



Industria y Comercio
SUPERINTENDENCIA

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No. 11-129840-00000-0000
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Delegatura de Propiedad Industrial
División de Nuevas Creaciones

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PATENTE DE INVENCION

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51. **CLASIFICACIÓN INTERNACIONAL** _____

71. **SOLICITANTE** _____

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74. **APODERADO** _____

22. **BOGOTÁ, D.C.,** _____

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		No. 11-129840- -00000-0000	
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FORMULARIO ÚNICO DE SOLICITUD DE PATENTES			
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SOLICITUD DE:			
☒ Patente de Invención ☐ Patente de Modelo de Utilidad			
☒ Capítulo I ☐ Capítulo II			
2 SOLICITANTE		IDENTIFICACIÓN	
Nombre: MANDAR PATIL		☐ C.C. ☐ NIT	
Dirección: SURVEY NO. 118 TO 124 PLOT NO. 85, NATIONAL SOCIETY AUNDH, PUNE 411007, INDIA		☐ C.E. ☐ Otro	
Nacionalidad o Domicilio: INDIA		Cúal	
Lugar de Constitución:		Número	
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3 REPRESENTANTE O APODERADO		IDENTIFICACIÓN	
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		Nacionalidad o Domicilio: INDIA	
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6 Título (54) MÉTODO PARA VISUALIZAR ANUNCIOS PROGRAMADOS INDIVIDUALMENTE, DIRIGIDOS, FUERA DE LÍNEA EN CUALQUIER PANTALLA DE ESCRITORIO			
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Instrucciones para el diligenciamiento del presente formulario, ver reverso de esta página			

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Anexos

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Comprobante de pago de la tasa de presentación de la solicitud.

☐

Documento que acredite la existencia y representación legal cuando el solicitante sea persona jurídica.

☐

Poderes, si fuere el caso.

☐

Documento de cesión del inventor al solicitante o a su causante.

☒

Traducción de la solicitud internacional al castellano (Resumen, descripción, reivindicaciones, dibujos)

☒

Copia del examen preliminar internacional efectuado por la Autoridad Internacional de Examen preliminar (IPEA)

☐

Traducción de examen preliminar internacional efectuado por la (IPEA)

☐

De ser el caso, copia del contrato de acceso.

☐

De ser el caso, documento que acredite la licencia o autorización de uso de conocimientos tradicionales de las comunidades indígenas.

☐

De ser el caso, certificado de depósito del material biológico

☐

Arte final 12x12.

☐

De ser el caso, información sobre otras solicitudes de patente o títulos obtenidos en el extranjero por el mismo titular o su causante, relacionadas parcial o totalmente con la invención de esta solicitud.

☐

De ser el caso, modificaciones efectuadas a la solicitud internacional.

☐

Otros

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FIGURA CARACTERÍSTICA:

12

Solicito la concesión de la patente.

NOMBRE:

MAURICIO PINZÓN PINZÓN

FIRMA:

C.C.

79.145.527

TP

37.242

SUPERINTENDENCIA DE INDUSTRIA Y COMERCIO
NIT : 800.176.089-2
- / -

Industria y Comercio SUPERINTENDENCIA	RECIBO DE CAJA	No. 11 - 0095594
		Bogotá D.C., Septiembre 29 de 2011 - 13:18:53

RECIBIDO DE : PINZON PINZON & ASOCIADOS ABOGADOS S.A.	NI 830.005.919
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*** Soporte del Pago ***					
TIPO PAGO	BANCO	CUENTA	No. PAGO	FECHA PAGO	VR. PAGO
CONSIGNACION	BANCO DE BOGOTA	062754387	418957991	28/09/2011	733.000.00

*** Conceptos Pagados ***			
CANT. RENTISTICO	CONCEPTO	Vr. UNITARIO	Vr. CONCEPTO
6 50005-01-01 SOLICITUDES	1607 REIVINDICACION UNITARIA ADICIONAL A LAS 10 INICIALES	27.000.00	162.000.00
			\$162.000.00

SON: **CIENTO SESENTA Y DOS MIL PESOS MONEDA CORRIENTE**

Responsable: _____
Recibo de Caja Aplicado al Expediente No. _____

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No. 11-129840- -00000-0000
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*** Conceptos Pagados ***			
CANT. RENTISTICO	CONCEPTO	Vr. UNIDITARIO	Vr. CONCEPTO
1 50005-01-01 SOLICITUDES	1 TRAMITES DE SOL. DE PATENTE DE INVENCIÓN	571.000.00	571.000.00
			\$571.000.00

SON: **QUINIENTOS SETENTA Y UN MIL PESOS MONEDA CORRIENTE**

Responsable: _____
Recibo de Caja Aplicado al Expediente No. _____

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**METODO PARA VISUALIZAR ANUNCIOS PROGRAMADOS INDIVIDUALMENTE,
DIRIGIDOS, FUERA DE LÍNEA EN CUALQUIER PANTALLA DE ESCRITORIO**

CAMPO DE LA INVENCION

5 La invención se refiere a un método para visualizar
anuncios fuera de línea desde un servidor en línea en el
escritorio aunque la computadora portátil del usuario no
siempre esté conectada al Internet.

 Más particularmente, la invención se refiere a un método
10 en el cual se visualizan información y anuncios programados
individualmente, fuera de línea, dirigidos en una o más
ventanas de tamaño dinámico, móviles, plegables que aparecen
en la pantalla/visualización de escritorio.

