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- (54) **SPONSORED NETWORK GAMES**
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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.

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(21) Appl. No.: **09/405,088**

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- (51) **Int. Cl.**
A63F 9/24 (2006.01)
- (52) **U.S. Cl.** **463/1; 463/25; 463/29; 705/14; 725/22; 725/23**
- (58) **Field of Classification Search** **700/91, 700/90; 463/1, 25, 29, 40-43; 725/30, 32, 725/109, 110, 111, 112, 114, 115, 118, 22, 725/23, 33-36; 705/14; 709/200, 201-203, 709/208, 212, 213, 217, 218, 219, 220, 223, 709/224, 225, 249, 250; 713/153, 154; 395/500.13, 395/500.15**
See application file for complete search history.

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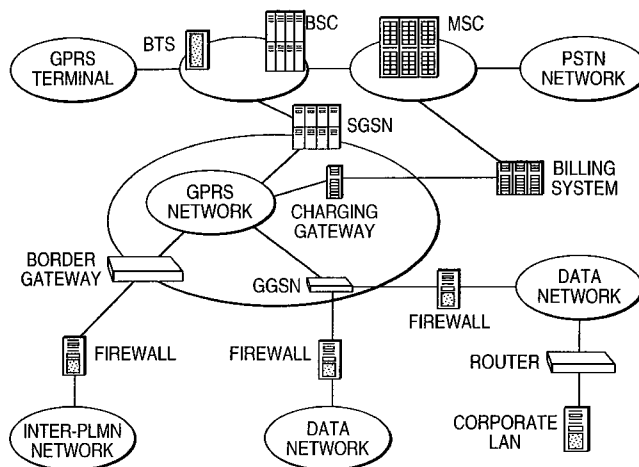
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(57) **ABSTRACT**

A system and method for supplying selected advertising to gamers accessing games suppliers over communications networks including mobile networks. Data on the user's geographic location and personal profile are used to select the advertising. The selected advertising is displayed in the game either on screen borders or at selected intervals in the game.

