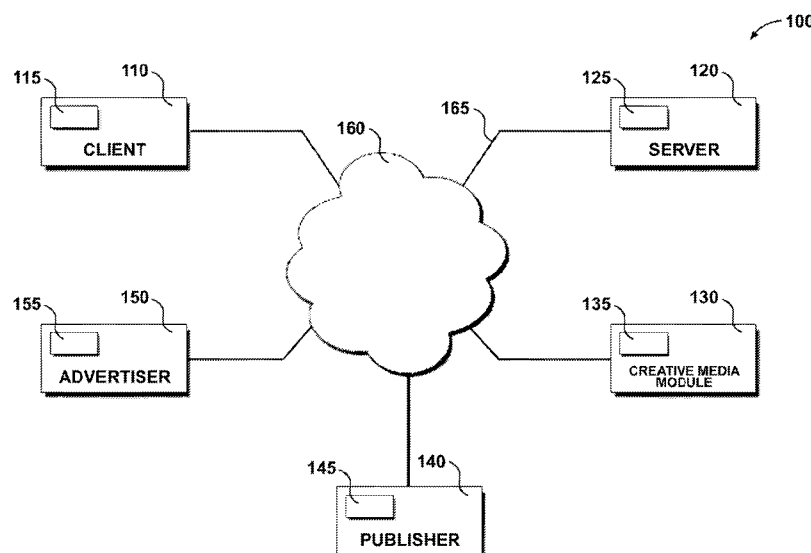




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[Continued on next page]

(54) **Title:** METHODS AND APPARATUS FOR DYNAMIC CONTENT**FIG. 1**

(57) **Abstract:** Methods and apparatus for dynamic content according to various aspects of the present invention may be implemented in conjunction with a method for displaying an overlay object fixed in position and anchored to at least one side of a content area, sending a request for content to a server, receiving a response from the server, and displaying content in the overlay object according to the response. In one embodiment, the response may be determined according to an optimization algorithm.



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B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)
USPC: 709/203Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
IPC: G06F15/16; USPC: 709/203; 705/14.73, 705/28, 705/37; 715/200, 715/201, 715/203 (keyword limited; terms below)

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

PubWEST (USPT, PGPB, EPAB, JPAB); Google Scholar; Google Patents

Keywords: Displaying content; content area; overlay object; advertisement; non-advertisement; optimization

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2010/0198697 A1 (BROWN et al.) 05 August 2010 (05.08.2010), entire document, especially: para [0034]-[0036], [0040]-[0049], [0053], [0055], [0063], [0086], [0087], [0090], [0093], [0098], [0101], [0102], [0107]-[0109], [0119], [0120]	1-6, 8-10, 12-28, 30-32, 34-49, 51-63
Y	1-6, 8-10, 12-28, 30-32, 34-49, 51-63	7, 11, 29, 33, 50
Y	US 7,017,173 B1 (ARMSTRONG et al.) 21 March 2006 (21.03.2006), entire document, especially: col. 3, ln 4-18; col. 9, ln 27-50	7, 11, 29, 33, 50
A	US 2009/0287567 A1 (PENBERTHY et al.) 19 November 2009 (19.11.2009), entire document	1 - 63
A	US 2010/0023398 A1 (BROWN et al.) 28 January 2010 (28.01.2010), entire document	1 - 63
A	US 2009/0328113 A1 (VAN DE KLASHORST) 31 December 2009 (31.12.2009), entire document	1 - 63

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