15 **ANTECEDENTES DE LA INVENCION**

 Está bien establecida la distribución de anuncios por
medio de medios de comunicación tales como radio, televisión
y ahora computadoras. También, con la popularidad y uso
extendido de computadoras se han presentado oportunidades de
20 que los anunciantes exhiban sus productos y servicios a
través de muchos hogares y oficinas por medio de pantallas de
computadoras en vez de televisión. Hay ciertas similitudes
entre computadora y televisión en términos de su valor como
medios de comunicación. Por ejemplo, el espacio publicitario

en ciertos sitios de la Red de Redes Mundial se vende mucho mejor que la publicidad en las estaciones de televisión. Los anunciantes pueden comprar espacio de publicidad en un sitio de la Red de Redes Mundial particular, el nivel se ajusta por la popularidad del sitio. Este ajuste es similar en naturaleza a un espacio publicitario como se vende en periódicos, radio o televisión. Entre más popular el programa fundamental o espacio de tiempo, más caro el nivel de publicidad. En los sitios de la Red de Redes Mundial, el espacio toma la forma de cualquier espacio actual en una página exhibida dada para un sitio dado, donde un anunciante puede exhibir varios gráficos o texto relacionados con un producto o servicio, o puede estar en la forma de un hipervínculo a otro sitio en la Red de Redes Mundial que contiene la información anunciada.

El anuncio en línea es una forma de promoción que usa la Internet y Red de Redes Mundial para el propósito expresado de entregar mensajes de mercadotecnia para atraer clientes. Los ejemplos de anuncio en línea incluyen Anuncios contextuales en la búsqueda de páginas de resultados, anuncios publicitarios, Anuncios de Medios Enriquecidos, anuncio de red Social, anuncio clasificado en línea, redes de

anuncios y mercadotecnia de correo electrónico, incluyendo correo electrónico no deseado.

Un beneficio mayor del anuncio en línea es la publicidad inmediata de información y contenido que no se limita por la geografía o tiempo. Con ese fin, el área emergente de
5 anuncios interactivos presenta desafíos nuevos para los anunciantes que hasta ahora adoptan una estrategia interrumpida.

La diferencia más importante entre estos dos medios es
10 la naturaleza inherente de su asociación. Mientras que la televisión se considera como actividad recreativa, el trabajo en computadora está todavía estereotípicamente clasificado como trabajo.

Aunque la publicidad en la Red de Redes Mundial se
15 conoce, hay problemas únicos para la Red tanto para el anunciante como el consumidor cuando se trata de publicidad en el software de escritorio es decir ¿Qué pasa si el usuario está trabajando en el escritorio pero no siempre se conecta a la Red de Redes Mundial por medio de la internet? ¿Puede un
20 usuario todavía ser atacado por los anunciantes? ¿Cómo pueden los anuncios de visualización administrarse en tal caso? Para el visualizador o consumidor de anuncios, ¿Cómo puede obtener anuncios relevantes? De esta manera, con tales preguntas de

umbral y obstáculos, los medios de publicidad enfrentan una situación difícil considerando el hecho de que el usuario debe realizar ciertas tareas en el escritorio cuando NO está conectado a la Red de Redes Mundial por medio de internet.

5 Esto también presenta otro problema único para los desarrolladores de software tales como Microsoft. Tales compañías pronto tendrían que buscar en los modelos de negocios en donde las versiones soportadas de anuncios de software de escritorio se crean para que los ingresos puedan
10 compensar sus esfuerzos y en ciertos casos se pueda canalizar de nuevo al usuario al gratificarlos con puntos canjeables, que tienen valor comercial, para visualizar los anuncios. De esta manera, ya que la publicidad de la Red crece y los ingresos del consumidor disminuyen, hay una necesidad
15 definitiva para considerar crear un método para visualización de anuncios en el escritorio/software.

 Como un medio emergente de publicidad, la publicidad en línea actual no satisface efectivamente a la audiencia de anuncios organizada. También la publicidad fuera de línea
20 tiene un gran potencial ya que los usuarios también pasan una cantidad grande de tiempo en la computadora fuera de línea.. Pero en la actualidad, una vez que cualquier software se instala en una computadora no existe un mecanismo que se

identifique para que los vendedores de software alteren o agreguen anuncios. Como una consecuencia natural de esto, el potencial para hacer negocios por medio de Anuncios de visualización en software de escritorio se desgasta.

5 Hoy en día, hay pocas opciones para tal publicidad por ejemplo anuncios flotantes, anuncios formales, anuncios de truco y emergentes. Aunque muchos usuarios aprecian los anuncios, un sistema que permite al usuario controlar tanto el tiempo como el contenido sería bien recibido.

10

Técnica Previa

Las reivindicaciones de la Patente de los Estados Unidos No. PCT/US2006/015054, "1. Un sistema que facilita la visualización de anuncios dirigidos al contenido, 15 caracterizado porque comprende: un componente que recibe anuncios dirigidos al contenido y almacena un subconjunto de los anuncios en una computadora del cliente; y un componente de visualización de anuncio que visualiza los anuncios del subconjunto de anuncios como una función de contexto en 20 relación a la interacción de la computadora del usuario, el contexto en relación a al menos uno de los siguientes: estado en línea/fuera de línea; contenido de una interacción

textual; o información geográfica o demográfica alrededor del usuario.

Las reivindicaciones de la Patente de los Estados Unidos No. 5,959,623, "Un método implementado por computadora para
5 visualizar imágenes informativas en una pantalla de una computadora del usuario concurrentemente mientras que la computadora del usuario ejecuta un programa de aplicación del usuario final, el método caracterizado porque comprende las etapas de: (a) visualizar imágenes asociadas con el programa
10 de aplicación del usuario final en una primera porción de la visualización de la computadora del usuario; (b) acceder, a una ubicación remota de la computadora del usuario, una lista de anuncios a ejecutarse, cada uno de los anuncios incluyen datos y un applet para controlar la visualización de al menos
15 una imagen asociada con los datos; (c) identificar automáticamente un primer anuncio en la lista; (d) dedicar una segunda porción de la pantalla de la computadora del usuario para visualizar imágenes asociadas el anuncio en la segunda porción; (e) recuperar y ejecutar automáticamente el
20 primer anuncio de manera que al menos una imagen asociada con el primer anuncio se visualiza en la segunda porción de la pantalla de computadora del usuario; (f) identificar automáticamente un siguiente anuncio para recuperarse y

ejecutarse en la lista de anuncios; (g) recuperar y ejecutar automáticamente el siguiente anuncio y visualizando al menos una imagen asociada con el siguiente anuncio después de terminar la ejecución del anuncio antes del siguiente anuncio; (h) repetir automáticamente las etapas (f) y (g) hasta que el último anuncio en la lista de anuncios se ejecuta; e (i) realizar las etapas (e), (f), (g) y (h) mientras que se visualizan tanto las imágenes asociadas con el programa de aplicación del usuario final en la primera porción y las imágenes asociadas con el anuncio en la segunda porción simultáneamente.

