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(54) Title: APPARATUS, SYSTEM AND METHOD FOR A MEDIA ENHANCEMENT WIDGET

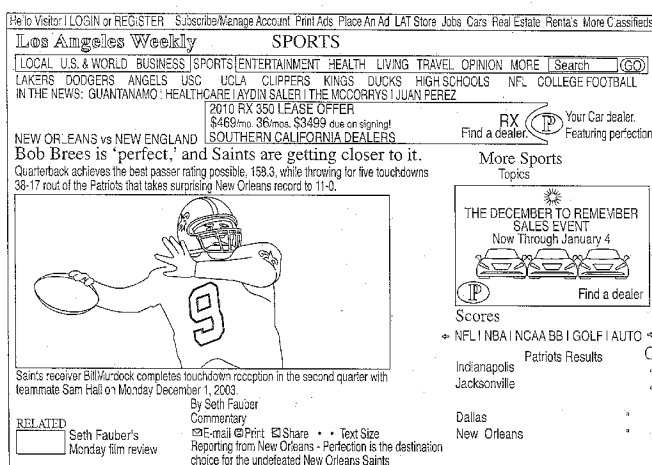


FIG. 4

(57) Abstract: The present invention is and includes a device, system and method for providing an image enhancement widget. The device, system and method include a javascript component that, upon execution, obtains at least one subject of primary content on a networked page, and at least one permission for enhancement of the primary content, ones of a plurality of content produced remotely from the javascript component and according to the javascript component, and an enhancement widget. The enhancement widget may be a flash widget.

INTERNATIONAL SEARCH REPORT

International application No.
PCT/US2013/035472**A. CLASSIFICATION OF SUBJECT MATTER****G06F 17/00(2006.01)i, G06F 3/048(2006.01)i, G06F 3/14(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)

G06F 17/00; H04W 88/02; G06F 3/00; G06Q 30/00; H04L 12/66; G06Q 30/02; G06F 3/01; H04W 8/24; G06F 3/048; G06F 3/14

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:widget, javascript, content, network page, flash, advertisement.

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2008-0270909 A1 (MATTHEW KAUFMAN et al.) 30 October 2008 See paragraphs [0022]-[0023], [0042], [0048], [0073]-[0079]; claims 1-2; and figures 3-6.	1,3,11,14-15
Y		2,4,8-9,13
A		5-7,10,12
Y	US 2009-0024482 A1 (DONALD E. SYNSTELIEN et al.) 22 January 2009 See paragraphs [0004], [0024]-[0029], [0099]; claims 1-6; and figures 1-3.	2,8-9
Y	US 2010-0002685 A1 (ELIEZER SHAHAM et al.) 07 January 2010 See paragraphs [0024]-[0027], [0038]-[0040], [0166], [0172]; and claims 1-4.	4,13
A	KR 10-2009-0001421 A (INSPIRIT CO., LTD.) 09 January 2009 See abstract; paragraphs [0021]-[0024], [0034]-[0039]; and figures 1-2.	1-15
A	KR 10-2010-0003113 A (KT CORPORATION) 07 January 2010 See paragraphs [0029]-[0044]; claims 1-5; and figures 1-2.	1-15



Further documents are listed in the continuation of Box C.



See patent family annex.

* Special categories of cited documents:

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"&" document member of the same patent family

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INTERNATIONAL SEARCH REPORT

Information on patent family members

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PCT/US2013/035472

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
US 2008-0270909 A1	30/10/2008	US 8363373 B2	29/01/2013
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US 2010-0002685 A1	07/01/2010	US 2009-0323926 A1	31/12/2009
KR 10-2009-0001421 A	09/01/2009	WO 2008-123745 A1	16/10/2008
KR 10-2010-0003113 A	07/01/2010	None	