

PATENT COOPERATION TREATY

PCT

INTERNATIONAL PRELIMINARY REPORT ON PATENTABILITY

(Chapter I of the Patent Cooperation Treaty)

(PCT Rule 44bis)

Applicant's or agent's file reference	FOR FURTHER ACTION	See item 4 below
International application No. PCT/US2010/020004	International filing date (<i>day/month/year</i>) 04 January 2010 (04.01.2010)	Priority date (<i>day/month/year</i>) 04 January 2009 (04.01.2009)
International Patent Classification (8th edition unless older edition indicated) See relevant information in Form PCT/ISA/237		
Applicant KULAKOWSKI, Robert, Thomas		

1. This international preliminary report on patentability (Chapter I) is issued by the International Bureau on behalf of the International Searching Authority under Rule 44 bis.1(a).

2. This REPORT consists of a total of 4 sheets, including this cover sheet.

In the attached sheets, any reference to the written opinion of the International Searching Authority should be read as a reference to the international preliminary report on patentability (Chapter I) instead.

3. This report contains indications relating to the following items:

<input checked="" type="checkbox"/>	Box No. I	Basis of the report
<input type="checkbox"/>	Box No. II	Priority
<input type="checkbox"/>	Box No. III	Non-establishment of opinion with regard to novelty, inventive step and industrial applicability
<input type="checkbox"/>	Box No. IV	Lack of unity of invention
<input checked="" type="checkbox"/>	Box No. V	Reasoned statement under Article 35(2) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement
<input type="checkbox"/>	Box No. VI	Certain documents cited
<input type="checkbox"/>	Box No. VII	Certain defects in the international application
<input type="checkbox"/>	Box No. VIII	Certain observations on the international application

4. The International Bureau will communicate this report to designated Offices in accordance with Rules 44bis.3(c) and 93bis.1 but not, except where the applicant makes an express request under Article 23(2), before the expiration of 30 months from the priority date (Rule 44bis .2).

	Date of issuance of this report 05 July 2011 (05.07.2011)
The International Bureau of WIPO 34, chemin des Colombettes 1211 Geneva 20, Switzerland	Authorized officer Dorothee Mülhausen
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PATENT COOPERATION TREATY

From the
INTERNATIONAL SEARCHING AUTHORITY

PCT

WRITTEN OPINION OF THE
INTERNATIONAL SEARCHING AUTHORITY

(PCT Rule 43bis.1)

To: KULAKOWSKI ROBERT THOMAS P.O.BOX 471 RANCHO SANTA FE CA 92067 USA

Date of mailing (day/month/year) 09 AUGUST 2010 (09.08.2010)
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Applicant's or agent's file reference	FOR FURTHER ACTION See paragraph 2 below
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International application No. PCT/US2010/020004	International filing date (day/month/year) 04 JANUARY 2010 (04.01.2010)	Priority date(day/month/year) 04 JANUARY 2009 (04.01.2009)
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International Patent Classification (IPC) or both national classification and IPC G06Q 30/00(2006.01)i
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Applicant KULAKOWSKI ROBERT THOMAS
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1. This opinion contains indications relating to the following items:
- Box No. I Basis of the opinion
 - Box No. II Priority
 - Box No. III Non-establishment of opinion with regard to novelty, inventive step and industrial applicability
 - Box No. IV Lack of unity of invention
 - Box No. V Reasoned statement under Rule 43bis.1(a)(i) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement
 - Box No. VI Certain documents cited
 - Box No. VII Certain defects in the international application
 - Box No. VIII Certain observations on the international application


2. **FURTHER ACTION**

If a demand for international preliminary examination is made, this opinion will be considered to be a written opinion of the International Preliminary Examining Authority ("IPEA") except that this does not apply where the applicant chooses an Authority other than this one to be the IPEA and the chosen IPEA has notified the International Bureau under Rule 66.1bis(b) that written opinions of this International Searching Authority will not be so considered.

