

PATENT COOPERATION TREATY

PCT

INTERNATIONAL SEARCH REPORT

(PCT Article 18 and Rules 43 and 44)

Applicant's or agent's file reference	FOR FURTHER ACTION see Form PCT/ISA/220 as well as, where applicable, item 5 below.	
International application No. PCT/US2010/020004	International filing date (<i>day/month/year</i>) 04 JANUARY 2010 (04.01.2010)	(Earliest) Priority Date (<i>day/month/year</i>) 04 JANUARY 2009 (04.01.2009)
Applicant KULAKOWSKI ROBERT THOMAS		

This International search report has been prepared by this International Searching Authority and is transmitted to the applicant according to Article 18. A copy is being transmitted to the International Bureau.

This international search report consists of a total of 3 sheets.

It is also accompanied by a copy of each prior art document cited in this report.

1. **Basis of the report**

a. With regard to the **language**, the international search was carried out 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))

b. This international search report has been established taking into account the **rectification of an obvious mistake** authorized by or notified to this Authority under Rule 91 (Rule 43.6bis(a)).

c. With regard to any **nucleotide and/or amino acid sequence** disclosed in the international application, see Box No. I.

2. **Certain claims were found unsearchable** (See Box No. II)

3. **Unity of invention is lacking** (See Box No. III)

4. With regard to the **title**,

the text is approved as submitted by the applicant.

the text has been established by this Authority to read as follows:

5. With regard to the **abstract**,

the text is approved as submitted by the applicant.

the text has been established, according to Rule 38.2, by this Authority as it appears in Box No. IV. The applicant may, within one month from the date of mailing of this international search report, submit comments to this Authority.

6. With regard to the drawings,

a. the figure of the **drawings** to be published with the abstract is Figure No. 29

as suggested by the applicant.

as selected by this Authority, because the applicant failed to suggest a figure.

as selected by this Authority, because this figure better characterizes the invention.

b. none of the figure is to be published with the abstract.

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:

"A" document defining the general state of the art which is not considered to be of particular relevance

"E" earlier application or patent but published on or after the international filing date

"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of citation or other special reason (as specified)

"O" document referring to an oral disclosure, use, exhibition or other means

"P" document published prior to the international filing date but later than the priority date claimed

"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

"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone

"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

"&" document member of the same patent family

Date of the actual completion of the international search

09 AUGUST 2010 (09.08.2010)

Date of mailing of the international search report

09 AUGUST 2010 (09.08.2010)

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

Authorized officer

Hong, Kee Wan

Telephone No. 82-42-481-5662



INTERNATIONAL SEARCH REPORT

Information on patent family members

International application No.

PCT/US2010/020004

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
US 2006-0020596 A1	26.01.2006	CN 100545839 C	30.09.2009
		EP 1756738 A2	28.02.2007
		JP 2008-502052 A	24.01.2008
		KR 10-2007-0020062 A	16.02.2007
		KR 10-2010-0017778 A	16.02.2010
		WO 2005-119521 A2	15.12.2005
		WO 2007-001247 A2	04.01.2007
US 2006-0248555 A1	02.11.2006	None	
US 2005-0071224 A1	31.03.2005	AU 2004-279095 A1	14.04.2005
		AU 2004-279095 B2	11.06.2009
		CA 2540805 A1	14.04.2005
		CN 101061496 A0	24.10.2007
		EP 1678573 A2	12.07.2006
		EP 1678573 A4	13.05.2009
		JP 2007-524925 A	30.08.2007
		KR 10-0857049 B1	05.09.2008
		KR 10-2006-0080240 A	07.07.2006
		WO 2005-033879 A2	14.04.2005
KR 10-2007-0073643 A	10.07.2007	JP 2009-522624 A	11.06.2009
		KR 10-2007-0098976 A	08.10.2007
		US 2009-0006210 A1	01.01.2009
		WO 2007-078168 A1	12.07.2007