

(12) **United States Patent**  
**Griffiths et al.**

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 (45) **Date of Patent:** **\*Sep. 4, 2001**

(54) **INFORMATION STORAGE AND DELIVERY OVER A COMPUTER NETWORK USING CENTRALIZED INTELLIGENCE TO MONITOR AND CONTROL THE INFORMATION BEING DELIVERED**

“Advertisers, Privacy Advocates Clash Over Giving Users More ‘Cooke’ Control,” Angela Drolte, *Electronic Information Policy & Law Report*, 2(21):530-531 (1997).

Goldberg et al., “Beyond the Web: Excavating the Real world via Mosaic”, Second International WWW Conference, 1994. Source: Internet, retrieved May 2, 1996 from <http://www.usc.edu/dept/raiders/paper/>.\*

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(List continued on next page.)

(73) Assignee: **Matchlogic, Inc.**, Louisville, CO (US)

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(74) *Attorney, Agent, or Firm*—James R. Young; Chrisman Bynum & Johnson

(57) **ABSTRACT**

A system for storing information on a computer network and allowing the information to be accessed by terminals connected to the computer network, either directly, or through an intermediary device such as a local or proxy server, includes computer or web sites which store pages requested by terminals for display on the terminals. The pages may include references to banners to be displayed in conjunction with the web pages on the terminal. The terminal initiates access or connection to a desired computer or web site to access a desired page. After the desired page is downloaded, transmitted, or served to the terminal from the computer or web site, the terminal initiates and sends an initial banner request signal to an information server. The information server returns a redirect signal to the terminal telling the terminal the location of the desired banner on the computer network, which may be the information server, the computer site, or some other information server, computer site, or location accessible via the computer network. The terminal then initiates a second banner request signal to the location of the desired banner and the banner is served to the terminal for display on the terminal, unless the requested banner has previously been stored or cached in the terminal’s memory or in the memory of a local or proxy server connected to the terminal, in which case the second banner request signal is not sent across the computer network and the banner is loaded directly from the terminal’s memory or served to the terminal from the proxy server.

(21) Appl. No.: **08/858,650**

(22) Filed: **May 19, 1997**

(51) **Int. Cl.**<sup>7</sup> ..... **G06F 13/00**

(52) **U.S. Cl.** ..... **709/224; 709/219; 705/14; 707/501**

(58) **Field of Search** ..... **709/217, 218, 709/219, 224, 221, 229, 230, 238, 239; 705/14, 10, 26, 27, 1; 707/20, 501, 503**

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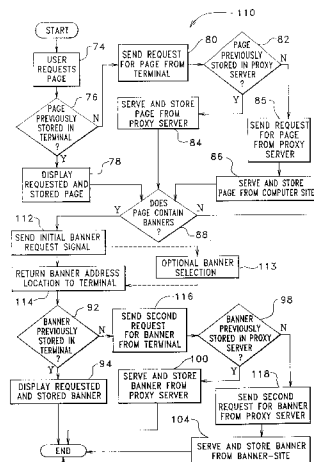
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**78 Claims, 3 Drawing Sheets**