Las reivindicaciones de la Patente de los Estados Unidos No. 6,216,141, "Un método para visualizar un documento en una ventana del escritorio en una computadora del usuario, el método caracterizado porque comprende las etapas de: conectarse a una red de computadora de la computadora del usuario, la red de computadora tiene una pluralidad de servidores asociados con una pluralidad de los proveedores de contenido; recuperar una guía de canal incluyendo una lista de proveedores de contenido de la red de computadora para permitir al usuario seleccionar y cancelar dos o más proveedores de contenido e historias asociadas con los proveedores de contenido, en donde la guía de canal permanece

visualizada después de que el usuario selecciona un proveedor de contenido de manera que el usuario puede seleccionar proveedores de contenido múltiples de la guía de canal y los proveedores de contenido seleccionados múltiples permanecen seleccionados al mismo tiempo; almacenar las selecciones que el usuario hace de la guía de canal incluyendo las historias que el usuario ha seleccionado; leer las selecciones almacenadas y obtener una dirección asociada con un proveedor de contenido seleccionado; recuperar las selecciones almacenadas incluyendo las historias seleccionadas en la guía de canal; e integrar las historias recuperadas en la ventana del escritorio de manera que las historias y la ventana del escritorio se visualicen en la misma ventana.

15 **Objetivos de la Invención**

Los métodos y sistemas de la técnica previa describen métodos que son complicados, complejos y difíciles de seguir y no proporcionan soluciones eficientes y necesarias para la industria de publicidad.

20 En consecuencia, es el objetivo de la presente invención proporcionar a los anunciantes un nuevo medio basado en computadora, definitivo para la publicidad en el cual los anunciantes pueden organizar y atacar a la audiencia de los

anuncios y los usuarios de software pueden ver los anuncios, colocando retroalimentaciones y ganando beneficios.

COMPENDIO DE LA INVENCION

5 La ventana de anuncios activa es un medio nuevo para publicidad fuera de línea basada en computadora en un escritorio y no por medio de un navegador de internet tipo Internet explorer, Mozilla Firefox y Netscape Navigator los cuales son navegadores independientes. La ventana de anuncios
10 activa existe independientemente como un software de visualización de anuncios. Puede coexistir con cualquier software de escritorio como una parte de la pantalla del software que no afecta el software o su funcionalidad de ninguna manera.

15 Esta invención presenta la innovación de recuperar Anuncios/Imágenes/Información/Audio/Video/ dirigidos, programados individualmente en ventanas posicionadas y de tamaño dinámico, nombradas ventana de anuncios activa en la pantalla de la computadora. Estas ventanas superponen alguna
20 parte de la visualización de la pantalla de aplicación. La asignación de audiencia se hace efectivamente por medio de la visualización de los anuncios dirigidos que está basada en varios parámetros ajustados por los anunciantes como el área

geográfica en la que está el usuario de software, fecha prudente de la visualización de los anuncios, número total de visualizaciones por día, número total de visualizaciones antes de que los anuncios expiren, prioridad prudente de la visualización de los anuncios, categoría prudente del usuario de la visualización de los anuncios.

La ventana de anuncios activa puede colocarse y moverse en cualquier posición disponible en la pantalla de la computadora de acuerdo con la preferencia del usuario. Con objeto de usar el software de ventana de anuncios activa, el usuario debe registrarse al servidor de red en línea del vendedor de software. En la disponibilidad de anuncios de conexiones a internet se descargan del servidor de anuncio en línea en el software de ventana de anuncios activa. Cuando el usuario registra el software, de acuerdo con los anuncios programados por cada usuario individual, los anuncios se visualizaron en las ventanas de anuncios activas. Los datos del usuario en la computadora portátil no se invaden de ninguna forma por el software de ventana de anuncios activa.

En esta modalidad, siempre que la conexión a internet esté disponible, el software de ventana de anuncios activa:

(i) Descarga nuevos Anuncios e información, del servidor de red en línea para la base de datos del software esto es Servidor de Anuncio Activo Local.

(ii) Carga estadísticas de audiencia de anuncios, información relevante, respuestas y clics de anuncios recolectados por el usuario para anuncios visualizados, para el servidor de Anuncio Activo en línea.

Los métodos definen la creación de Ventanas de anuncios activas en los anuncios fuera de línea visualizados en el escritorio, y métodos para seleccionar los anuncios e información a visualizarse, así como métodos para acceder a la información adicional relacionada con las imágenes de anuncios visualizadas. Los punteros de datos señalan a las imágenes de anuncio particulares, la información que se ha programado individualmente para visualización para el usuario. En la modalidad preferida, mientras se trabaja en la computadora, el usuario puede abrir la ventana de anuncios activa por su propia voluntad y elección para visualizar los anuncios disponibles para visualización. El usuario también puede aprovechar la vista más grande de los Anuncios y colocarlos en respuesta.

Los beneficios mayores en esta situación deben ser que el ancho de banda se use sólo una vez para descargar el

anuncio mientras que en los anuncios en línea el ancho de banda de internet se usa con repetición por lo menos se requiere el ancho de banda como se compara con los anuncios de internet en línea.

5 2. No se requiere conexión continua al internet.

3. Este proceso de intercambio de información se ejecuta aún cuando el software de ventana de anuncios activa no esté abierto activamente. El proceso de intercambio ocurre en el fondo. El proceso de intercambio de información se explica en
10 detalle en las ilustraciones diagramáticas.

4. La recuperación de los anuncios del software instalado en la PC del usuario es más fácil que conectarse al internet para visualizar el anuncio más de una vez.

