

- [54] **SYSTEM AND METHOD FOR DELIVERING CUSTOMIZED ADVERTISEMENTS WITHIN INTERACTIVE COMMUNICATION SYSTEMS**
- [75] Inventors: **Paul D. Angles**, 1711 Purdue Ave. #11, Los Angeles, Calif. 90025; **Douglas O. Blattner**, Redondo Beach, Calif.
- [73] Assignee: **Paul D. Angles**, Los Angeles, Calif.
- [*] Notice: This patent issued on a continued prosecution application filed under 37 CFR 1.53(d), and is subject to the twenty year patent term provisions of 35 U.S.C. 154(a)(2).
- [21] Appl. No.: **08/700,032**
- [22] Filed: **Aug. 20, 1996**
- [51] Int. Cl.⁶ **G06F 17/30**; G06F 17/60
- [52] U.S. Cl. **705/14**; 705/27
- [58] Field of Search 705/14, 27

“Broadvision: Broadvision Developing First Innovative Commerce Management System to Support Online Sales & Marketing Process . . .”, Business Wire, Business Editors and Computer Writers, May 15, 1995.

“Broadvision: Personalized Marketing and Selling on the Internet Unleashed by Broadvision . . .” Business Wire, Business Editors and Computer Writers, Jan. 22, 1996.

Broadvision Uses Its On-line Marketing Database to Deliver Personalized World Wide Web Sites, Computergram International, n 878, p CGN03210017, Newsletter ISSN 0268-716X (UK), Mar. 21, 1996.

(List continued on next page.)

Primary Examiner—Allen R. MacDonald
Assistant Examiner—James W. Myhre
Attorney, Agent, or Firm—Knobbe, Martens, Olson & Bear LLP

[57] **ABSTRACT**

The present invention is a system and method for delivering customized electronic advertisements in an interactive communication system. The customized advertisements are selected based on consumer profiles and are then integrated with offerings maintained by different content providers. The preferred interactive communication system interconnects multiple consumer computers, multiple content provider computers and multiple Internet provider computers with an advertisement provider computer. Whenever a consumer directs one of the consumer computers to access an offering existing in one of the content provider computers, an advertising request is sent to the advertisement provider computer. Upon receiving the advertising request, the advertising provider computer generates a custom advertisement based on the consumer's profile. The custom advertisement is then combined with the offering from the content provider computer and displayed to the consumer. The advertisement provider computer also credits a consumer account, a content provider account and an internet provider account each time a consumer views a custom advertisement. Furthermore, the advertisement provider computer tracks consumer responses to the customized advertisements.

[56] **References Cited**

U.S. PATENT DOCUMENTS

5,053,955	10/1991	Peach et al.	705/14
5,319,455	6/1994	Hoarty et al. .	
5,321,604	6/1994	Peach et al.	705/14
5,347,632	9/1994	Filepp et al. .	
5,392,066	2/1995	Fisher et al. .	
5,412,416	5/1995	Nemirofsky .	
5,446,919	8/1995	Wilkins .	
5,717,923	2/1998	Dedrick	380/24

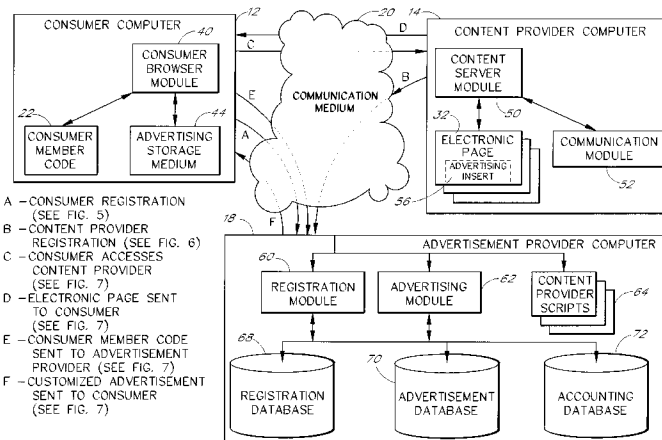
FOREIGN PATENT DOCUMENTS

0811942A2	12/1997	European Pat. Off.	G06F 17/60
0822535A2	2/1998	European Pat. Off.	G09F 27/00
WO 97/41673	11/1997	WIPO	H04L 29/06

OTHER PUBLICATIONS

“Online Marketing: C/NET Introduces Customized Web Advertising: Display Banners Tailored to User Demographics”, Internet Week, v 1, n 36, Phillips Business Information, Inc., ISSN: 1081-2474, wc: 216, Dec. 18, 1995.

