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**Bandera et al.**

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(54) **SYSTEMS, METHODS AND COMPUTER PROGRAM PRODUCTS FOR PROVIDING TIME AND LOCATION SPECIFIC ADVERTISING VIA THE INTERNET**

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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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(51) **Int. Cl.<sup>7</sup>** ..... **G06F 17/60**

(52) **U.S. Cl.** ..... **705/14**

(58) **Field of Search** ..... 705/1, 14, 50, 705/86; 709/218, 227

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Wireless advertising is less advanced in the US than in Europe and Japan, but advertisers are eager to take advantage of US military;s lifting of GPS technology restrictions, Industry Standard, May 29, 2000, by Ben Hammer.\*

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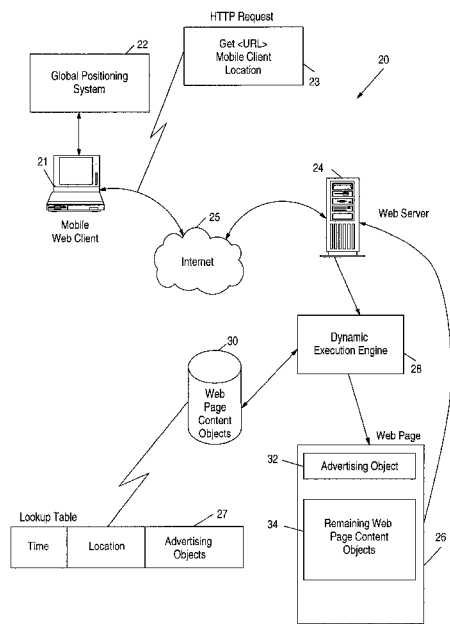
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(57)             **ABSTRACT**

Systems, methods and computer program products are provided for selecting an advertising object to be displayed within a Web page requested by a user based on the geographic location of the user and/or on the time of day. Systems, methods and computer program products are provided for validating an offer within an advertising object of a Web page displayed within a Web client in communication with a Web server. Systems, methods and computer program products are also provided for changing content within an object displayed within a Web page based on changes in geographic location of a user. In addition, systems, methods and computer program products are provided for redeeming an electronic coupon stored within a first computing device, wherein the electronic coupon is valid within a designated geographic region and for a designated period of time.