5. Las estadísticas del usuario pueden registrarse
15 fácilmente en el software del escritorio y pueden cargarse fácilmente en el servidor en línea. Mientras que en el anuncio en línea es difícil mantener un registro de las estadísticas de la audiencia. Los anunciantes pueden ver un registro de estadísticas de audiencia detallada. Capturar
20 estas estadísticas no es posible en la publicidad en línea.

El usuario puede acceder a tales anuncios por su voluntad y elección sin cerrar la aplicación que está usando. La ventana de anuncios activa no molesta al usuario del

software de ninguna manera y el usuario puede cerrar la ventana cuando no quiera ver los anuncios. La característica de ventana de anuncios activa puede aplicarse también a cualquier software de escritorio. En este caso la ventana
5 debe ser una parte de tal pantalla de software particular.

En la presente invención, el registro del software capturará la información del usuario. Debido a que estos anunciantes pueden dirigir su visualización al anuncio para una categoría específica de usuarios por ejemplo, doctores,
10 analistas financieros, estudiantes, adolescentes, abogados, amas de casa, mujeres trabajadoras.

BREVE DESCRIPCIÓN DE LAS FIGURAS:

Los objetivos y características adicionales de la
15 invención serán aparentes más fácilmente de la siguiente descripción detallada y reivindicaciones anexas cuando se toman en conjunto con las figuras, en las cuales:

La Figura 1 ilustra un proceso para iniciar sesión en una aplicación en línea y agregada, administrar registros de
20 información de anuncio en el Servidor de Anuncio Activo en Línea.

La Figura 2 ilustra las actividades para descargar nuevos Anuncios activos e información del servidor de anuncio

activo en línea para la base de datos del software instalado en la computadora portátil del usuario que también se nombra como el Servidor de Anuncio Activo Local.

La Figura 3 ilustra el proceso para visualizar anuncios programados individualmente e información en la ventana de anuncios activa y asignar puntos de recompensa para el usuario para respuesta y clics de anuncios.

La Figura 4 ilustra un método explicativo para cargar los puntos de recompensa, retroalimentaciones, clics de anuncios y cuentas de visualización de anuncios del servidor de anuncio activo local para el servidor de anuncio activo en línea.

La Figura 5 es una ilustración diagramática que describe el proceso de intercambio de información del servidor de anuncio activo en línea para el servidor de anuncio activo local y de nuevo del servidor de anuncio activo local al servidor de anuncio activo en línea.

La Figura 6 ilustra la comunicación entre la base de datos LAAS y OLAAS por medio de API de fuente LAAS y OLAAS.

La Figura 7 es una ilustración visual de cómo el ActiveAdWindow™ se ve en una pantalla del escritorio.

DESCRIPCIÓN DETALLADA DE LA INVENCION

El programa de aplicación es un programa de código de bytes escrito en el lenguaje de programación Microsoft.NET.

Con referencia a la Figura 1, el usuario ingresa el
5 nombre de usuario y contraseña en 102 para acceder a la interfaz de la red para cargar los datos de anuncio activo en el servidor de anuncio activo en línea 502 por medio de 101. El usuario ingresa los datos para iniciar sesión y hace clic en el botón de iniciar sesión, el verificador para iniciar
10 sesión 103 en combinación con 104 realizan la verificación para validez del usuario, un vinculo 105 cargará la interfaz para validar el usuario para agregar la información de anuncio en 502. La información incluirá imágenes, video, audio, detalles del programa de anuncio, condiciones de la
15 carga de anuncio, formulario de respuesta si se proporciona por los anunciantes. El cargador de clase carga los anuncios del objeto de las clases en el espacio de dirección del usuario y extrae los campos de entrada en la interfaz. El usuario ingresa la información de anuncio en 107 y la clase
20 utiliza el verificador de programa en código de bytes para verificar la integridad del método 108 asociado con cada objeto cargado. Si el método 109 se verifica exitosamente 110 se activa para ejecutar el procedimiento presentado que

típicamente se nombre el método, el programa se ejecuta por el ejecutador de programa compilado. En la modalidad preferida, los datos del anuncio pueden contener imagen/destellos/audio/video/contenido para los productos o servicios; los datos de audio incluyen voz, música u otras señales de audio para reproducción en coordinación con la imagen/destello. Los anuncios también pueden directamente transmitirse del servidor de anuncio activo en línea en el software. Los anuncios también pueden verse por medio de una aplicación del navegador de anuncio que visualiza anuncios en el navegador de anuncio.

Con referencia a la Figura número 5, un segundo servidor de información 504 se muestra conectado por medio de internet a un servidor de información en línea 502 que incluye todos de los elementos de hardware del servidor mencionados en los requisitos del software e incluye espacio de almacenamiento para almacenar la estructura de datos de la publicidad.

Con referencia a la Figura 2, una clase de disponibilidad de conexión a internet 202 se invoca periódicamente para verificar si el usuario se conecta al internet 202 verifica la integridad de los métodos asociados con clase del objeto cargado y 203 para verificar la

disponibilidad de conexión a internet y sobre la base del resultado el API se verifica para la disponibilidad del programa de descarga de anuncios, si los nuevos anuncios están disponibles en OLAAS, el API 205 descarga los datos de los anuncios de 502 hasta 504. Si la conexión de internet se rompe durante el programa de interfaz de comunicación 202 se reanuda la descarga de los datos del anuncio activo, cuando el programa de interfaz 203 detecta la conexión de internet.