20 Claims, 3 Drawing Sheets



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FIG. 1

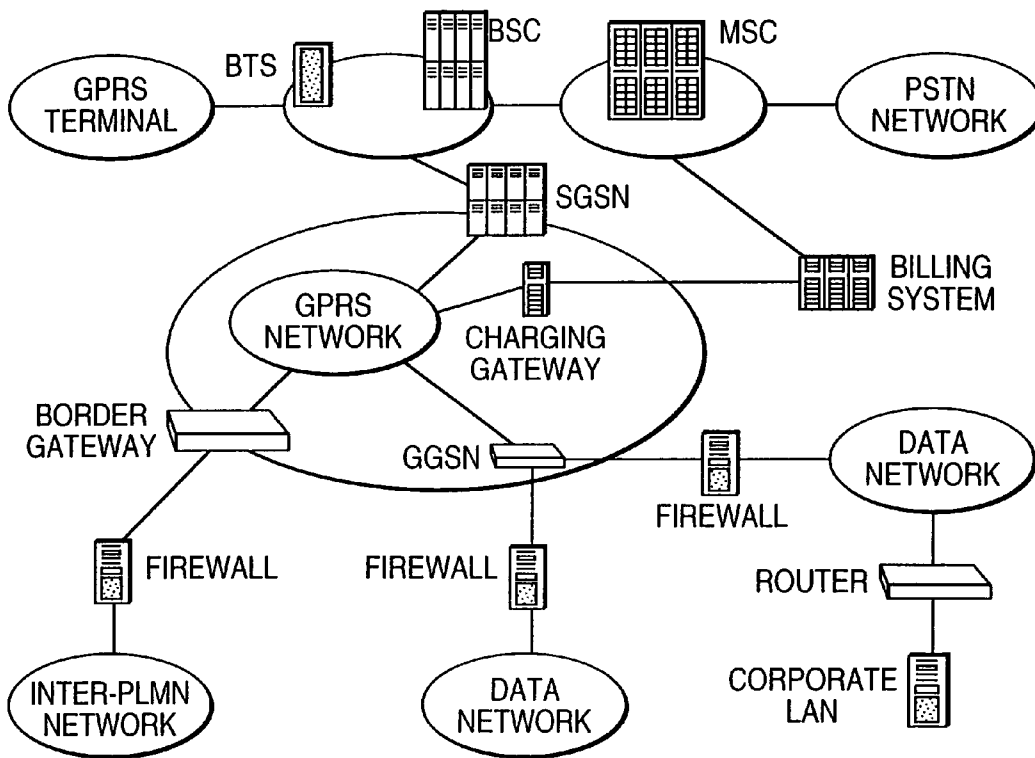


FIG. 2

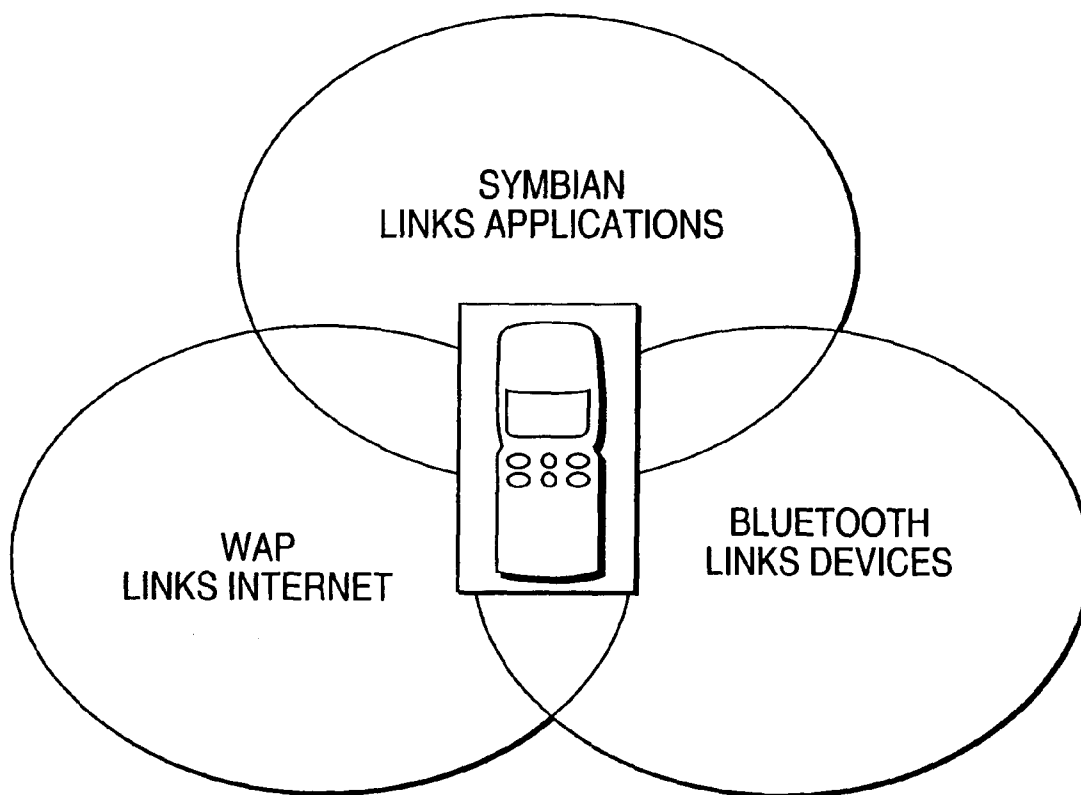
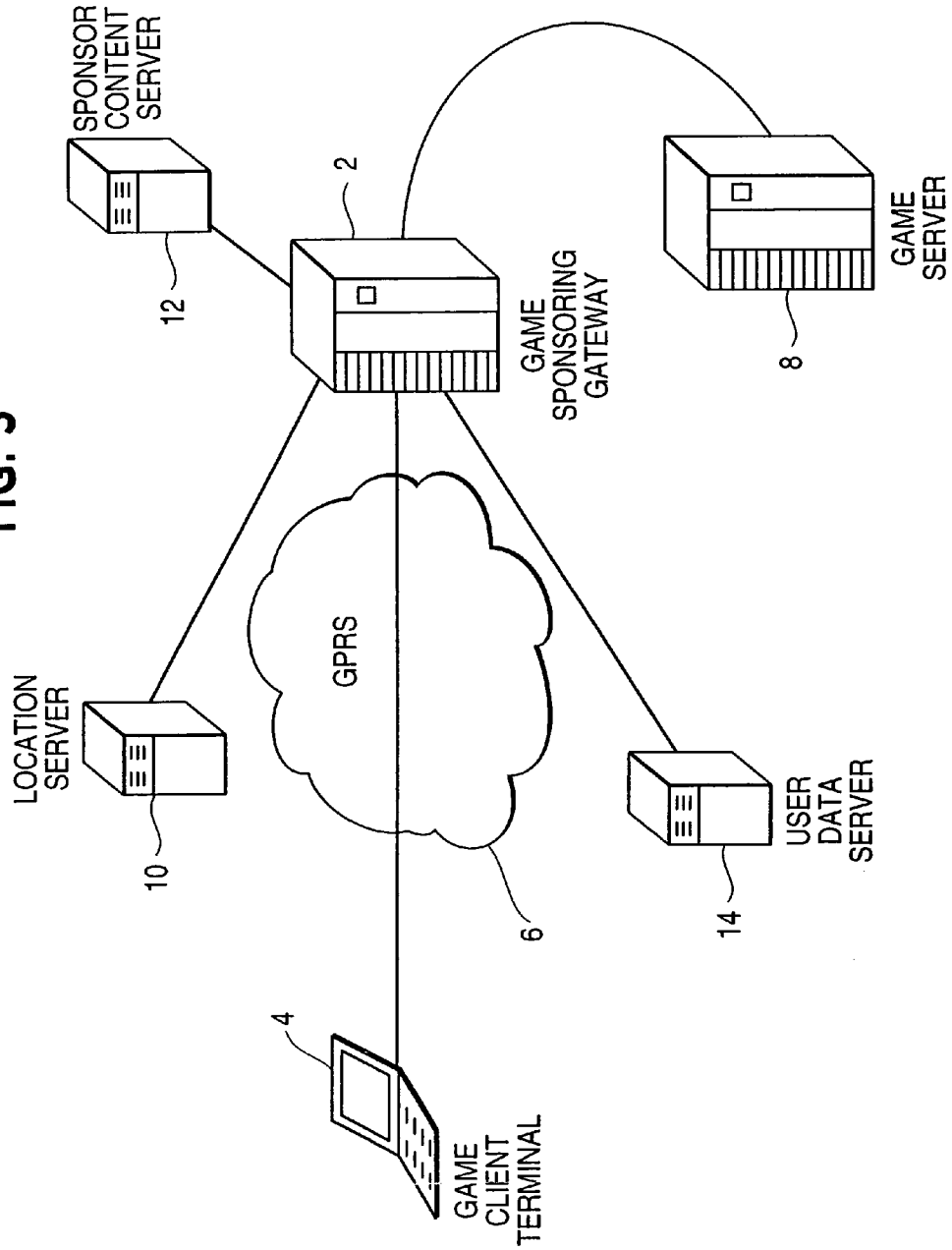


FIG. 3



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