Title: COMPUTERIZED SYSTEM AND METHOD FOR ADVANCED ADVERTISING

Abstract: The invention provides an improved algorithm for selecting paid advertisements for inclusion with search engine results or with any resource retrieved from the Internet. The algorithm collects personalized data of each user and feeds the collected personalized data into search queries of search engines, to retrieve paid advertisements. The advertisements are retrieved based not only on search keywords input by the user, but also based on personal preferences, interests and demographics of the user, as well as the location of the user and the time when the search is performed. In other words, the inventive technology enables each user to receive very targeted, localized and personalized advertising materials.
(88) Date of publication of the international search report:
29 November 2007

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

A. CLASSIFICATION OF SUBJECT MATTER
   IPC(8): G06F 15/16 (2007.01)
   USPC: 709/203
   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)
   USPC: 709/203

   Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
   USPC: 707/1 (view text search terms below)

   Electronic database consulted during the international search (name of database and, where practicable, search terms used)
   pubWEST(PGIB,USPT,EPAB,JPAB); DialogPRO(Engineering); Google Scholar; Search terms used:

C. DOCUMENTS CONSIDERED TO BE RELEVANT

<table>
<thead>
<tr>
<th>Category</th>
<th>Citation of document, with indication, where appropriate, of the relevant passages</th>
<th>Relevant to claim No.</th>
</tr>
</thead>
</table>

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

* Special categories of cited documents:
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Date of the actual completion of the international search
26 June 2007 (26.06.2007)

Date of mailing of the international search report
28 SEP 2007

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