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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))

[Continued on next page]

(54) **Title:** ADVERTISING REVENUE SHARING

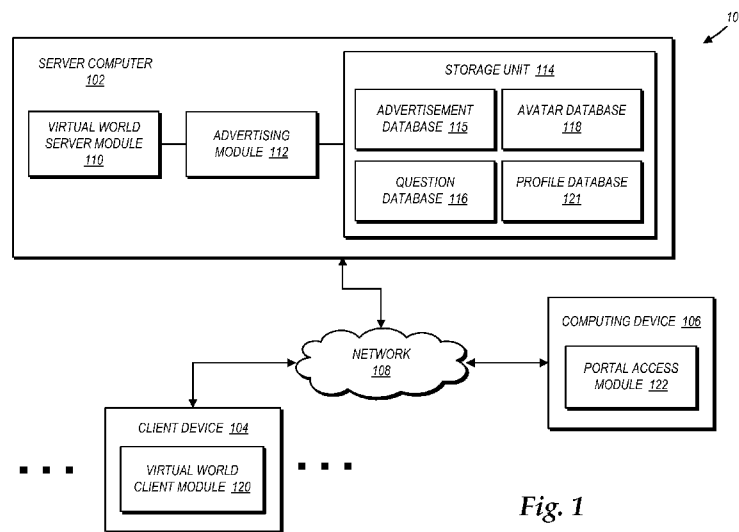
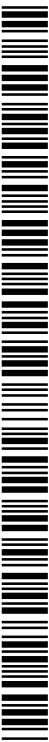


Fig. 1

(57) **Abstract:** Technologies are described herein for sharing advertisement revenue. An advertiser-generated avatar is provided to a first participant. The advertiser-generated avatar may be associated with an advertisement. Further, the first participant may be associated with a current avatar. The current avatar is replaced with the advertiser-generated avatar. While the first participant is associated with the advertiser-generated avatar, a level of interaction between the first participant and other participants is monitored. An amount of compensation to provide the first participant is determined based on the level of interaction between the first participant and the other participants. The compensation is provided to the first participant.



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INTERNATIONAL SEARCH REPORT

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PCT/US2008/087879**A. CLASSIFICATION OF SUBJECT MATTER***G06Q 30/00(2006.01)i, G06Q 50/00(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)

IPC G06Q 30/00, G06Q 50/00

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 since 1975.
Japanese Utility models and applications for Utility models since 1975.

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

PAJ, FPD, USPAT, eKIPASS "Keyword: advertisement, game, item, avatar, character, level, reward, incentive"

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 20040248649 A1 (FUJITSU LIMITED) 09 DECEMBER 2004. See abstract; pages 5-10; claims 1-12; figures 1-13.	1-8 9-20
Y A	US 20050251553 A1 (LINDA GOTTFRIED) 10 NOVEMBER 2005. See abstract; pages 2-6; claims 1-58; figures 1-22.	1-8 9-20
A	KR 1020010105429 A (LEE, SEUNG KYU) 29 NOVEMBER 2001. See abstract; claims 1-4; figures 1-2b.	1-20
A	KR 100614899 B1 (NHN CORPORATION) 22 AUGUST 2006. See abstract; claims 1-11; figures 1-6.	1-20
A	JP 14023917 A (MARUYAMA MASAO; MARUYAMA EIICHI) 25 JANUARY 2002. See abstract; claims 1-10; figure 1.	1-20

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

* Special categories of cited documents:

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"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

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INTERNATIONAL SEARCH REPORT

Information on patent family members

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