Con referencia a la Figura 3, el usuario del software hace clic en 301 para abrir el ActiveAdWindow en el inicio de sesión del usuario de ambiente de escritorio de los usuarios de ActiveAdWindow. La clase 302 visualiza la ventana de ajuste de anuncio activa móvil, que comprende la ventana de ajuste de anuncio móvil 704. El usuario puede elegir múltiples ventanas de anuncio de tamaños diferentes, la clase 303 incluye métodos para elegir el tamaño de la ventana de anuncio, el cargador de clase carga el objeto de clase de ajuste de la ventana de anuncio en el espacio del usuario y extrae el ajuste de entrada en la interfaz, después de la carga exitosa la ventana de ajuste de anuncio activa móvil 704 se minimizará para la bandeja del sistema. La clase 304 incluye métodos para visualizar las imágenes de anuncio, destello o cualquiera de los datos asociados en el

ActiveAdWindow móvil abierto en el escritorio del usuario, de acuerdo con el programa, prioridad ajustada por el anunciante. La clase 304 define los parámetros operacionales asociados con los parámetros de visualización mencionados en 5 503 si el conteo de anuncio en 504 es cero entonces el anuncio de relleno se visualizará para el usuario en el ActiveAdWindow.

La clase 304 incluye métodos para visualizar las imágenes, destello o cualquiera de los datos asociados en el 10 ActiveAdWindow visualizado en 702. La clase 304 define los parámetros operacionales asociados con cuanto tiempo la imagen/destello se visualizan en 702 como se muestra en la figura 7 e incluye el procedimiento de almacenado para realizar las tareas de presentación de 15 imagen/destello/video/audio de rutina que pueden activarse por el anuncio activo.

Si los anuncios no están disponibles en el servidor de anuncio activo local 504, los anuncios de relleno se visualizarán en la ventana 702.

20 En caso de que cualquier anuncio se visualice en el ActiveAdWindow sea de interés al usuario, el usuario mueve el puntero del ratón en el contenido de anuncio activo que está

interesado. Esto evoca un método 306. El anuncio activo se visualizará en la ventana emergente ampliada.

Si el usuario hace clic en el vínculo 309 para colocar la respuesta para los anunciantes, el método de respuesta se activa para visualizar la ventana de respuesta 310. El usuario rellena la información necesaria y hace clic en enviar para almacenar la respuesta en el servidor de anuncio activo local 504. Esto activa el método 311 para guardar los puntos de recompensa acumulados el usuario al enviar la forma de respuesta.

Como una primera etapa para transferir la información de 504 hasta 502 por medio de 205, la clase 401 se ejecutará para verificar la disponibilidad de conexión a internet en la computadora del usuario. En la modalidad preferida el cargador de clase 402 se activa en 401, el verificador de programa en código de bytes verifica la integridad de todos los métodos asociados con cada uno de los objetos cargados, si todos los métodos se verifican exitosamente 403 se activa para cargar los puntos acumulados de los usuarios de 504 hasta 502 por medio de la interfaz 205, si la conexión a internet se rompe durante este proceso el programa de interfaz de comunicación 401 reanuda la carga de la

información, cuando el programa de interfaz 403 detecta la conexión a internet.

Con referencia a la Figura 6, esta ilustra la comunicación entre la base de datos LAAS y la base de datos OLAAS por medio de fuentes LAAS y OLAAS API. La fuente API del servidor de anuncio activo en línea 602 se comunica con la base de datos OLAAS 601 para los anuncios programados para descargarse. La interfaz API proporciona información del estado del anuncio en la base de datos LAAS 606 para la fuente OLAAS API 602 por medio de la fuente LAAS API 605 y los anuncios se descargarán de las tablas de la base de datos OLAAS 603 al ejecutar los procedimientos 604 de la base de datos OLAAS 601 para la base de datos LAAS 606 por medio de las fuentes OLAAS y LAAS API.

REIVINDICACIONES

1. Un método para la visualización de anuncios fuera de línea, programados individualmente, dirigidos al espectador en forma de /información/audio/video/destello/anuncio/contenido en
5 cualquier escritorio/visualización por medio de un software instalado en una computadora del usuario, el método caracterizado porque comprende las etapas de:

(a) visualizar los anuncios en las ventanas de tamaño dinámico, móviles, plegables nombradas ventana de anuncios
10 activa en el escritorio del usuario;

(b) acceder, en una ubicación remota de la computadora del usuario, una lista de anuncios para visualizarse en la ventana de anuncios activa sin interferir en ninguna funcionalidad del otro software o alterar y corromper los
15 datos del núcleo actuales que están en uso por el usuario y sin acceder ningunos de los datos de la computadora portátil de los usuarios de ninguna forma ya que es un software aislado y totalmente independiente y sin la computadora portátil del usuario conectada a internet todo el tiempo.

20 (c) Dedicar una porción de la visualización de pantalla de escritorio del usuario, en forma de una, ventana de tamaño dinámico, móvil, plegable nombrada Ventanas de Anuncios Activos para visualizar el anuncio;

(d) automáticamente recuperar y ejecutar el primer anuncio de manera que al menos una imagen asociada con el primer anuncio se visualiza en la segunda porción del escritorio del usuario.

5 (e) dependiendo de las condiciones de visualización del anuncio, el software automáticamente identifica el primer anuncio para recuperarse y ejecutarse en la lista de anuncios;

10 (f) automáticamente recuperar y ejecutar el siguiente anuncio y visualizar al menos una imagen o contenido asociado con el siguiente anuncio después de terminar la ejecución del anuncio antes del siguiente anuncio;

15 (g) automáticamente repetir las etapas (e) y (f) de acuerdo con las condiciones de visualización que se preajustan para cada usuario.

20 (h) automáticamente reanudar la carga o descarga de información del servidor de la red en línea para la base de datos del software en la computadora portátil del usuario, en el caso de que la conexión a internet se rompa durante el proceso de intercambio de información.

 (i) almacenar la información de retroalimentación y estadísticas de audiencia de micro nivel asociadas con el anuncio visto y transferir esta información al servidor de la

red en línea cuando la computadora portátil del usuario se conecte al internet.

(j) automáticamente eliminar anuncios de la base de datos del software cuyas condiciones de visualización han
5 expirado.

2. El método de conformidad con la reivindicación 1, caracterizado porque cada anuncio se visualiza durante un tiempo predeterminado y condiciones de visualización predefinidas, para un anuncio particular, al menos uno del
10 anuncio se almacena en la base de datos del software de la computadora portátil del usuario.

