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- as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))
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(54) Title: ADVERTISING PROFILING AND TARGETING SYSTEM

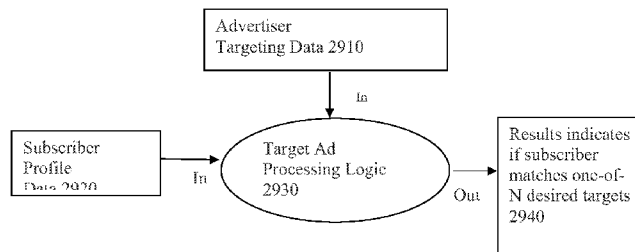


Figure 29
Targeted Ad Processing Logic

(57) Abstract: A targeted advertising processing system includes a number of categories each having a different contribution to processing that determines whether a subscriber is an appropriate target for the criteria established by the advertiser. Categories define specific attributes a subscriber must have, combined attributes a subscriber must have, subscriber attributes the advertiser would like to have, along with other categories including categories defining subscriber attributes that must always be excluded. In one method of operation the targeted advertising processing determines which subscribers should be targeted with a particular ad based on advertiser defined criteria. In another method of operation an individual subscriber profile is evaluated for a plurality of advertiser targeting attributes and the advertiser having a higher targeted profile matching score for the subscriber profile being evaluated is selected for display of the ad to the subscriber.

A. CLASSIFICATION OF SUBJECT MATTER**G06Q 30/00(2006.01)i**

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)

G06Q 30/00; G06F 17/30; G06F 17/60; H04N 5/445; H04N 7/025

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

Korean utility models and applications for utility models

Japanese utility models and applications for utility models

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

eKOMPASS(KIPO internal) & Keywords: "advertisement, target, subscriber, profile, category, advertiser"

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 2006-0020596 A1 (LUI et al.) 26 January 2006 See the abstract, paragraphs 0058-0076, figures 1-10 and claims 1-51.	1-2
Y	US 2006-0248555 A1 (ELDERING) 02 November 2006 See the abstract, paragraphs 0029-0052, figures 1-10 and claims 1-34.	1-2
A	US 2005-0071224 A1 (ANDREW FIKES et al.) 31 March 2005 See the abstract, paragraphs 0027-0071, figures 1-8 and claims 1-15.	1-2
A	KR 10-2007-0073643 A (CHO, HONG GOO) 10 July 2007 See the abstract, figures 1-18 and claims 1-26.	1-2

 Further documents are listed in the continuation of Box C. See patent family annex.

* Special categories of cited documents:

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