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(54) **PROVIDING ACCESS TO INFORMATION RESOURCES USING A DIGITAL NETWORK PROTOCOL**

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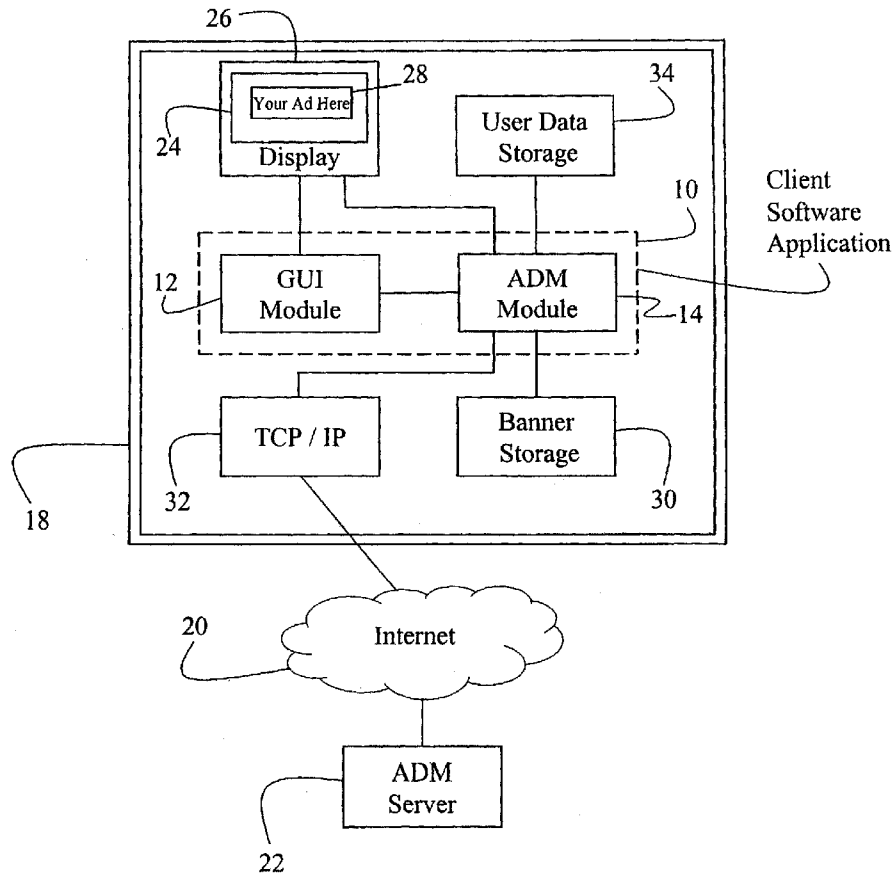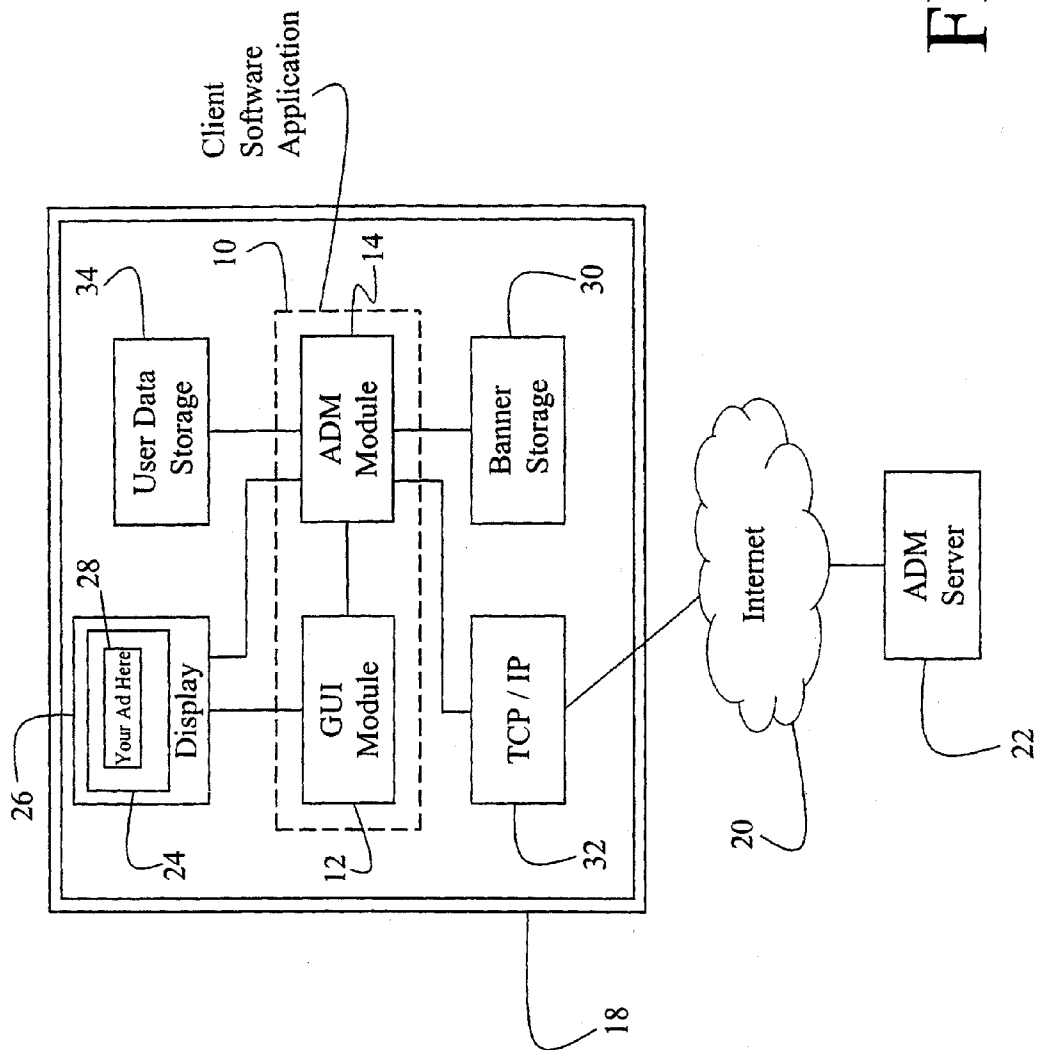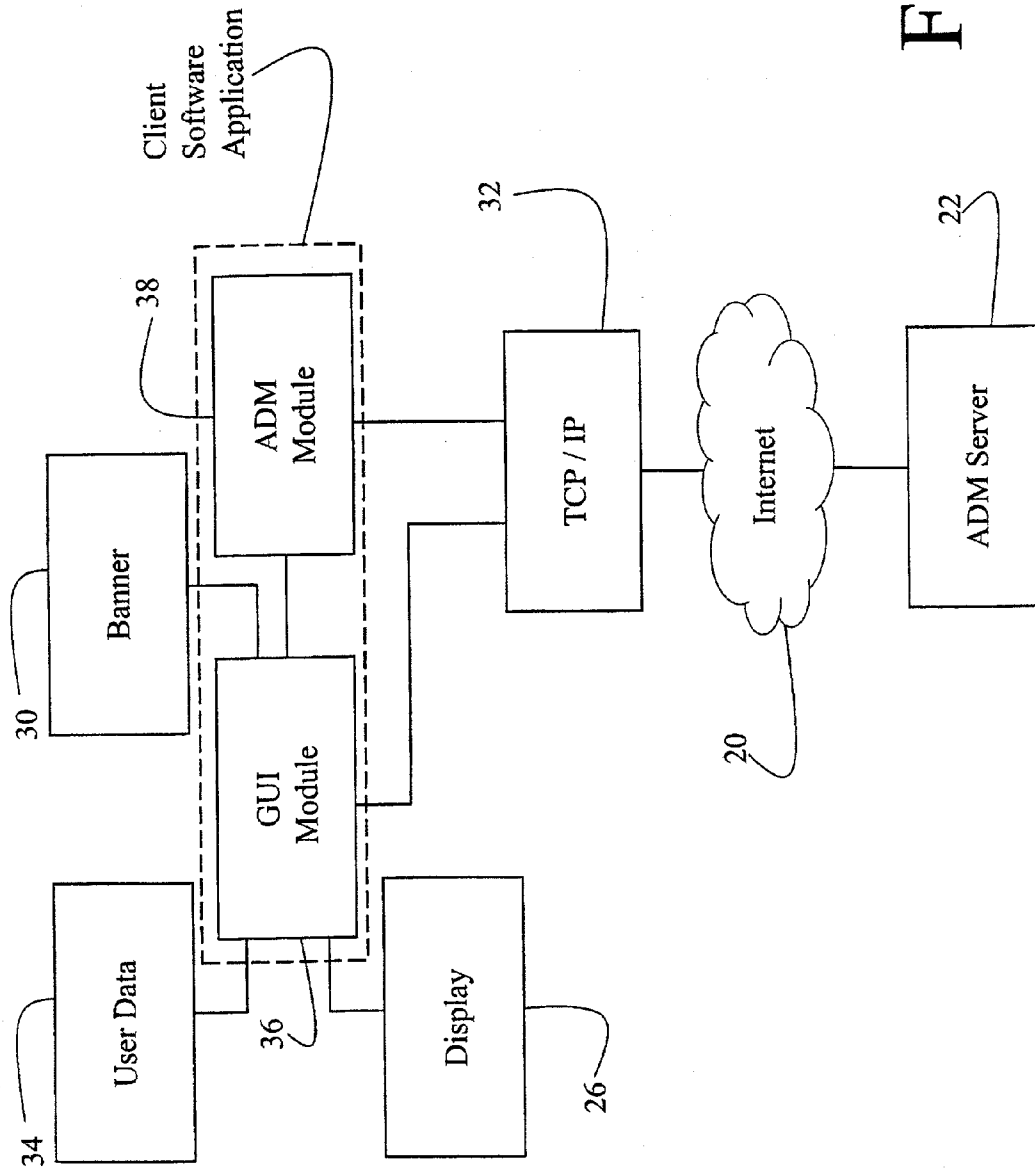|	
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(57) **ABSTRACT**