3. El método de conformidad con la reivindicación 2, caracterizado porque el anuncio puede incluir datos de audio o video para reproducirse en conjunto con la visualización de
15 al menos una imagen en la segunda porción de la pantalla de computadora del usuario.

4. El método de conformidad con la reivindicación 2, caracterizado porque los anuncios se visualizan en la ventana de anuncios activa de la computadora de escritorio aún sin el
20 acceso continuo al software para la Red de Redes Mundial por medio de internet.

5. El método de conformidad con la reivindicación 2, caracterizado porque además incluye las etapas de:

con la ejecución del último anuncio en la lista de anuncios, reiniciar desde las condiciones de visualización como se define en 503 en la porción dedicada de la visualización de pantalla de escritorio/software del usuario.

5 6. El método de conformidad con la reivindicación 5, caracterizado porque las etapas de ejecución (e) y (g) incluyen cargar el anuncio incluyendo los datos de una base de datos del software en la computadora portátil del usuario para la ejecución.

10 7. El método de conformidad con la reivindicación 1, caracterizado porque la ventana de anuncios activa existe independientemente como una ventana en la pantalla de la computadora portátil. Puede moverse en cualquier lugar en la visualización de la pantalla del escritorio/software del
15 usuario. Puede tener cualquier forma y tamaño. La ventana de anuncios activa puede activarse o desactivarse en cualquier momento por el usuario.

8. El medio de visualización de los anuncios, caracterizado porque puede ser cualquier dispositivo de
20 visualización de una pantalla de computadora, visualización móvil, televisión.

9. El método de conformidad con la reivindicación 1, caracterizado porque la ventana de anuncio puede coexistir en

cualquier software como en una posición fija, predefinida de la pantalla del software.

RESUMEN DE LA INVENCION

La presente invención se refiere a un método para visualizar anuncios fuera de línea, programados individualmente, dirigidos al espectador en forma de
5 /información/audio/video/destello/anuncio/contenido en cualquier escritorio/visualización por medio de un software instalado en una computadora del usuario, el método comprende las etapas de visualizar los anuncios en las ventanas de tamaño dinámico, móviles, plegables nombradas la ventana de
10 anuncios activa en el escritorio del usuario, accediendo, en una ubicación remota de la computadora del usuario, una lista de anuncios para visualizarse en ventana de anuncios activa sin interferir con ninguna funcionalidad del otro software o alterando y corrompiendo los datos de núcleo actuales que
15 están en uso por el usuario y sin acceso a ningunos de los datos de la computadora portátil de los usuarios de ninguna forma ya que es un software aislado y totalmente independiente y sin que la computadora portátil del usuario este conectada a internet todo el tiempo, dedicando una
20 porción de la visualización de pantalla del escritorio del usuario, en forma de un, ventana de tamaño dinámico, móvil, plegable nombrada Ventanas de Anuncios Activos para visualizar el anuncio; automáticamente recuperar y ejecutar

el primer anuncio de manera que al menos una imagen asociada con el primer anuncio se visualiza en la segunda porción del escritorio del usuario.