17 Claims, 11 Drawing Sheets



OTHER PUBLICATIONS

Doubleclick Network Officially Exceeds 10 Million Users; Clocks One of the Fastest Growth Rates in History of Measured Media, PR Newswire, p 0801NYTH073, Aug. 1, 1996.

I PRO and Doubleclick Partner to Deliver Next Generation in Ad Targeting and Accountability, PR Newswire, p 0963870SFT006, Jun. 20, 1996.

Poppe Tyson Partners with Atlanta Software Leader to Form Doubleclick—The First Advertising Network for the Internet, PR Newswire, p 0910034NYM083, Feb. 5, 1996.

Bellcore Adapt X Advertiser: New Software Solution for the Web Delivers Profitable, Measurable, Truly Interactive Advertising, Business Wire, Business Editors and Computer Writers, Jun. 11, 1996.

Bellcore Deploys Adaptive Web Software, Telecommunications Alert, v 13, n 127, United Communications Group, ISSN: 0742-5384, Jul. 1, 1996.

Alpha Based Interactive Provides Hyper-Targeted Marketing Service, PR Newswire, p 1029908CLW036, Dec. 4, 1996.

Freelander Releases Version 2.0; High-Bandwidth, Personalized Web Content Delivered Offline to PC Desktops with Redesigned Interface and Screen Saver, Business Wire, Business Editors and Computer Writers, Sep. 30, 1996.

(No author listed), "The CyberGold Service", *CyberGold Website*, Jun. 25, 1996.

(No author listed), "What is Hyper System?", *Hyper System Website*, downloaded Jun. 4, 1996.

Clark, Tim, "It May Pay to Look at Net Ads", *Interactive Week*, Jun. 4, 1996.

(No author listed), "Internet Access: Internet Marketing Revolution Begins in the U.S. this Sep.; Hyper System Promises New Cash Flow for Providers, Free Access for Users & A New Marketing Opportunity For Businesses", *Work-Group Report*, Jun. 3, 1996.

