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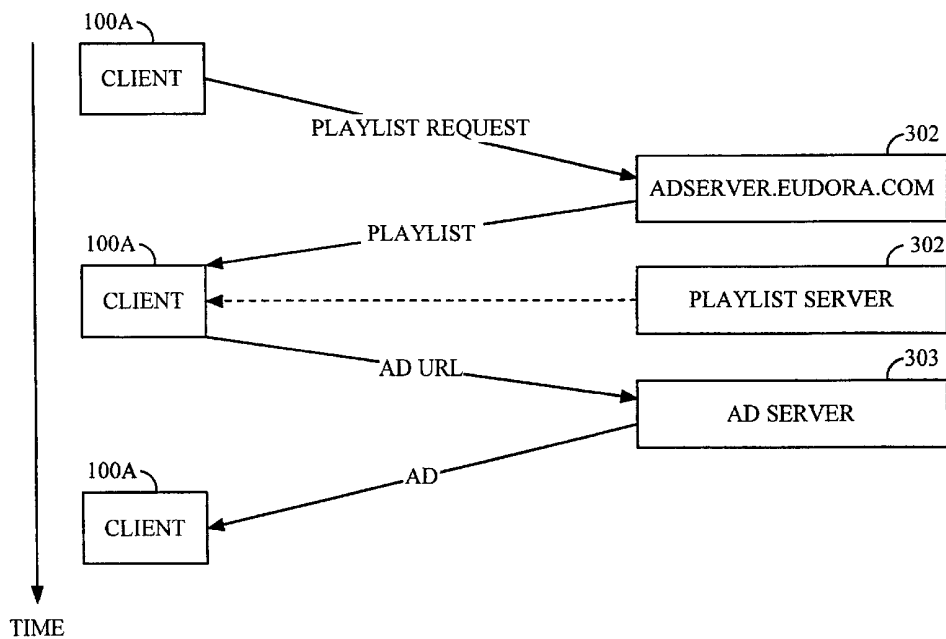
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[Continued on next page]

(54) Title: SYSTEM FOR DISTRIBUTING ADVERTISEMENTS TO CLIENT DEVICES



(57) Abstract: A playlist servers system for supplying a playlist response to a client device which exchanges information with an information server system and which receives ads from an ad server over a communications network, includes a playlist response generation device for generating a playlist response identifying a plurality of selected ads to be presented by the client device, and a first communications device that effects a playlist response send communications link with the client device via the communications network over which the playlist response is transmitted to the client device, wherein the information server system and the playlist server are independently controlled.



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B. FIELDS SEARCHED

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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 practical, search terms used)
 EPO-Internal, WPI Data, PAJ, INSPEC, COMPENDEX

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 5 809 242 A (SHAW DAVID E ET AL) 15 September 1998 (1998-09-15) column 5, line 4 -column 7, line 23 column 22, line 58 -column 23, line 42 figure 6	1-4, 7-12, 16-18, 24-27, 29, 30, 33, 34, 38, 39, 42-45, 51, 53, 55, 93, 94, 123-125
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* Special categories of cited documents :

A document defining the general state of the art which is not considered to be of particular relevance	*T* later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
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L document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)	*Y* document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art.
O document referring to an oral disclosure, use, exhibition or other means	*8* document member of the same patent family
P document published prior to the international filing date but later than the priority date claimed	

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Name and mailing address of the ISA European Patent Office, P.B. 5818 Patentlaan 2 NL - 2280 HV Rijswijk Tel. (+31-70) 340-2040, Tx. 31 651 epo nl, Fax: (+31-70) 340-3016	Authorized officer Ströbeck, A.
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