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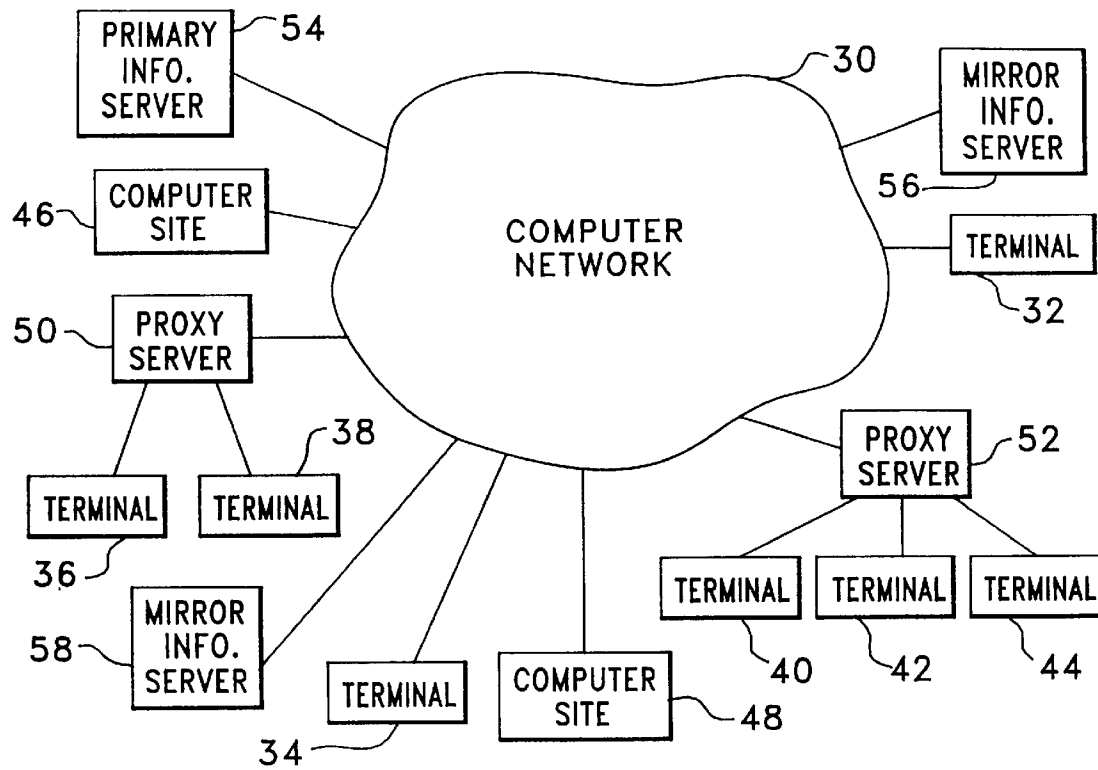


