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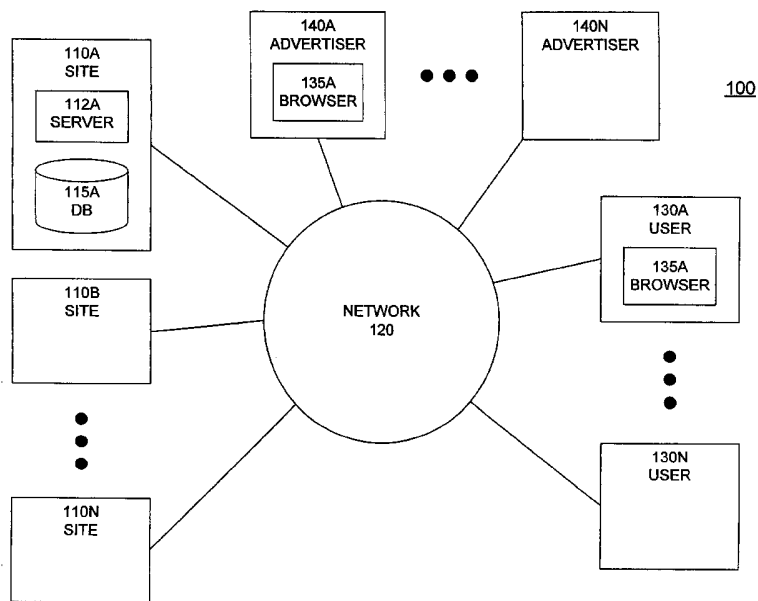
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[Continued on next page]

(54) Title: SELF-SERVICE PLATFORM FOR SELLING ADVERTISING



(57) Abstract: Computer systems, computer program products and methods for self-service advertising. A request is received, over the Internet (120), to initiate an advertisement campaign. The request comprises a maximum amount to spend on the advertisement campaign, a designation of an advertisement to be used in the advertisement campaign, and a time period in which the advertisement is to be run. The advertisement is reviewed. When the advertisement is deemed approved, the advertisement campaign is accepted. The advertisement is displayed, during the time period specified by the request, when the advertisement campaign is accepted.

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A. CLASSIFICATION OF SUBJECT MATTER

IPC(7) : G06F17/60
 US CL : 705/14

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)
 U.S. : 705/14

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 practicable, search terms used)
 East search

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 6,269,361 B1 (DAVIS et al) 31 July 2001 (31.07.2001)	1-46
A	US 6,173,271 B1 (GOODMAN et al) 09 January 2001 (09.01.2001)	1-46
A	US 6,078,866 (BUCK et al) 20 June 2000 (20.06.2000)	1-46
A	US 6,026,371 A (BECK et al) 15 February 2000 (15.02.2000)	1-46
A	US 6,026,368 A (BROWN et al) 15 February 2000 (15.02.2000) , column 23, line 1-column 24 1, in 67)	1-46
A	US 6,253,188 (WITEK et al) 26 June 2001 (26.06.2001)	1-46
A	US 6,167,382 A (SPARKS et al) 26 Decmeber 2000 (26.12.00)	1-46

Further documents are listed in the continuation of Box C.

See patent family annex.

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"O" document referring to an oral disclosure, use, exhibition or other means	"&" document member of the same patent family
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