



- (51) International Patent Classification:
G06Q 30/02 (2012.01)
- (21) International Application Number:
PCT/US2014/039849
- (22) International Filing Date:
28 May 2014 (28.05.2014)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data:
61/828,456 29 May 2013 (29.05.2013) US
14/138,019 21 December 2013 (21.12.2013) US
- (63) Related by continuation (CON) or continuation-in-part (CIP) to earlier application:
US 14/138,019 (CON)
Filed on 21 December 2013 (21.12.2013)
- (71) Applicant: EBAY INC. [US/US]; 2145 Hamilton Avenue, San Jose, California 95125 (US).
- (72) Inventors: TUTTLE, Luke, D.; 2674 Kent Road, Columbus, Ohio 43221 (US). SALYER, Anthony, K.; 905 W Leah Lane, Gilbert, Arizona 85233 (US). DENTON, Steve; Middleton, New Jersey (US).
- (74) Agents: SCHEER, Bradley, W. et al.; Schwegman, Lundberg & Woessner, P.A., P.O. Box 2938, Minneapolis, Minnesota 55402 (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, BN, 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, IR, IS, JP, KE, KG, 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, PA, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, SA, 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, RW, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, RU, TJ,

[Continued on next page]

(54) Title: METHODS AND SYSTEMS FOR TARGETED DISPLAYS AND INFORMATION

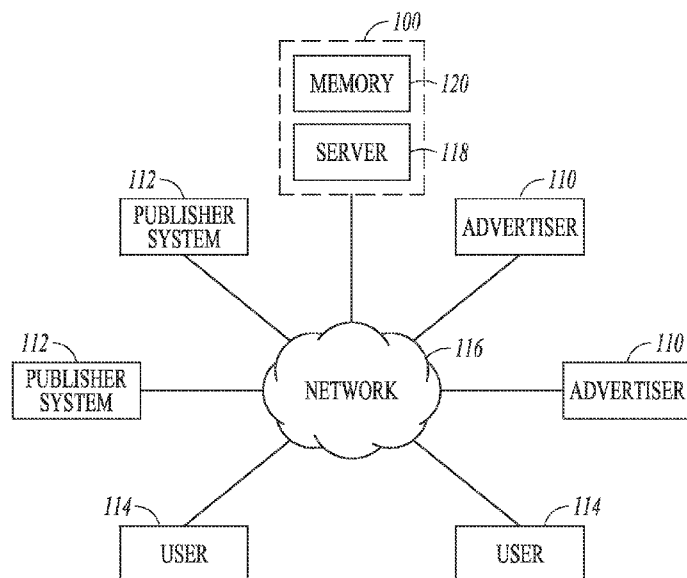


FIG. 1

(57) Abstract: In some examples, a system comprises a memory and at least one module executing on one or more computer processors to receive user behavior information and associate the user behavior information with at least one mobile user device identifier. The at least one module may further provide targeting information to an advertiser, the targeting information comprising the at least one mobile user device identifier, and transmit targeted information for display in an interface on the mobile user device based on the user behavior information associated with the at least one mobile user device identifier as defined in the specification.



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, KM, ML, MR, NE, SN, TD, TG).

— *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:

19 February 2015

Published:

— *with international search report (Art. 21(3))*

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US2014/039849

A. CLASSIFICATION OF SUBJECT MATTER

IPC(8) - G06Q 30/02 (2014.01)

CPC - G06Q 30/0251 (2014.09)

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)

IPC(8) - G06F 15/16, 17/30; G06Q 10/00, 30/02 (2014.01)

USPC - 705/14.49, 705/14.53, 705/14.66, 705/26.3

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

CPC - G06F 17/30867; G06Q 30/0241, 30/0251, 30/0269 (2014.09) (keyword delimited)

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

PatBase, Google Patents, ProQuest

Search terms used: advertisements, user behavior, targeting, identifier, publishers

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2011/0258049 A1 (RAMER et al) 20 October 2011 (20.10.2011) entire document.	1-9
A	US 2011/0035771 A1 (WARD, III et al) 10 February 2011 (10.02.2011) entire document.	1-9
A	US 2010/0293052 A1 (DiORIO et al) 18 November 2010 (18.11.2010) entire document.	1-9
A	US 2008/0259906 A1 (SHKEDI) 23 October 2008 (23.10.2008) entire document.	1-9
A	US 2010/0169176 A1 (TURAKHIA) 01 July 2010 (01.07.2010) entire document.	1-9

☐ Further documents are listed in the continuation of Box C.