FIG. 1

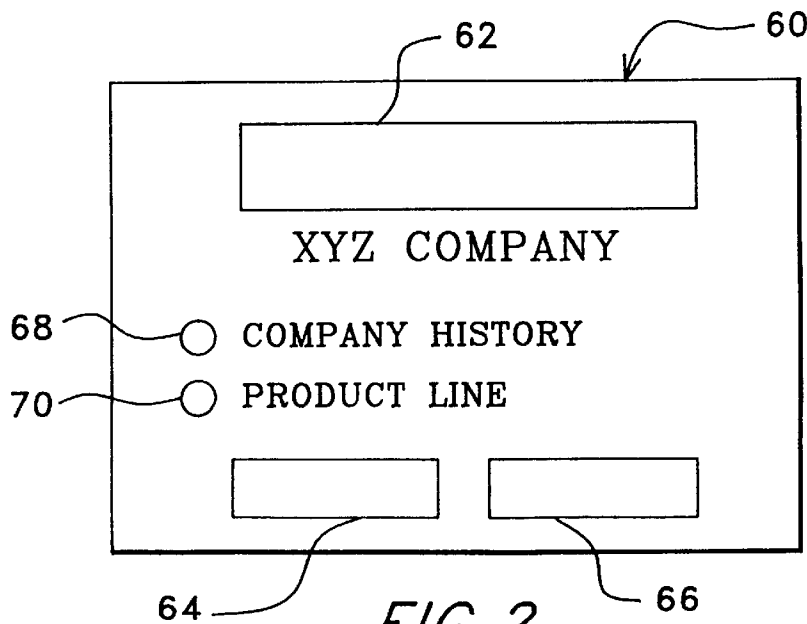


FIG. 2

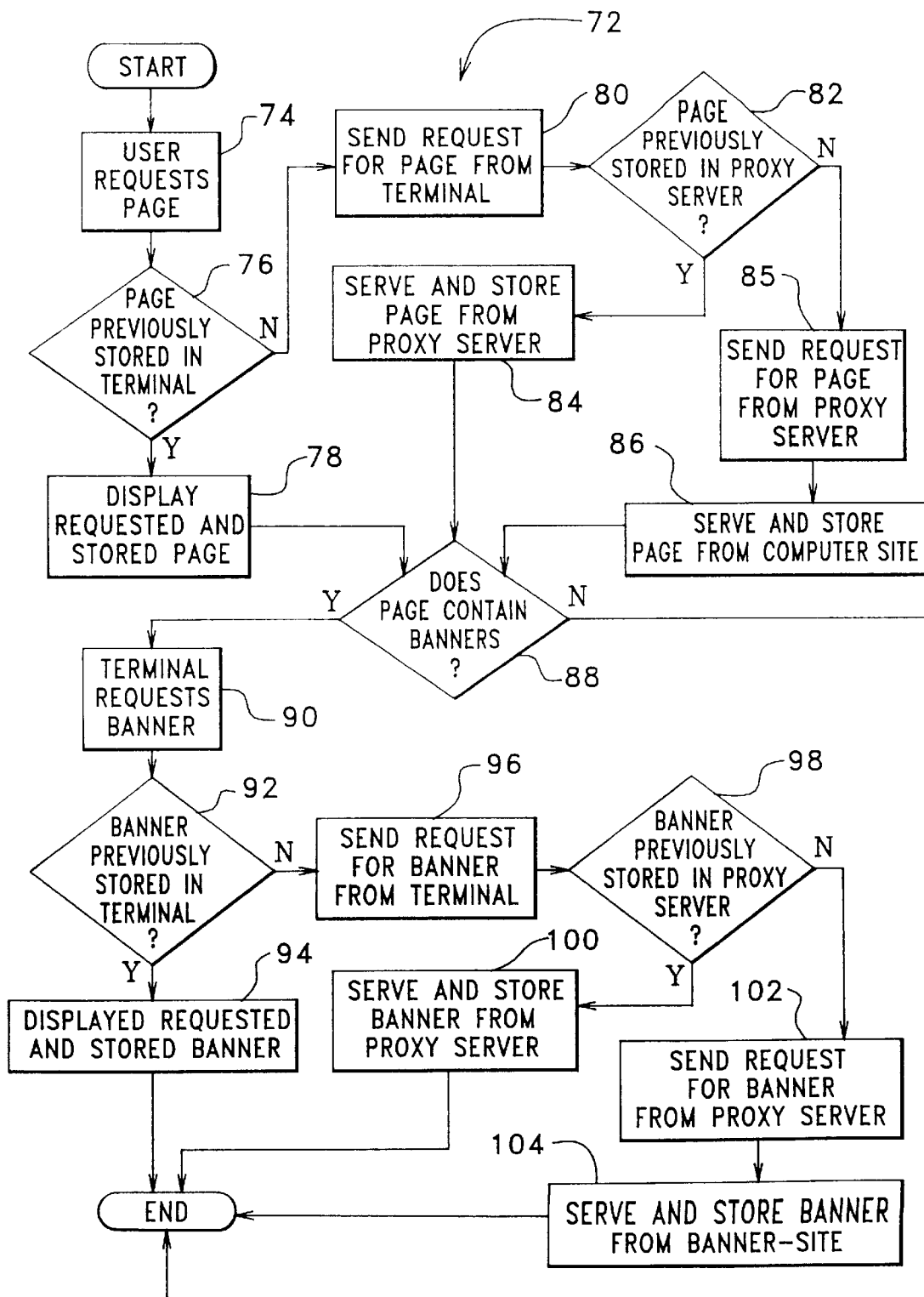


FIG. 3  
(PRIOR ART)