**39 Claims, 7 Drawing Sheets**



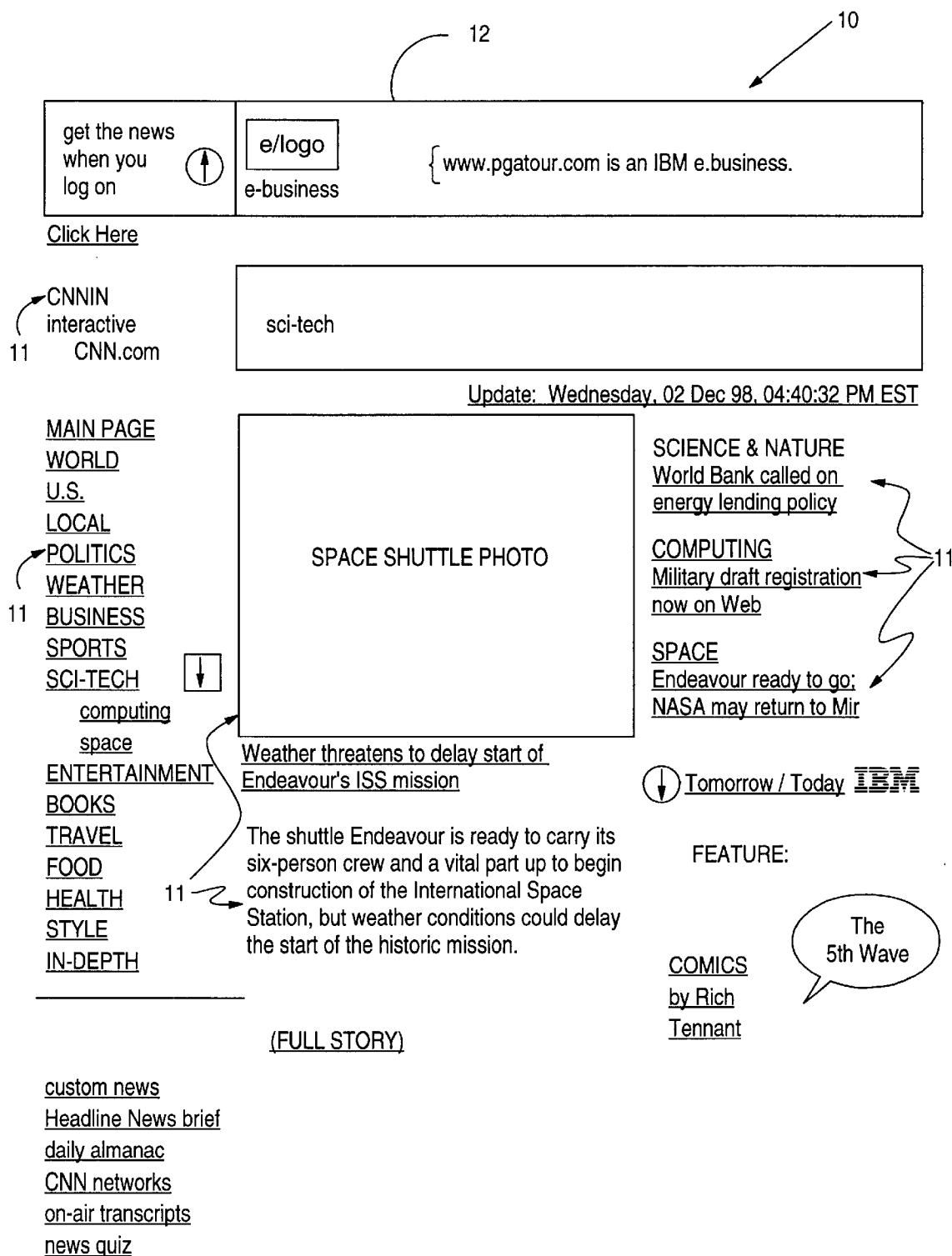


FIG. 1

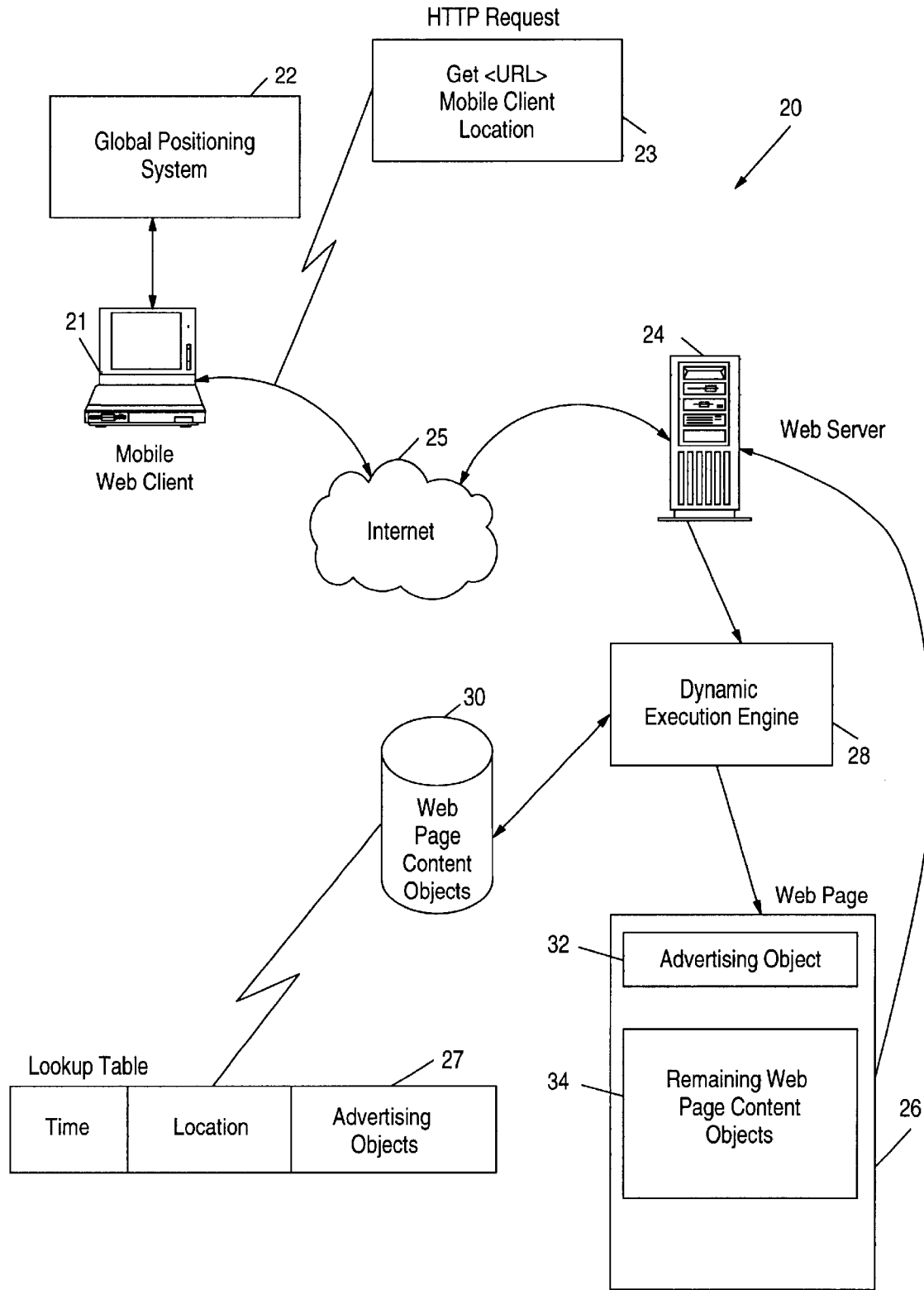