* 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

"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

"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

"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

"&" document member of the same patent family

Date of the actual completion of the international search

19 November 2014

Date of mailing of the international search report

10 DEC 2014

Name and mailing address of the ISA/US

Mail Stop PCT, Attn: ISA/US, Commissioner for Patents
P.O. Box 1450, Alexandria, Virginia 22313-1450

Facsimile No. 571-273-3201

Authorized officer:

Blaine R. Copenheaver

PCT Helpdesk: 571-272-4300
PCT OSP: 571-272-7774

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US2014/039849

Box No. II Observations where certain claims were found unsearchable (Continuation of item 2 of first sheet)

This international search report has not been established in respect of certain claims under Article 17(2)(a) for the following reasons:

1. ☐ Claims Nos.:
because they relate to subject matter not required to be searched by this Authority, namely:

2. ☐ Claims Nos.:
because they relate to parts of the international application that do not comply with the prescribed requirements to such an extent that no meaningful international search can be carried out, specifically:

3. ☐ Claims Nos.:
because they are dependent claims and are not drafted in accordance with the second and third sentences of Rule 6.4(a).

Box No. III Observations where unity of invention is lacking (Continuation of item 3 of first sheet)

This International Searching Authority found multiple inventions in this international application, as follows:
see last page

1. ☐ As all required additional search fees were timely paid by the applicant, this international search report covers all searchable claims.
2. ☐ As all searchable claims could be searched without effort justifying additional fees, this Authority did not invite payment of additional fees.
3. ☐ As only some of the required additional search fees were timely paid by the applicant, this international search report covers only those claims for which fees were paid, specifically claims Nos.:
4. ☒ No required additional search fees were timely paid by the applicant. Consequently, this international search report is restricted to the invention first mentioned in the claims; it is covered by claims Nos.:
1-9

Remark on Protest

- ☐ The additional search fees were accompanied by the applicant's protest and, where applicable, the payment of a protest fee.
- ☐ The additional search fees were accompanied by the applicant's protest but the applicable protest fee was not paid within the time limit specified in the invitation.
- ☐ No protest accompanied the payment of additional search fees.

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US2014/039849

This application contains the following inventions or groups of inventions which are not so linked as to form a single general inventive concept under PCT Rule 13.1. In order for all inventions to be examined, the appropriate additional examination fees must be paid.

Group I, claims 1-9, drawn to a system comprising at least one module, executing on one or more computer processors, to transmit targeted information for display in an interface on a mobile user device based on the user behavior information associated with the at least one mobile user device identifier.

Group II, claims 10-15, drawn to a system comprising at least one module, executing on one or more computer processors, to identify an information campaign to which the mobile web user device identifier can be assigned and assigning the device identifier to the campaign accordingly.

Group III, claim 16, drawn to a computer-implemented method

The inventions listed as Groups I, II and III do not relate to a single general inventive concept under PCT Rule 13.1 because, under PCT Rule 13.2, they lack the same or corresponding special technical features for the following reasons: the special technical feature of the Group I invention: at least one module, executing on one or more computer processors, to transmit targeted information for display in an interface on a mobile user device based on the user behavior information associated with the at least one mobile user device identifier as claimed therein is not present in the invention of Groups II and III. The special technical feature of the Group II invention: at least one module, executing on one or more computer processors, to identify an information campaign to which the mobile web user device identifier can be assigned and assigning the device identifier to the campaign accordingly as claimed therein is not present in the invention of Groups I or III. The special technical feature of the Group III invention: sending a publishing container to a browser associated with a mobile user device and sending content associated with the campaign to the publishing container as claimed therein is not present in the invention of Groups I or II.

Groups I, II and III lack unity of invention because even though the inventions of these groups require the technical feature of a system comprising: a memory; and at least one module, executing on one or more computer processors, to: receive user behavior information; associate the user behavior information with at least one mobile user device identifier; provide targeting information to an advertiser, the targeting information comprising the at least one mobile user device identifier, this technical feature is not a special technical feature as it does not make a contribution over the prior art.

Specifically, WO 2011/094734 A2 (RAMER et al) teaches a system comprising: a memory; and at least one module, executing on one or more computer processors (programmable digital signal processors or other programmable device along with internal and external memory, para. 0391), to: receive user behavior information; associate the user behavior information with at least one mobile user device identifier (a user profile DSP may collect, receive, analyze, select, aggregate such device characteristics data from a user's mobile profile with other user data relating to a user's activities across a plurality of media platforms, para. 0025); provide targeting information to an advertiser, the targeting information comprising the at least one mobile user device identifier (the search stream data may identify longer term and real time interests which may provide time-sensitive targeting opportunities, para. 001142. A user ID may be collected which may be a common unique identifier. A provider may be collected which may be an advertisement source. Examples of an advertisement source may be a primary ad server, para. 001143).

Since none of the special technical features of the Group I, II or III inventions are found in more than one of the inventions, unity of invention is lacking.