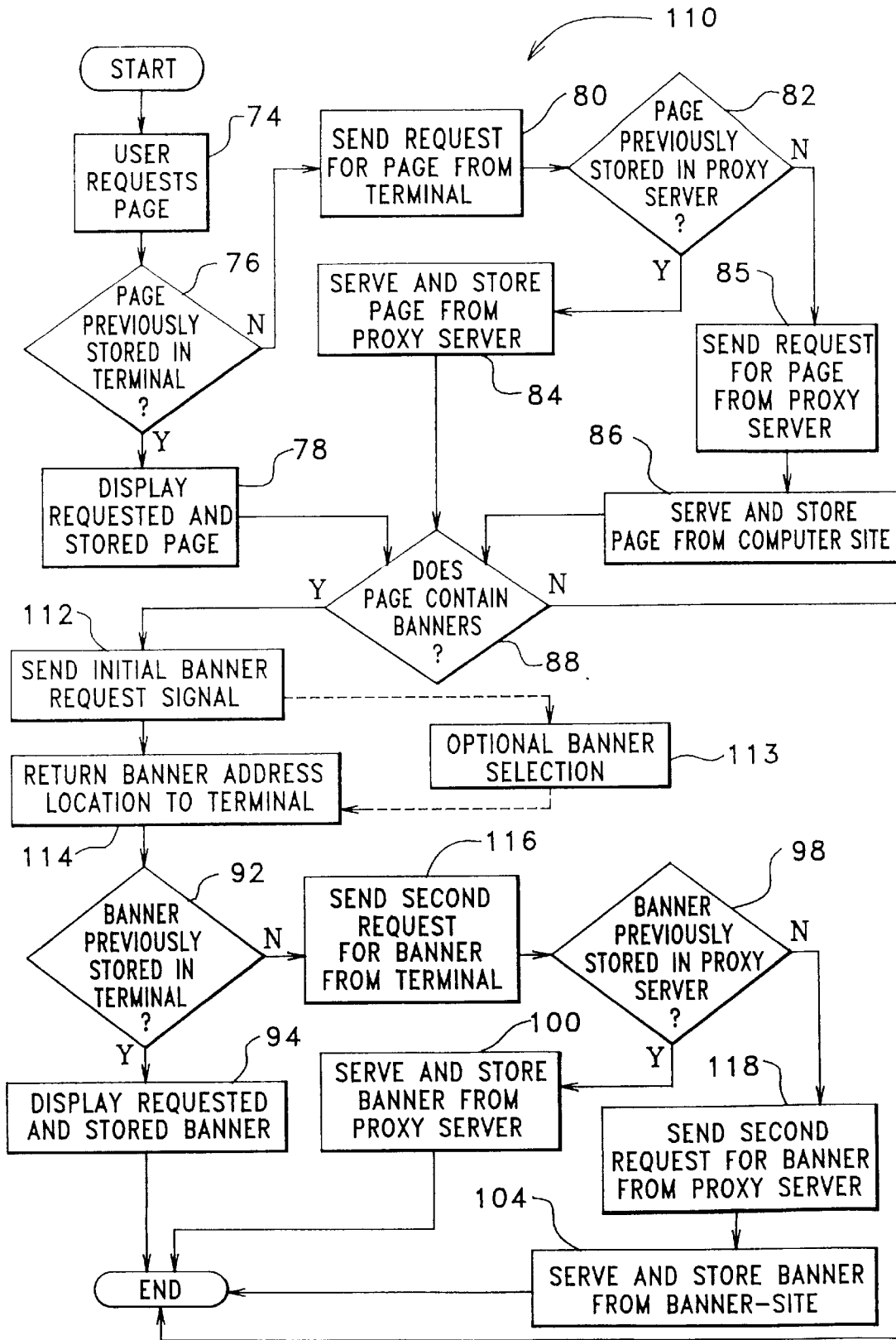


FIG. 4

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