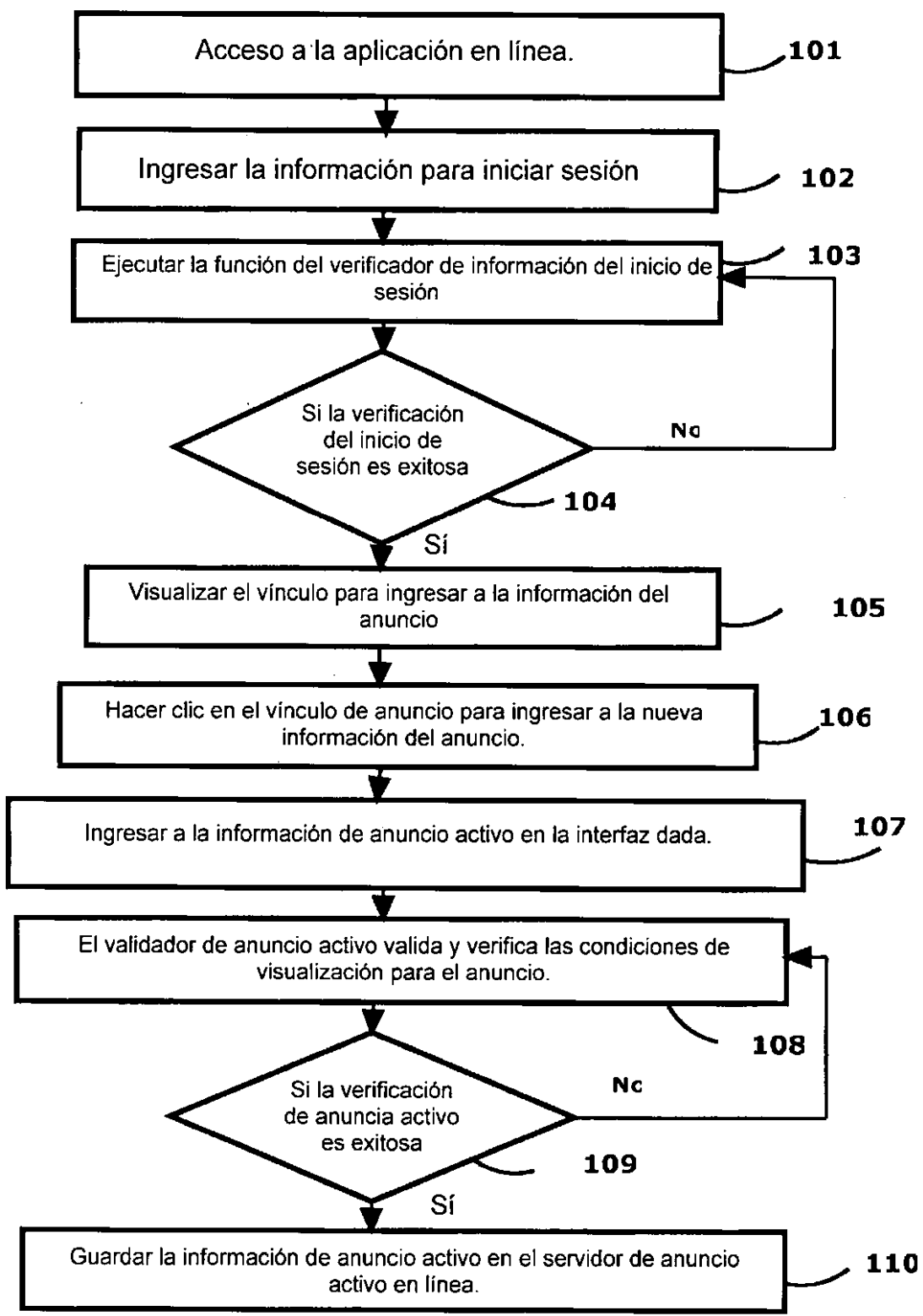
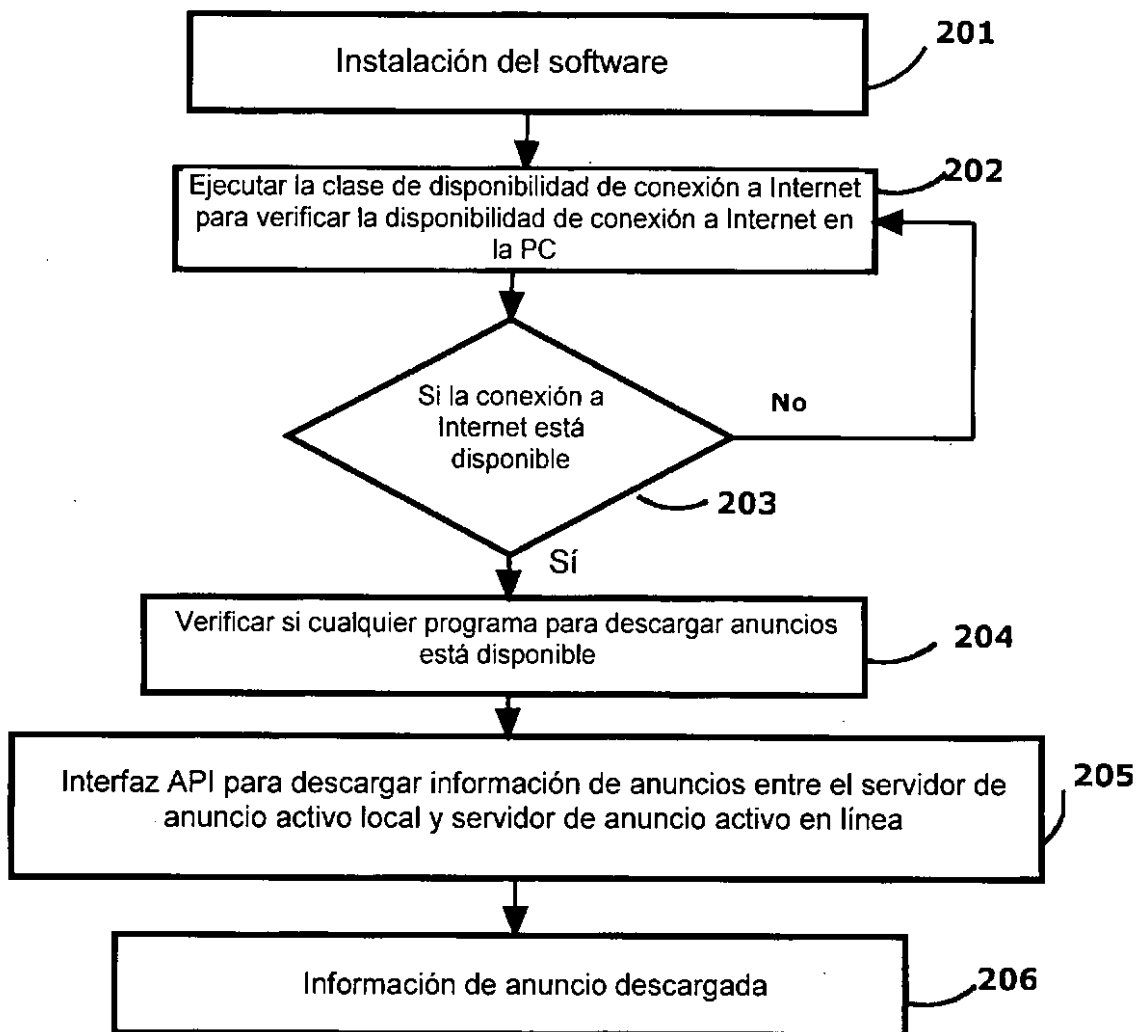
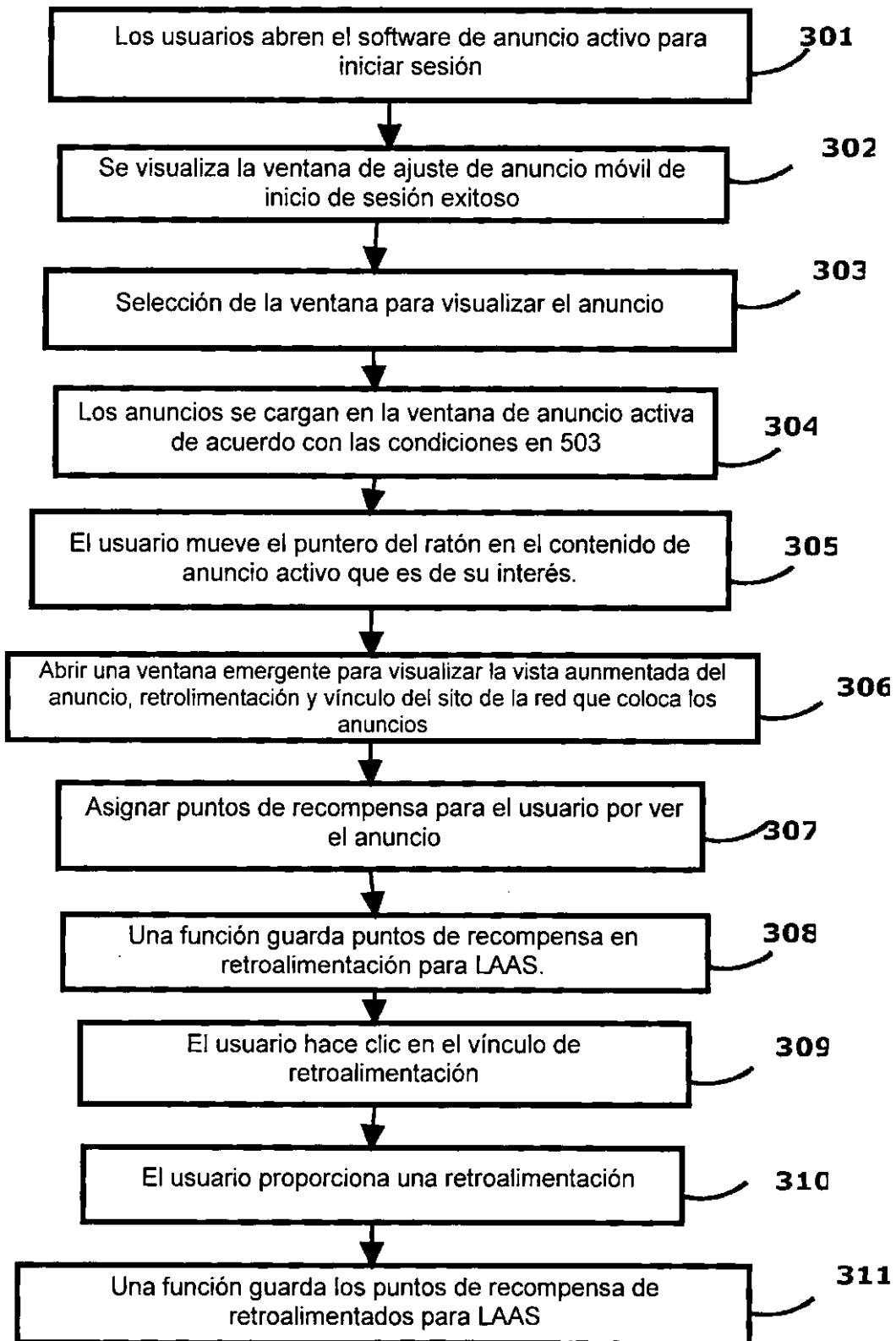
