - International Patents, One Microsoft Way, Redmond, Washington 98052-6399 (US).

(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, CL, 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, PE, PG, PH, PL, PT, RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TH, 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, LR, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AL, AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK, SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Declarations under Rule 4.17:

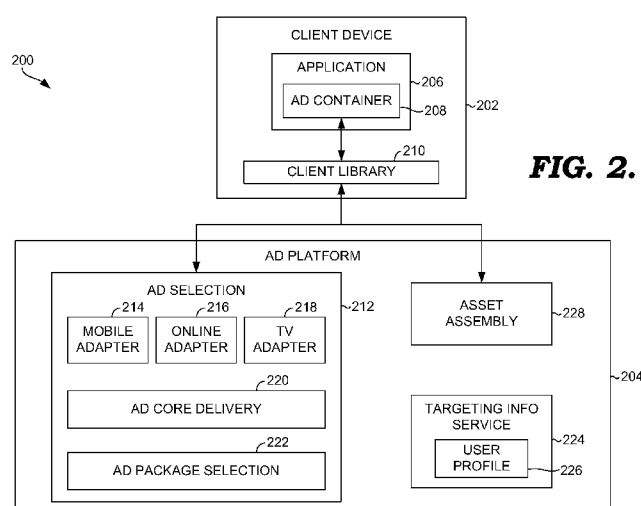
- as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))
- as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii))

Published:

- with international search report (Art. 21(3))
- 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:
30 June 2011

(54) Title: ADVERTISING AVATAR

**FIG. 2.**

(57) **Abstract:** An advertising avatar provides an engaging advertising experience. To create an advertising avatar, a user provides information that may be used to target advertisements to the user. The information is stored in a user profile and associated with an avatar ID. Additionally, an avatar image is created for the advertising avatar that is based on information provided by the user. The more information the user provides, the more fully featured the appearance of the avatar image becomes. When an advertisement is to be displayed on a user's client device, an advertisement is selected based on information in the user profile. The avatar image for the user's advertising avatar may be presented within the advertisement when the advertisement is presented on the user's client device. The presence of the avatar image within an advertisement may provide an indication to the user that the advertisement supports user interaction.

INTERNATIONAL SEARCH REPORT

International application No.
PCT/US2010/052122**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)

G06Q 30/00; G06F 17/00; G06F 3/00; G06Q 50/00; G06T 11/80

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) & Keywords: user profile, avatar, advertisement

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y A	US 2009-0158170 A1 (NARAYANAN, R. et al.) 18 June 2009 See abstract, figures 1-2, paragraphs [0008]-[0041] and claims 1-6.	1,5-7, 14 2-4, 8-13, 15
Y A	US 2008-0281677 A1 (TOMS, Y. et al.) 13 November 2008 See abstract, figure 1 and paragraphs [0007]-[0037] .	1,5-7, 14 2-4, 8-13, 15
Y A	WO 2008-054991 A2 (YAHOO, INC. et al.) 08 May 2008 See abstract, pages 11-12 and claims 1, 4.	1,5-7, 14 2-4, 8-13, 15
A	WO 2009-060955 A1 (NEC CORPORATION et al.) 14 May 2009 See abstract, paragraphs [0018]-[0059] and figures 1-4.	1-15
A	JP 2008-217255 A (FUJIFILM CORP.) 18 September 2008 See abstract and page 3.	1-15
A	KR 10-2009-0022780 A (FXGEAR INC.) 04 March 2009 See abstract, pages 5-13 and figure 2b.	1-15

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

* Special categories of cited documents:

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

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"&" document member of the same patent family

Date of the actual completion of the international search

28 APRIL 2011 (28.04.2011)

Date of mailing of the international search report

29 APRIL 2011 (29.04.2011)

Name and mailing address of the ISA/KR

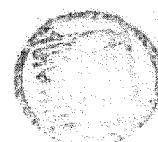
Korean Intellectual Property Office
Government Complex-Daejeon, 189 Cheongsu-ro,
Seo-gu, Daejeon 302-701, Republic of Korea

Facsimile No. 82-42-472-7140

Authorized officer

HONG, Kyoung hee

Telephone No. 82-42-481-5781



INTERNATIONAL SEARCH REPORT

Information on patent family members

International application No.

PCT/US2010/052122

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
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KR 10-2009-0022780 A	04.03.2009	None	