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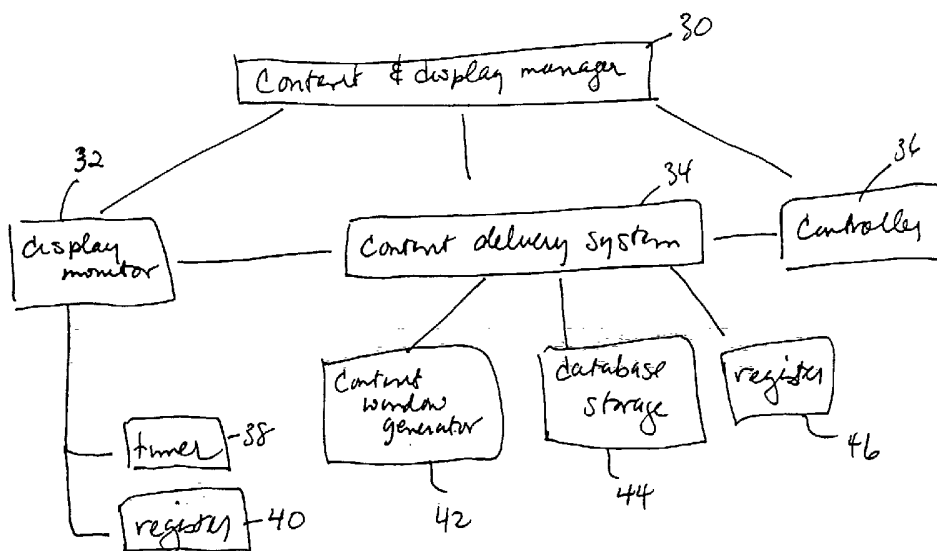
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US 09/419,698 (CON)  
Filed on 14 October 1999 (14.10.1999)
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[Continued on next page]

(54) Title: A METHOD AND APPARATUS FOR PROVIDING CONTENT TO USERS



(57) **Abstract:** Embodiments of the instant invention are directed to a method and apparatus for presenting unsolicited data to users without interrupting the user's activities, wherein the presentation of the unsolicited data is monitored and is available for review by the user at the user's convenience. Embodiments of the invention comprise a content and display manager, wherein the content and display manager include a display monitor, a content delivery system and a content controller. The display monitor selects the display of content to the users, in part, by reviewing a marker which defines the last time that content was displayed to the user and the type of content displayed. The content delivery system transmits a content window to a user computer via the controller. The controller controls the downloading of the content and initially displays the content window in front of a first browser window position and then displays the content window behind the first browser window.

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*For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.*

# INTERNATIONAL SEARCH REPORT

International Application No

PCT/US 00/28500

<b>A. CLASSIFICATION OF SUBJECT MATTER</b> IPC 7 G06F17/60				
According to International Patent Classification (IPC) or to both national classification and IPC				
<b>B. FIELDS SEARCHED</b>				
Minimum documentation searched (classification system followed by classification symbols) IPC 7 G06F				
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 practical, search terms used) INSPEC, EPO-Internal, WPI Data, IBM-TDB				
<b>C. DOCUMENTS CONSIDERED TO BE RELEVANT</b>				
Category °	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.		
X	MARABLE B ET AL: "Designing smart pop-up windows" WEB TECHNIQUES, JULY 1998, MILLER FREEMAN, USA, vol. 3, no. 7, pages 65-68, XP008019169 ISSN: 1086-556X the whole document --- -/--	1,2,4,5		
<table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;"> <input checked="" type="checkbox"/> Further documents are listed in the continuation of box C.                 </td> <td style="width: 50%; border: none;"> <input checked="" type="checkbox"/> Patent family members are listed in annex.                 </td> </tr> </table>			<input checked="" type="checkbox"/> Further documents are listed in the continuation of box C.	<input checked="" type="checkbox"/> Patent family members are listed in annex.
<input checked="" type="checkbox"/> Further documents are listed in the continuation of box C.	<input checked="" type="checkbox"/> Patent family members are listed in annex.			
° Special categories of cited documents :				
<table style="width: 100%; border: none;"> <tr> <td style="width: 50%; vertical-align: top;"> <ul style="list-style-type: none"> <li>*A* document defining the general state of the art which is not considered to be of particular relevance</li> <li>*E* earlier document but published on or after the international filing date</li> <li>*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)</li> <li>*O* document referring to an oral disclosure, use, exhibition or other means</li> <li>*P* document published prior to the international filing date but later than the priority date claimed</li> </ul> </td> <td style="width: 50%; vertical-align: top;"> <ul style="list-style-type: none"> <li>*T* 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</li> <li>*X* 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</li> <li>*Y* document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art.</li> <li>*Z* document member of the same patent family</li> </ul> </td> </tr> </table>			<ul style="list-style-type: none"> <li>*A* document defining the general state of the art which is not considered to be of particular relevance</li> <li>*E* earlier document but published on or after the international filing date</li> <li>*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)</li> <li>*O* document referring to an oral disclosure, use, exhibition or other means</li> <li>*P* document published prior to the international filing date but later than the priority date claimed</li> </ul>	<ul style="list-style-type: none"> <li>*T* 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</li> <li>*X* 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</li> <li>*Y* document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art.</li> <li>*Z* document member of the same patent family</li> </ul>
<ul style="list-style-type: none"> <li>*A* document defining the general state of the art which is not considered to be of particular relevance</li> <li>*E* earlier document but published on or after the international filing date</li> <li>*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)</li> <li>*O* document referring to an oral disclosure, use, exhibition or other means</li> <li>*P* document published prior to the international filing date but later than the priority date claimed</li> </ul>	<ul style="list-style-type: none"> <li>*T* 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</li> <li>*X* 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</li> <li>*Y* document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art.</li> <li>*Z* document member of the same patent family</li> </ul>			
Date of the actual completion of the international search  <div style="text-align: center; font-weight: bold;">3 July 2003</div>	Date of mailing of the international search report  <div style="text-align: center; font-weight: bold;">05/08/2003</div>			
Name and mailing address of the ISA European Patent Office, P.B. 5818 Patentlaan 2 NL - 2280 HV Rijswijk Tel. (+31-70) 340-2040, Tx. 31 651 epo nl, Fax: (+31-70) 340-3016	Authorized officer  <div style="text-align: center; font-weight: bold;">Boyadzhiev, Y</div>			

## INTERNATIONAL SEARCH REPORT

International Application No.

PCT/US 00728500

C.(Continuation) DOCUMENTS CONSIDERED TO BE RELEVANT		
Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	<p>LANGHEINRICH M ET AL: "Unintrusive customization techniques for Web advertising"            COMPUTER NETWORKS, ELSEVIER SCIENCE PUBLISHERS B.V., AMSTERDAM, NL, vol. 31, no. 11-16, 17 May 1999 (1999-05-17), pages 1259-1272, XP004304553            ISSN: 1389-1286            abstract            page 1260, left-hand column, line 36 -page 1261, right-hand column, line 2            page 1262, right-hand column, line 44            -page 1263, left-hand column, line 22            page 1264, right-hand column, line 17            -page 1265, left-hand column, line 21            ---</p>	1-5
A	<p>US 5 937 392 A (ALBERTS CHARLES D)            10 August 1999 (1999-08-10)            abstract            column 3, line 19 -column 4, line 44            column 7, line 7 -column 7, line 21            -----</p>	1-5

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International Application No

PCT/US 00/28500

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
US 5937392	A	NONE	