If this opinion is, as provided above, considered to be a written opinion of the IPEA, the applicant is invited to submit to the IPEA a written reply together, where appropriate, with amendments, before the expiration of 3 months from the date of mailing of Form PCT/ISA/220 or before the expiration of 22 months from the priority date, whichever expires later.

For further options, see Form PCT/ISA/220.

3. For further details, see notes to Form PCT/ISA/220.

 Name and mailing address of the ISA/KR Korean Intellectual Property Office Government Complex-Daejeon, 139 Seonsa-ro, Seo-gu, Daejeon 302 -701, Republic of Korea Facsimile No. 82-42-472-7140	Date of completion of this opinion 09 AUGUST 2010 (09.08.2010)	Authorized officer Hong, Kee Wan Telephone No.82-42-481-5662
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**WRITTEN OPINION OF THE
INTERNATIONAL SEARCHING AUTHORITY**

International application No.

PCT/US2010/020004

Box No. 1 Basis of this opinion

1. With regard to the **language**, this opinion has been established on the basis of :

the international application in the language in which it was filed

a translation of the international application into _____, which is the language of a translation furnished for the purposes of international search (Rules 12.3(a) and 23.1(b))

2. This opinion has been established taking into account the **rectification of an obvious mistake** authorized by or notified to this Authority under Rule 91 (Rule 43bis.1(a))

3. With regard to any **nucleotide and/or amino acid sequence** disclosed in the international application, this opinion has been established on the basis of:

a. a **sequence listing** filed or furnished

on paper

in electronic form

b. time of filing or furnishing

contained in the international application as filed.

filed together with the international application in electronic form.

furnished subsequently to this Authority for the purposes of search.

4. In addition, in the case that more than one version or copy of a sequence listing has been filed or furnished, the required statements that the information in the subsequent or additional copies is identical to that in the application as filed or does not go beyond the application as filed, as appropriate, were furnished.

5. Additional comments:

**WRITTEN OPINION OF THE
INTERNATIONAL SEARCHING AUTHORITY**

International application No.

PCT/US2010/020004

Box No. V Reasoned statement under Rule 43bis.1(a)(i) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement

1. Statement

Novelty (N)	Claims	1-2	YES
	Claims	NONE	NO
Inventive step (IS)	Claims	NONE	YES
	Claims	1-2	NO
Industrial applicability (IA)	Claims	1-2	YES
	Claims	NONE	NO

2. Citations and explanations :

Reference is made to the following documents:

D1: US 2006-0020596 A1 (LUI et al.) 26 January 2006

D2: US 2006-0248555 A1 (ELDERING) 02 November 2006

1. Novelty and Inventive Step

1.1 Claim 1

D1, which is considered to be the closest prior art to the subject matter of claim 1, discloses a targeted advertising profile processing system wherein subscriber profile data is created for a subscriber[see figure 2, "a content-management system for user behavior targeting"; paragraph 0068, "user profile"]; and an advertiser target is created from different categories of advertiser data[see paragraph 0076, "categories assigned to the user profile", "unit associated with the relevant content"]; wherein said subscriber profile data is processed using advertising category data and the output of processing for each category is used to determine whether subscriber receives targeted ad[see claim 1; paragraphs 0012, 0067-0068; "a unit-matching module configured to determine whether the units in the user profile match units associated with the relevant content if the user requests the base content"].

The subject matter of claim 1 differs from D1 in that it explicitly suggests an advertiser target created from different categories of advertiser data. However, D2 discloses the similar feature of the advertiser target[see paragraphs 0043-0052, "advertisers may enter parameters to target the advertisement and create advertisement vectors, by using categories"]. Accordingly, claim 1 would have been obvious over D1 in view of D2. Therefore, claim 1 lacks an inventive step under PCT Article 33(3).

1.2 Claim 2

The feature of claim 2 essentially corresponds to the feature of claims 1. Therefore, Claim 2 lacks an inventive step under PCT Article 33(3) for the reason as claim 1.

2. Industrial Applicability

Claims 1-2 are industrially applicable under PCT Article 33(4).