FIG. 2

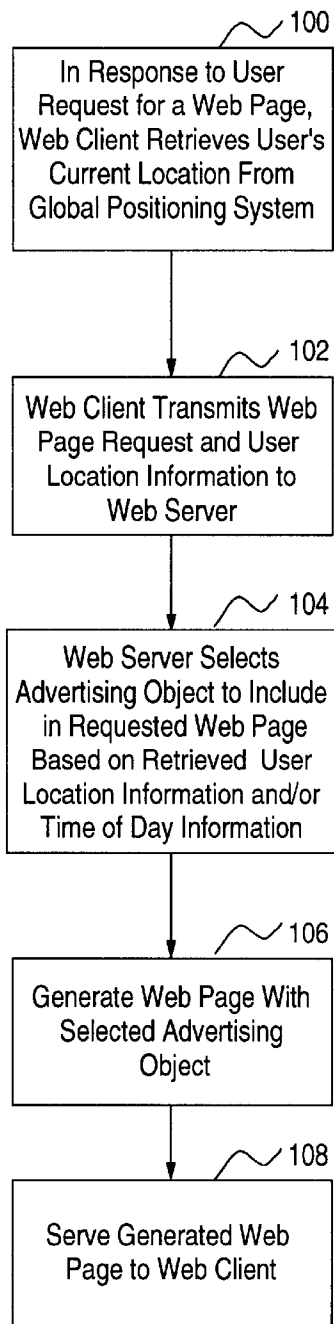


FIG. 3

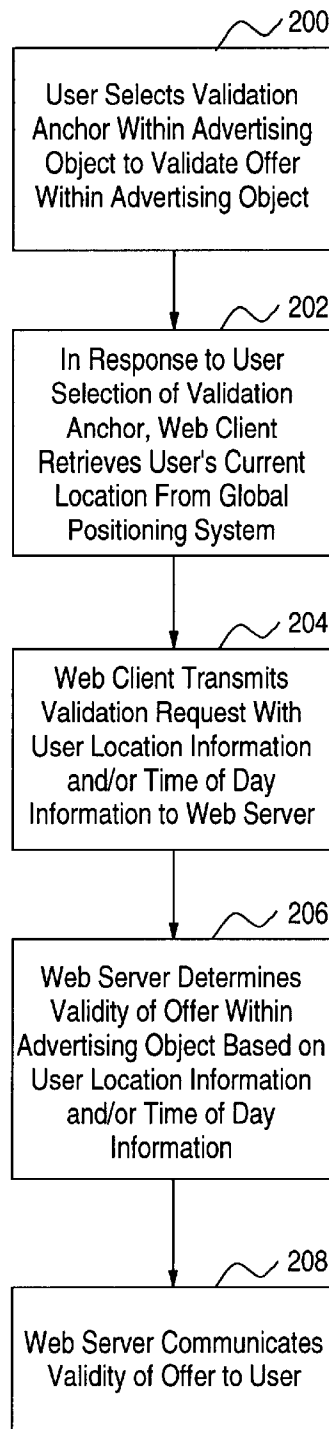


FIG. 5

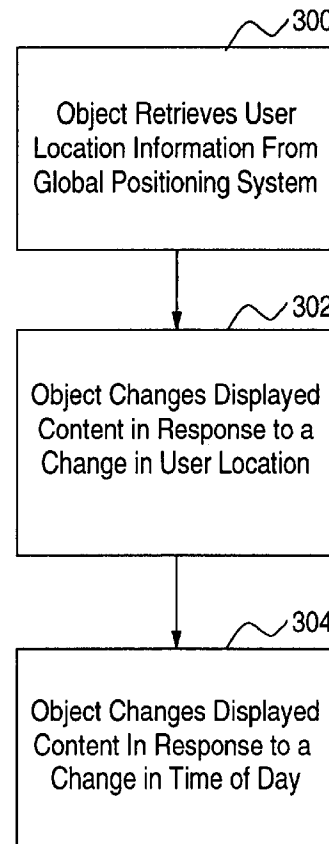


