

--- AdMission granted far-reaching patent on uploaded media ---

AdMission Corp. has been granted a patent for technology that has far-reaching implications not only for the San Ramon, Calif., company and its competitors, but for the overall future of electronic commerce.

After a six-year review punctuated by several legal challenges, the U.S. Patent and Trademark Office has granted Patent No. 6,895,557 to AdMission, provider of rich-media processing technology and advertising platforms. Privately held AdMission was spun out of Ipix Corp. in February. With it is the intellectual property developed by Ipix.

The patent, entitled "Web-Based Media Submission Tool," describes in very general terms a process by which any data element --- be it a photo, video, music file or even text --- is uploaded, undergoes server-side processing and is displayed on the World Wide Web.

The patent doesn't merely give AdMission exclusive ownership of the processes -- it gives the rights to the *concept* of uploading files, massaging them and redisplaying them in any sort of homogenized fashion. It's not just the basis for uploaded photo displays; it's the basis for nearly all content presentation beyond basic HTML, from blogs to billions of e-commerce transactions. Neither is it what people do with PCs. The patent applies anytime anyone uploads a digital file -- via PC, PDA, iPods, gaming systems and future platforms -- whereby the file goes through any sort of process and is redisplayed to other devices via the Web.

A big deal? Very.

For AdMission, future licensing revenues are of unfathomable proportions, which could lead to several generations of intellectual property lawyers to protect and preserve its patent. But for now, the company will concentrate on its core products, CEO and president Sarah Pate told us.

"We will remain focused on making our directional advertising customers successful with our products, and we look forward to licensing our intellectual property for use in other markets," Pate said in a news release that will be issued on Thursday.

--- EBay to buy Shopping.com ---

EBay announced today it would acquire Shopping.com for \$620 million. The auction site would integrate its listings with those already appearing on Shopping.com giving buyers there a wider product selection and giving its sellers access to a new marketplace.

Shopping.com launched in September 2003 following the merger earlier that year of EBay and

--- Monster sells YP ad-placement unit, Moving.com ---

Monster has sold its Yellow Pages ad-placement unit and Moving.com (formerly MonsterMoving.com) to U.S. investment firm, Audax Group. The sales price was \$80 million. After adjustments, Monster said it expects to net \$52 million..

Monster's directional marketing unit – TMP Directional Marketing LLC, formerly TM sells and places advertising for national clients into yellow pages directories and Internet-based directories. Monster Worldwide announced in April that it would sell the unit, a lackluster performer especially when compared to the job board, which provides the bulk of the company's revenue. The directional unit had revenue of \$94.2 million. The company overall had revenue of \$845.5 million. The job board accounted for \$594 million.

We'll have more on all these stories in our next issue of *Classified Intelligence Report*.

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