

# Exhibit 7



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(12) **United States Patent**  
**Shkedi**

(10) **Patent No.:** **US 8,775,249 B2**  
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(54) **METHOD, COMPUTER SYSTEM, AND STORED PROGRAM FOR ACCUMULATING DESCRIPTIVE PROFILE DATA ALONG WITH SOURCE INFORMATION FOR USE IN TARGETING THIRD-PARTY ADVERTISEMENTS**

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*G06F 17/30* (2006.01)  
*G06Q 40/00* (2012.01)  
(52) **U.S. CI.**  
CPC ..... *G06Q 30/0269* (2013.01); *G06Q 30/04* (2013.01); *G06Q 30/0241* (2013.01); *G06F 17/30867* (2013.01); *G06Q 40/00* (2013.01); *G06Q 30/02* (2013.01)  
USPC ..... **705/14.4**; 705/1.1  
(58) **Field of Classification Search**  
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See application file for complete search history.

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(\* ) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.  
This patent is subject to a terminal disclaimer.

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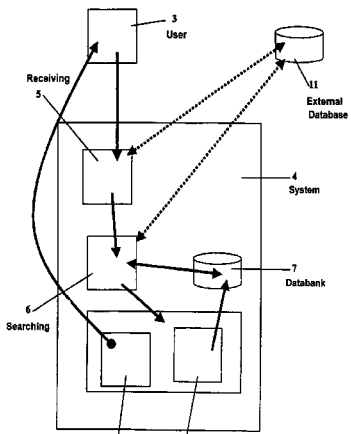
**Related U.S. Application Data**  
(60) Continuation of application No. 13/585,779, filed on Aug. 14, 2012, now Pat. No. 8,494,904, which is a continuation of application No. 13/115,949, filed on May 25, 2011, now Pat. No. 8,244,582, which is a continuation of application No. 12/186,918, filed on Aug. 6, 2008, now Pat. No. 7,979,307, which is a division of application No. 11/099,861, filed on Apr. 6, 2005, now Pat. No. 7,428,493, which is a continuation of application No. 09/593,993, filed on Jun. 14, 2000, now Pat. No. 6,925,440.

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(57) **ABSTRACT**  
A method of accumulating descriptive profile data uses a databank that can be contacted by profile providers who contribute profile elements about an online visitor. The method includes keeping track of which profile provider contributed which elements, so that use of particular elements in targeting electronic third-party advertisements automatically can result in compensation.