FIG. 7

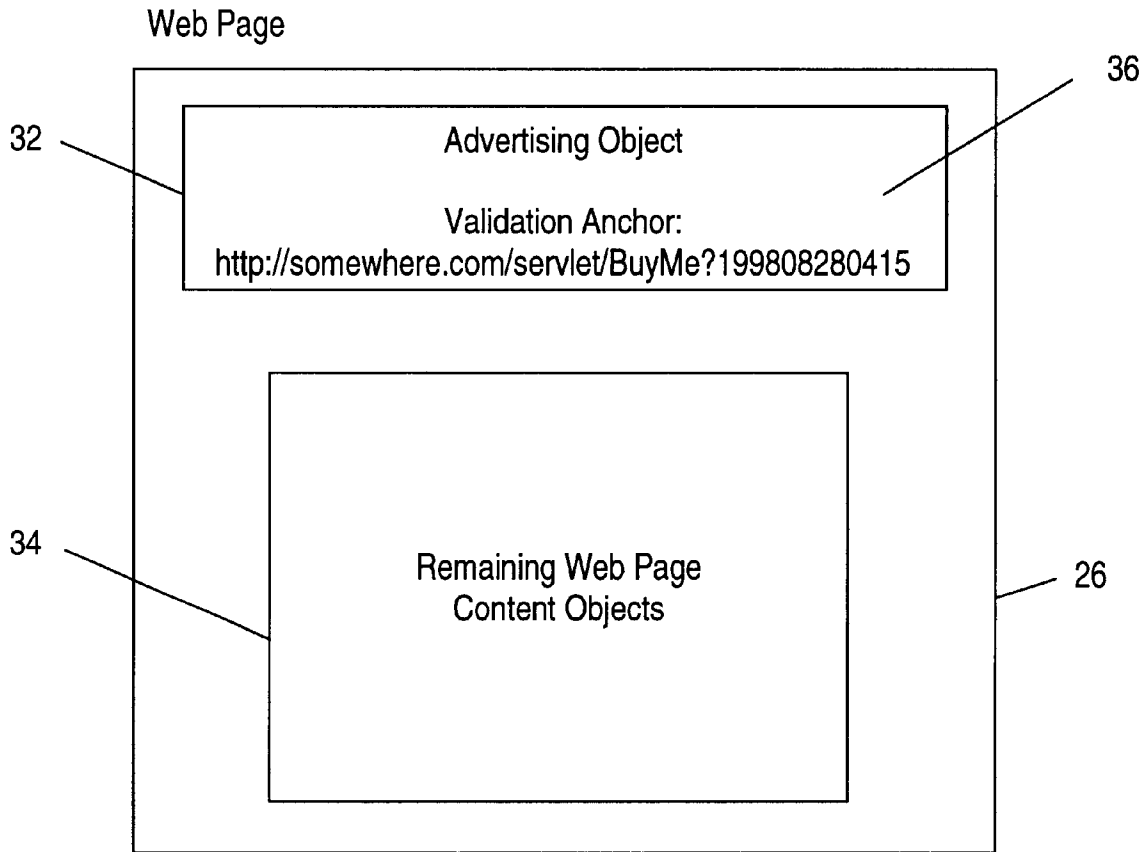


FIG. 4

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