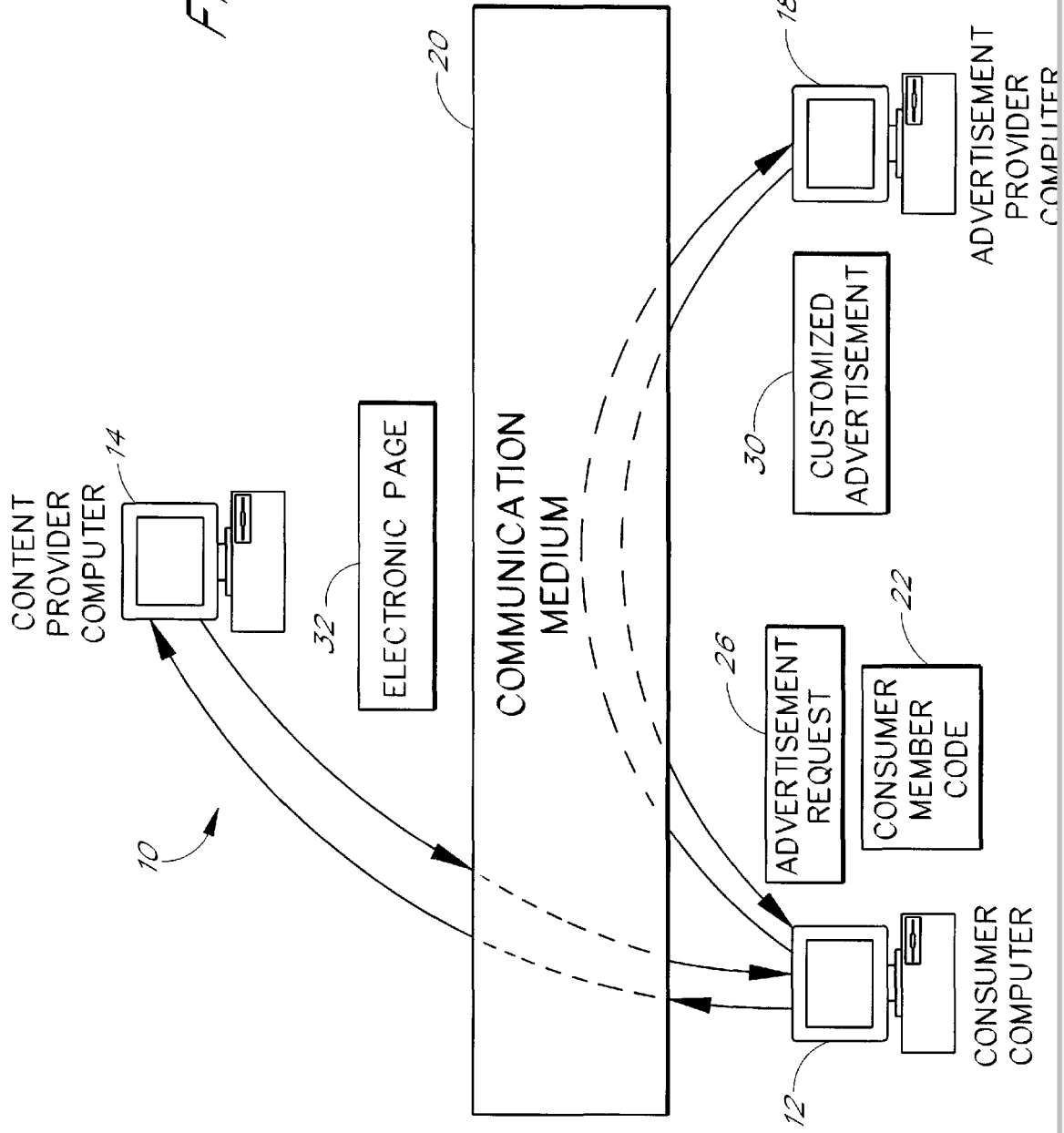
Von der Haar, Steven, "Hot Cafe Opens Ad Doors", *Interactive Week*, May 28, 1996.

(No author listed), "Broadvision Uses Its On-Line Marketing Database to Deliver Personalized World Wide Web Sites", *Apt Data Services*, Mar. 21, 1996.

(No author listed), "About I/PRO", *I/Pro Website*, downloaded May 8, 1996.

Blankenhorn, Dana, "I/PRO Set to Track Web", *I/Pro Website*, downloaded May 8, 1996.

(No author listed), "InterCard Proposal", *InterCard Promotional Materials*, Dec. 22, 1995.-