**25 Claims, 3 Drawing Sheets**



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Fig. 1

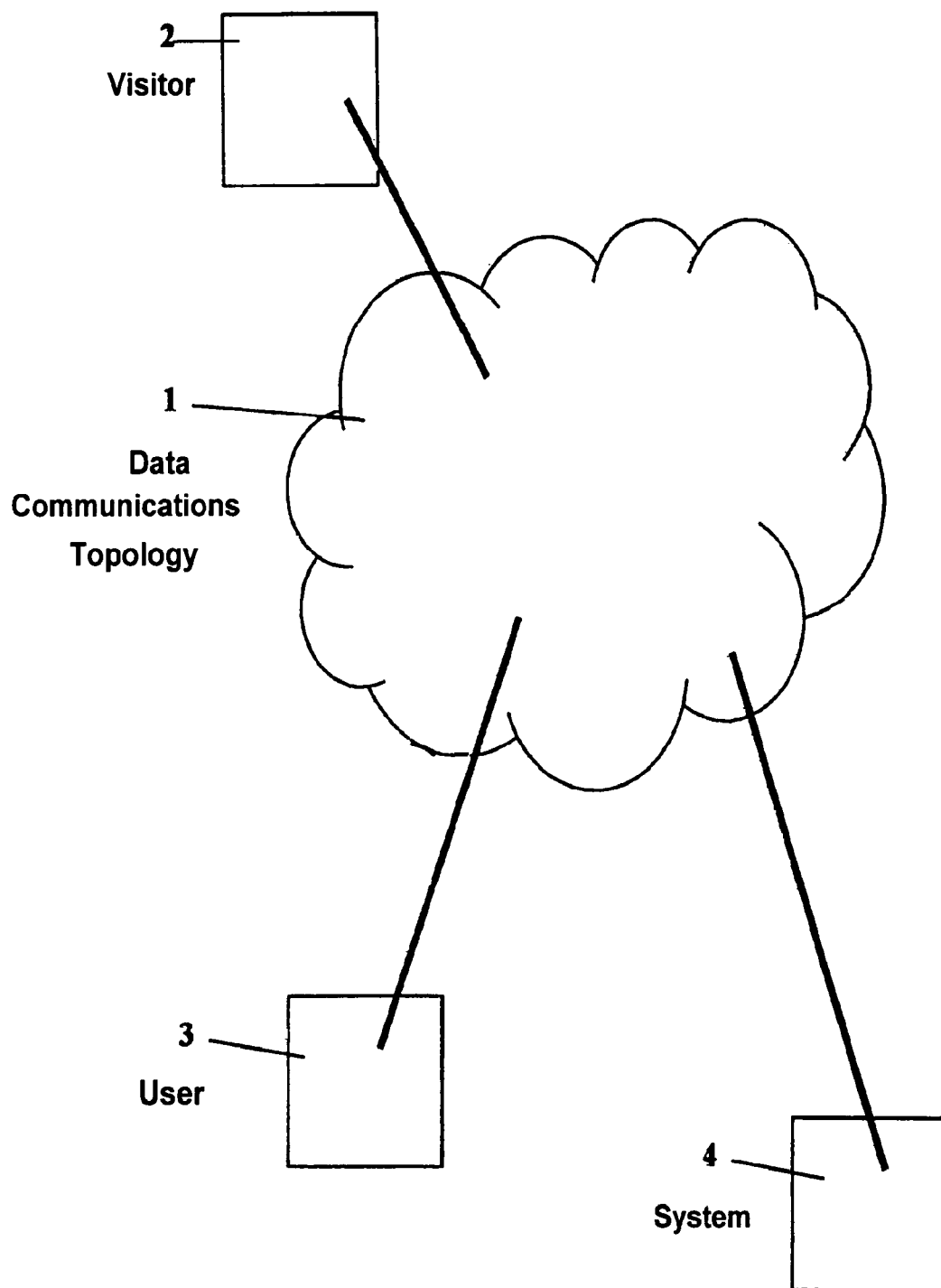
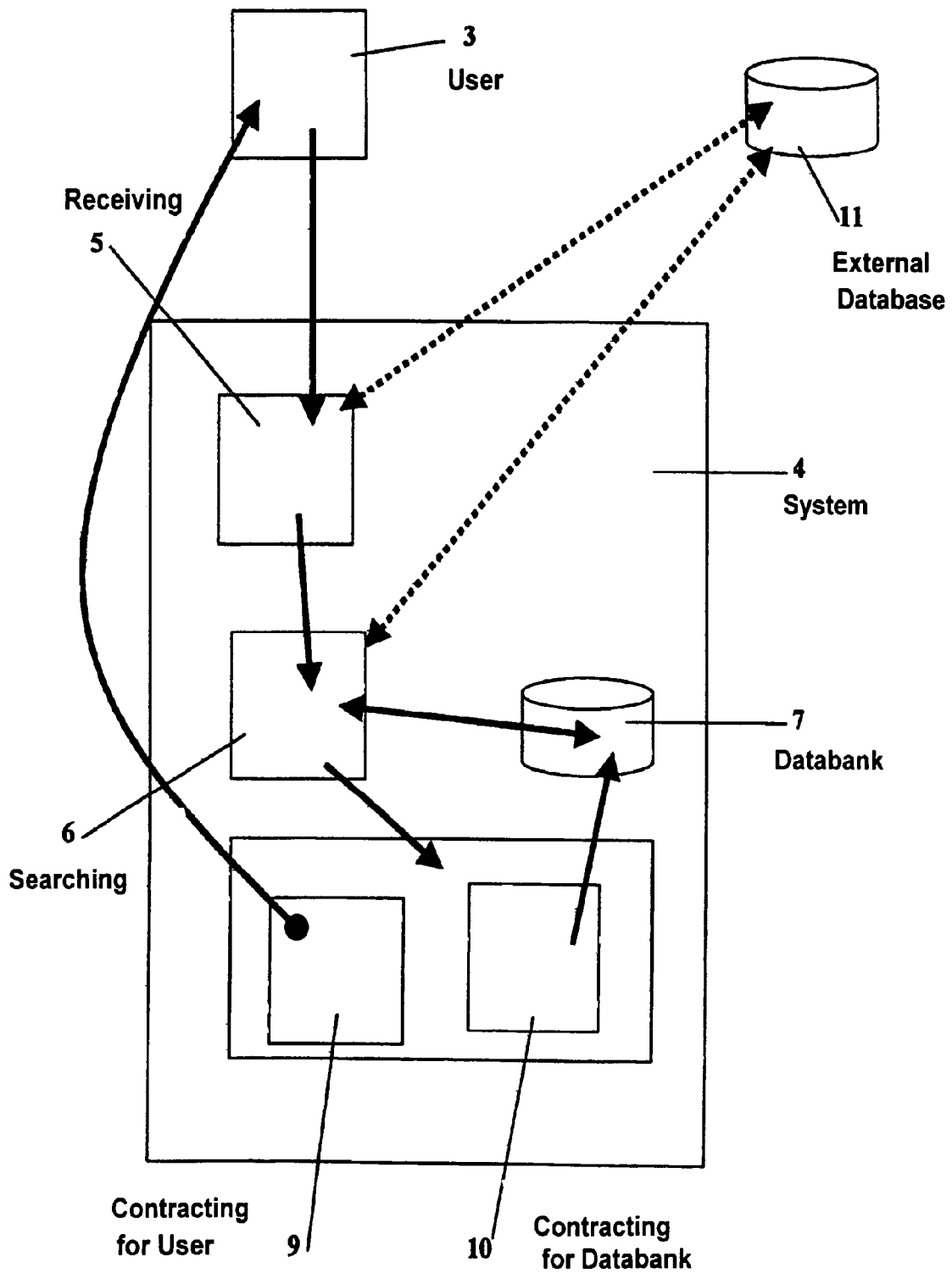


Fig. 2



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