Title: USER DISTRIBUTED TARGETED ADVERTISING, TRACKING AND FEE SYSTEM

Abstract: User distributed advertisements (UDA ads) facilitates insertion of manually selected ads into a document that is to be distributed (e.g., transmitted, published, and/or posted) such that the document is to be made available to other users. For example, manually selected ads can be inserted into an email to be sent to another user, a blog to be posted for viewing by other users, a message to be sent to another user, a message board entry to be posted for viewing by other users, a document published and made available to other users, etc. Hence, UDA ads provide a scalable advertising platform that achieves at least some of the benefits of manual targeting. Charges might be assessed to the advertiser, perhaps subject to one or more conditions being met. Rewards might be provided to the user that inserts and/or distributes the UDA ad, perhaps subject to one or more conditions being met. Performance metrics of UDA ads might be determined and used for various purposes, such as later ad serving arbitrations. A user interface for advertisers to allow their ads to be UDA ad-enabled might be provided.
ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM),
European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI,
FR, GB, GR, HU, IE, IS, IT, LT, LU, LV, MC, NL, PL, PT,
RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA,
GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:  — with international search report

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27 December 2007

Declarations under Rule 4.17:
— as to applicant's entitlement to apply for and be granted a
   patent (Rule 4.17(H))
— as to the applicant's entitlement to claim the priority of the
   earlier application (Rule 4.17(Hi))

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**

A  CLASSIFICATION OF SUBJECT MATTER

IPC(8):  G06Q 30/00; G07G 1/14; G06F 17/30 (2007.01)

USPC:  705/14; 707/104.1

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):  G06Q 30/00; G07G 1/14, G06F 17/30 (2007.01)

USPC:  705/14; 707/104.1

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

USPC:  705/14, 14, 26, 715/501 1, 733, 707/1, 3-6, 100-102, 104.1

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

PubWEST (USPT, PGPB, EPAB, JPAB); Wiley Interscience; CrossRef; Google; Google Scholar

Search Terms:  apple microsoft office tool toolbar web internet search engine email send forward

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>
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<td>Y</td>
<td>US 2004/0267612 A1 (Veatch) 30 December 2004 (30.12.2004) entire document, especially para [0007], [0009], [0020], [0024], [0047], [0062], [0065], [0073], [0074], [0078]-[0083]</td>
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<td>Y</td>
<td>US 2005/0028188 A1 (Latona et al.) 03 February 2005 (03.02.2005) entire document, especially para [0056], [0073], [0100]</td>
<td>6, 10, 13, 22, 26, 29</td>
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<td>A</td>
<td>US 2005/0097204 A1 (Horowitz et al.) 05 May 2005 (05.05.2005) entire document</td>
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D  Date of the actual completion of the international search

13 July 2007 (13.07.2007)

Date of mailing of the international search report

02 OCT 20Q7

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