Title: ENGINE, SYSTEM AND METHOD FOR GENERATION OF BRAND AFFINITY CONTENT

(57) Abstract: An advertising engine, system and method of using is described. The engine includes at least one vault including a plurality of media assets, a recommendation engine that matches at least one media asset from the vault with at least one requested creative, a delivery engine that integrates the requested creative with the matched media assets from the vault, and a management engine that regulates and/or tracks ones of the at least one media asset.
INTERNATIONAL SEARCH REPORT  

INTERNATIONAL APPLICATION No.  
PCT/US 09/01947  

A. CLASSIFICATION OF SUBJECT MATTER  
IPC(8) - G06F 7/00 (2009.01)  
USPC - 707/14  
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)  
IPC(8): G06F 7/00 (2009.01)  
USPC: 707/14  

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched  
USPC: 707/14, 104-1; 7258-9; 22, 32, 34-35; 46; 705/10; 715/200, 962  
(keyword limited - see terms below)  

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)  
PubWEST(PGPB, USPT, EPAB, JPAB); Google web; Search Terms: advertise, declare, publicize, media asset, video, audio, multimedia, multi-media, media, video, asset, resource, capital, wealth, vault, chamber, leap, container, recommend, advise, commend, engine, agent, instrument, match, equal, equivalent, deliver, delivery  

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>
<tbody>
<tr>
<td>X</td>
<td>US 2008/0052541 A1 (GINTEK et al.) 28 February 2008 (28.02.2008), entire document, especially abstract, para [0009], [0015], [0017]-[0018], [0026], [0057], [0070], [0074], [0080], [0085], [0132], [0134], [0156], [0160], [0171], [0182], [0190], [0193]-[0194], [0197], [0200], [0201], [0209], [0214]-[0215], [0217]-[0218], [0220], [0224], [0437], [0443], [0508], [0738], [0794], [0796], [0951], [0953], [1026], [1055]-[1056], [1087], [1090], [1105], [1156], [1163], [1166], [1292], [1923], [2025], [2206], [2247], [2250]-[2251], [2254], [2356].</td>
<td>1-20</td>
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  "&" document member of the same patent family  

Date of the actual completion of the international search  
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