

(12) **United States Patent**
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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(52) **U.S. Cl.** **705/14**

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

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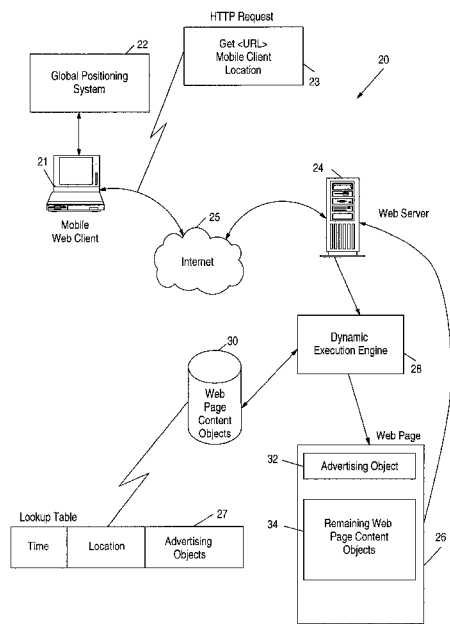
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(57) **ABSTRACT**

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



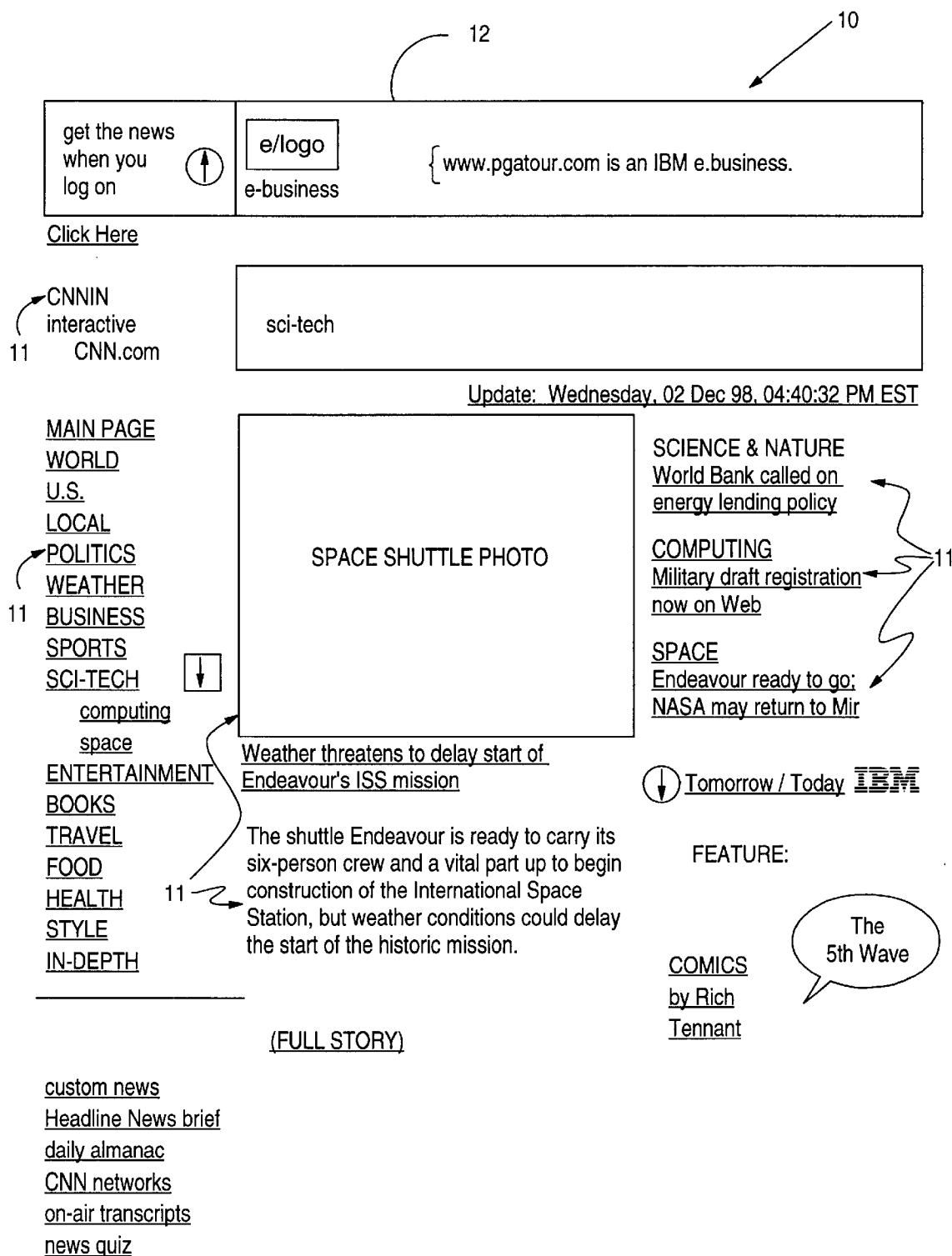


FIG. 1

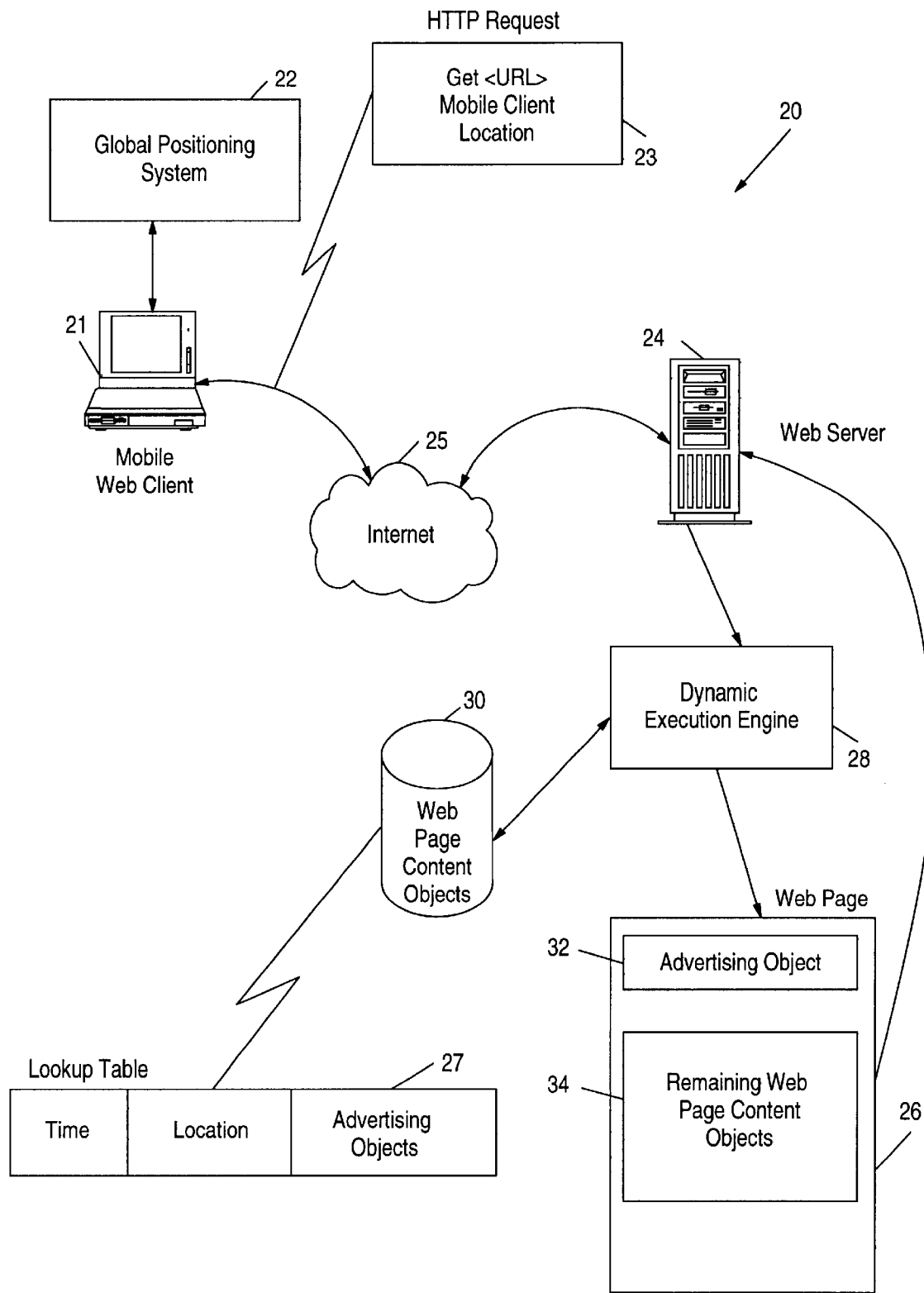


FIG. 2

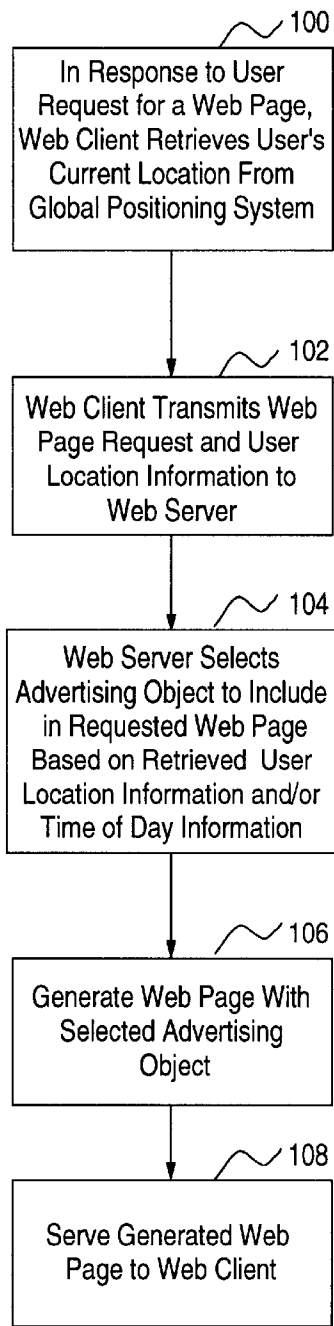


FIG. 3