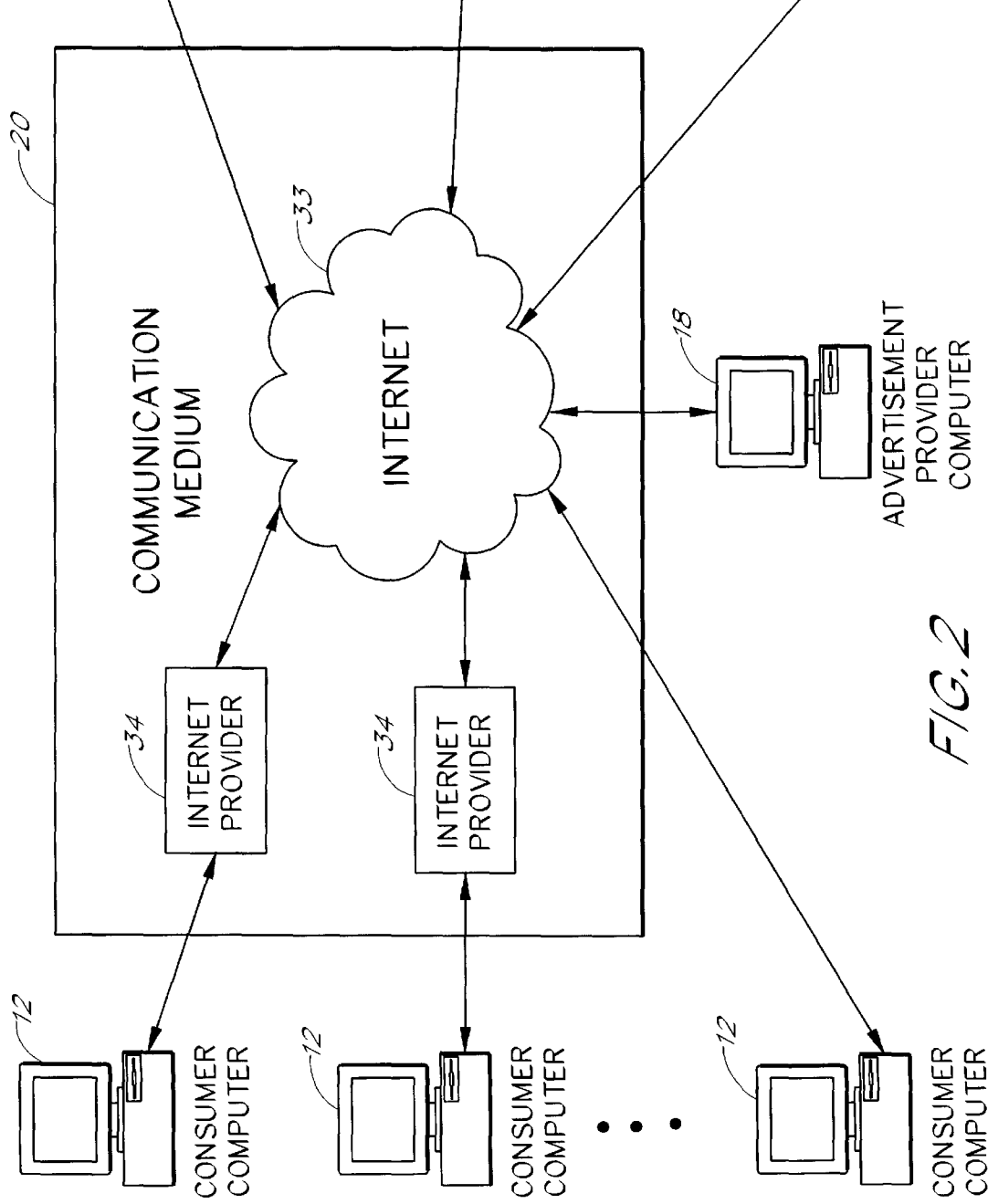


FIG. 2

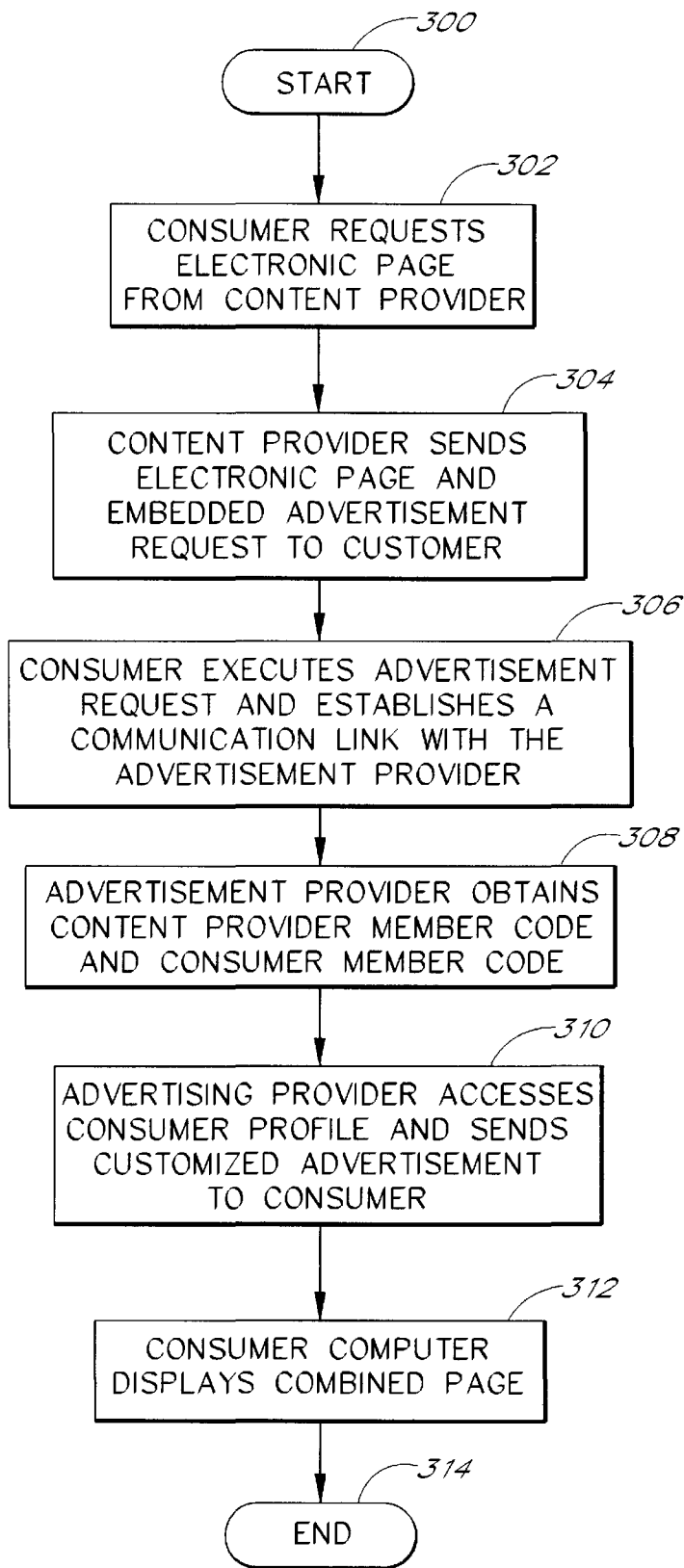


FIG. 3

Explore Litigation Insights

Docket Alarm provides insights to develop a more informed litigation strategy and the peace of mind of knowing you're on top of things.

Real-Time Litigation Alerts



Keep your litigation team up-to-date with **real-time alerts** and advanced team management tools built for the enterprise, all while greatly reducing PACER spend.

Our comprehensive service means we can handle Federal, State, and Administrative courts across the country.

Advanced Docket Research



With over 230 million records, Docket Alarm's cloud-native docket research platform finds what other services can't. Coverage includes Federal, State, plus PTAB, TTAB, ITC and NLRB decisions, all in one place.

Identify arguments that have been successful in the past with full text, pinpoint searching. Link to case law cited within any court document via Fastcase.

Analytics At Your Fingertips



Learn what happened the last time a particular judge, opposing counsel or company faced cases similar to yours.

Advanced out-of-the-box PTAB and TTAB analytics are always at your fingertips.

API

Docket Alarm offers a powerful API (application programming interface) to developers that want to integrate case filings into their apps.

LAW FIRMS

Build custom dashboards for your attorneys and clients with live data direct from the court.

Automate many repetitive legal tasks like conflict checks, document management, and marketing.

FINANCIAL INSTITUTIONS

Litigation and bankruptcy checks for companies and debtors.

E-DISCOVERY AND LEGAL VENDORS

Sync your system to PACER to automate legal marketing.