A method and apparatus for providing an automatically upgradeable software application includes targeted advertising based upon demographics and user interaction with the computer. The software application includes a display region used for banner advertising that is downloaded over a network such as the Internet. The software application is accessible from a server via the network and demographic information on the user is acquired by the server and used for determining what advertising will be sent to the user. The software application further targets the advertisements in response to normal user interaction with the computer. A distribution tool is provided for software distribution and upgrading over the network. Also provided is a user profile that is accessible to any computer on the network. Furthermore, multiple users of the same computer can possess Internet web resources and files that are personalized, maintained and organized.

FIG. 1

FIG.2

FIG. 3

FIG. 4

DOCKET ALARM
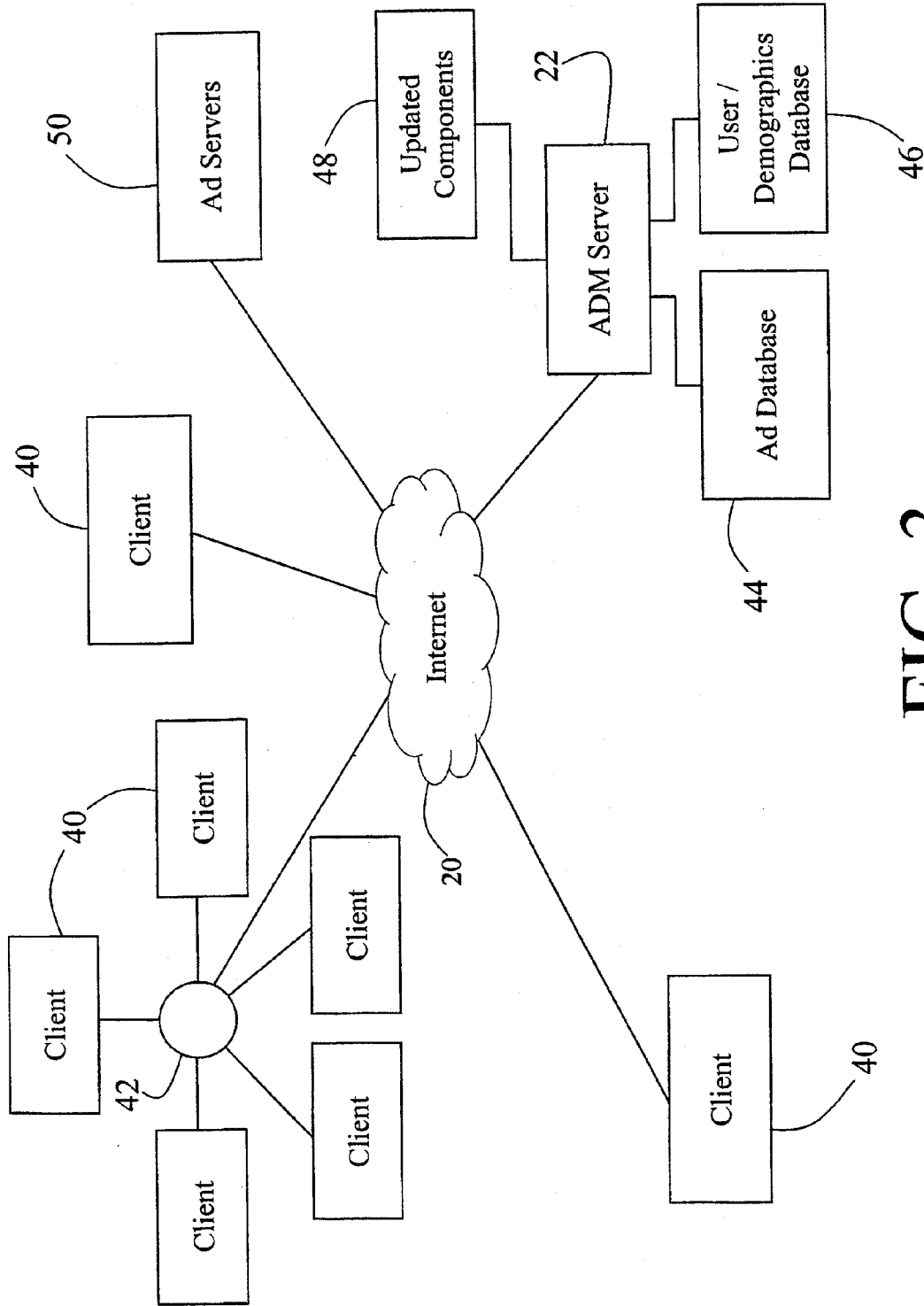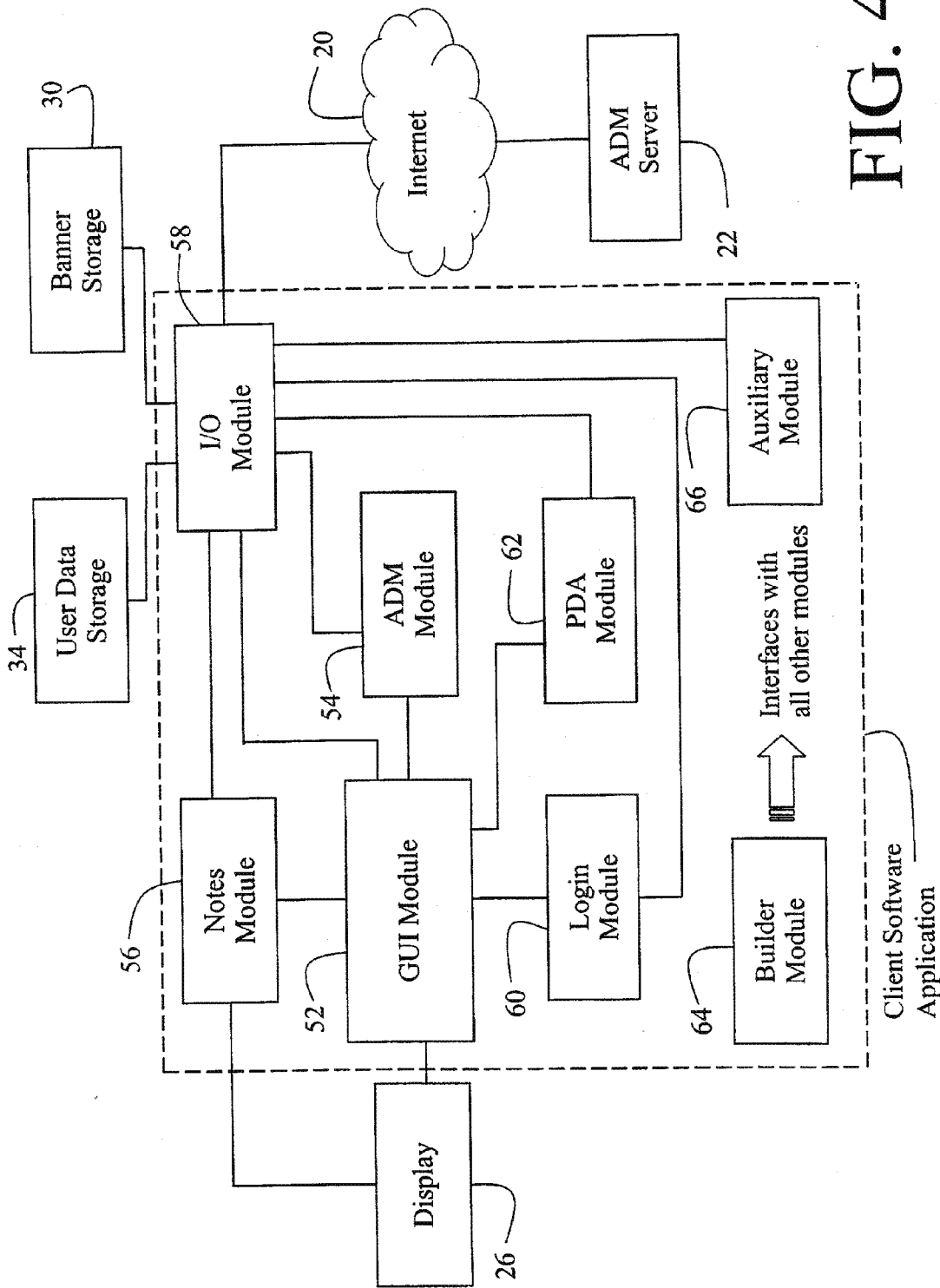
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