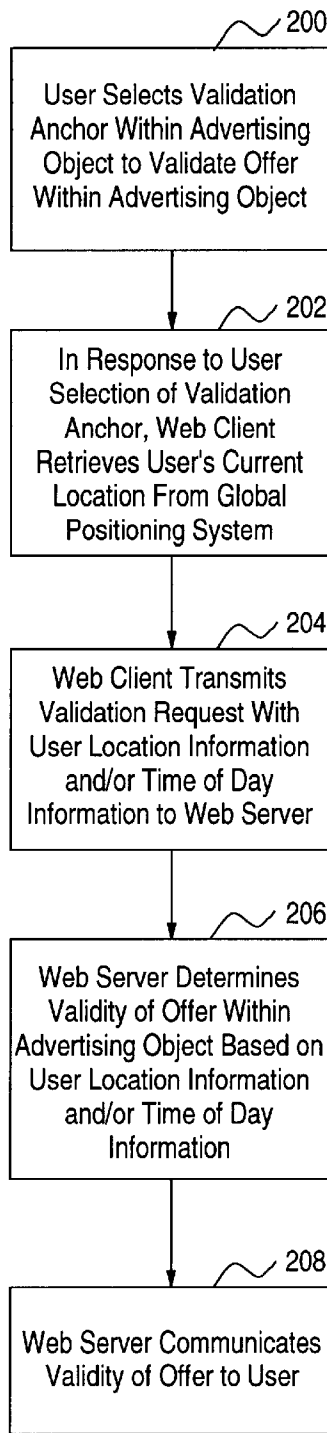


FIG. 5

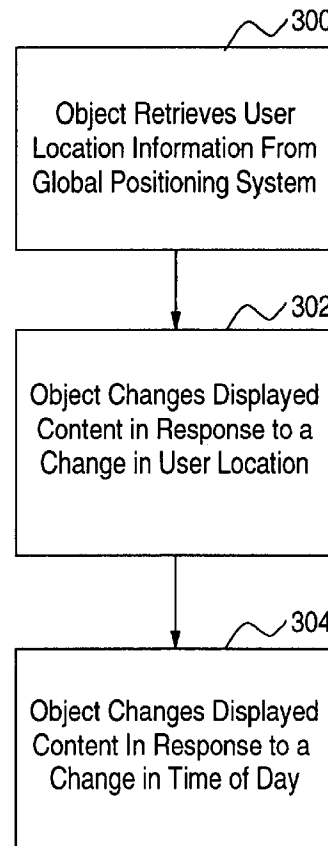


FIG. 7

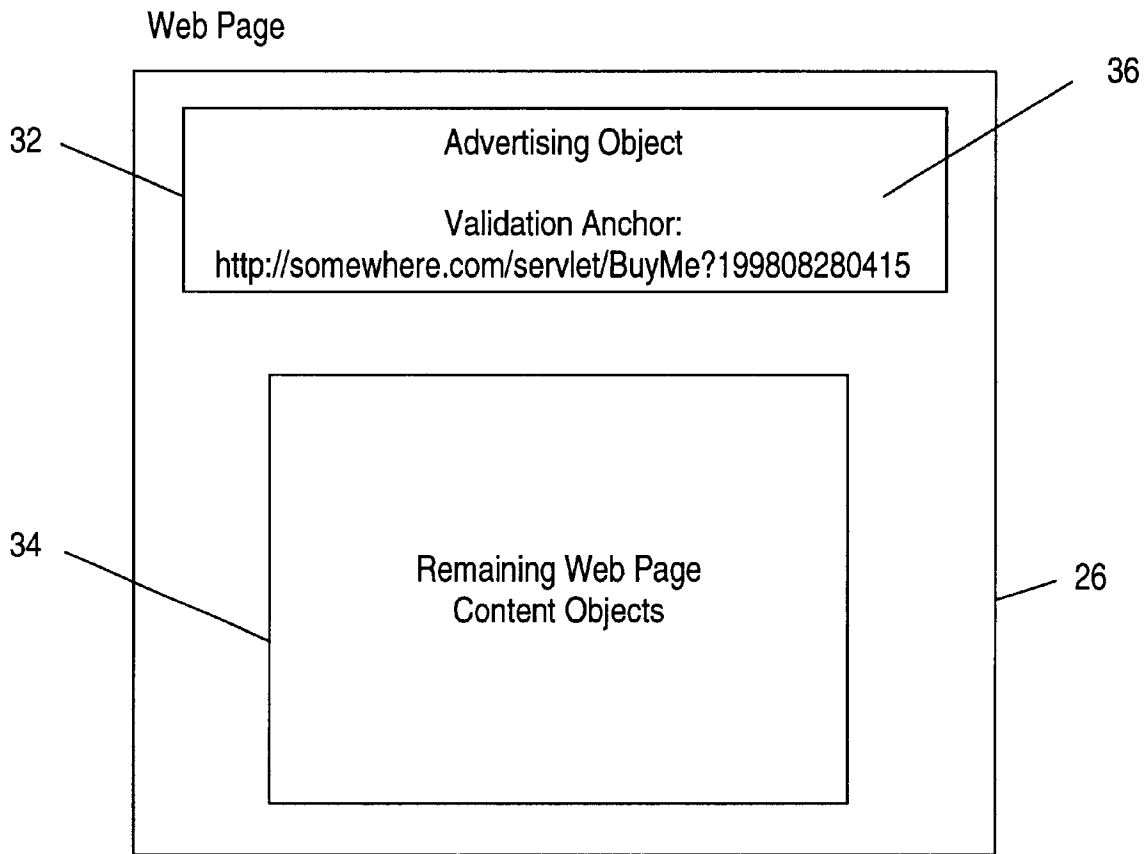


FIG. 4

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