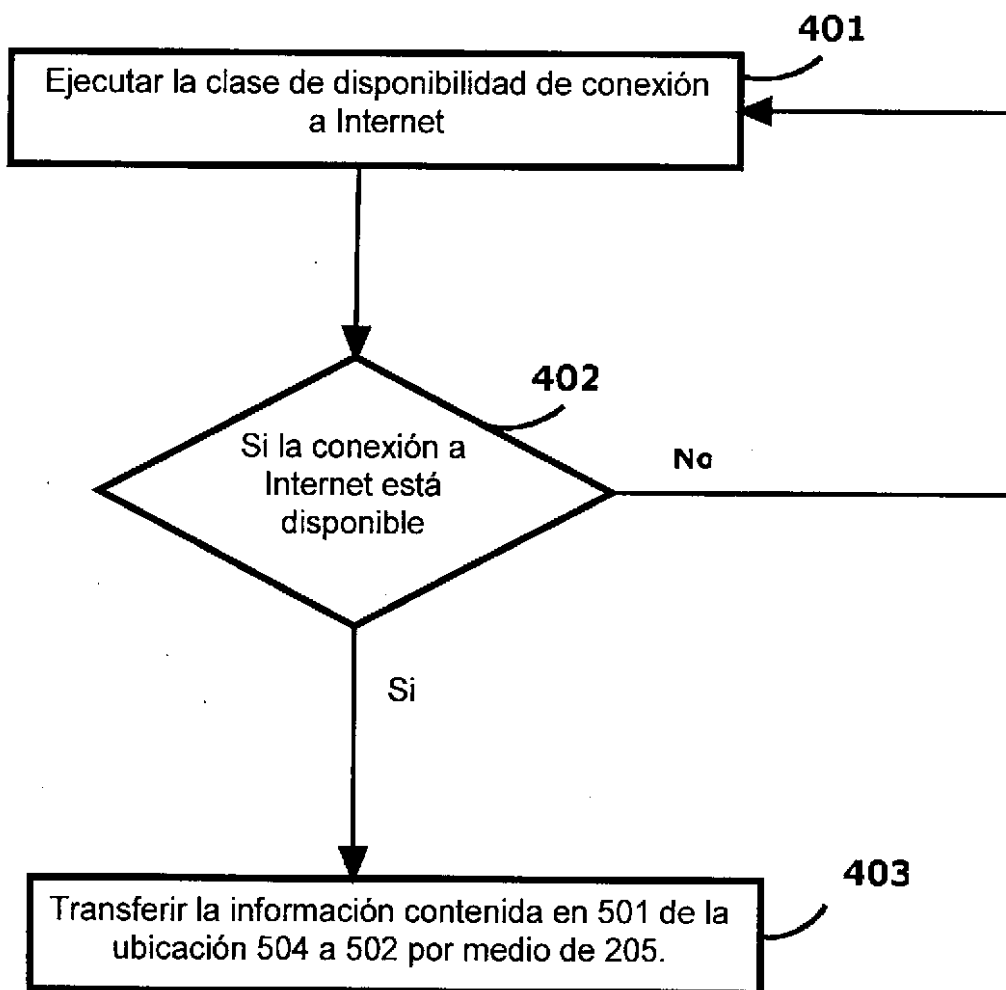


Figura 1

**Figura 2**

**Figura: 3**

**Figura: 4**

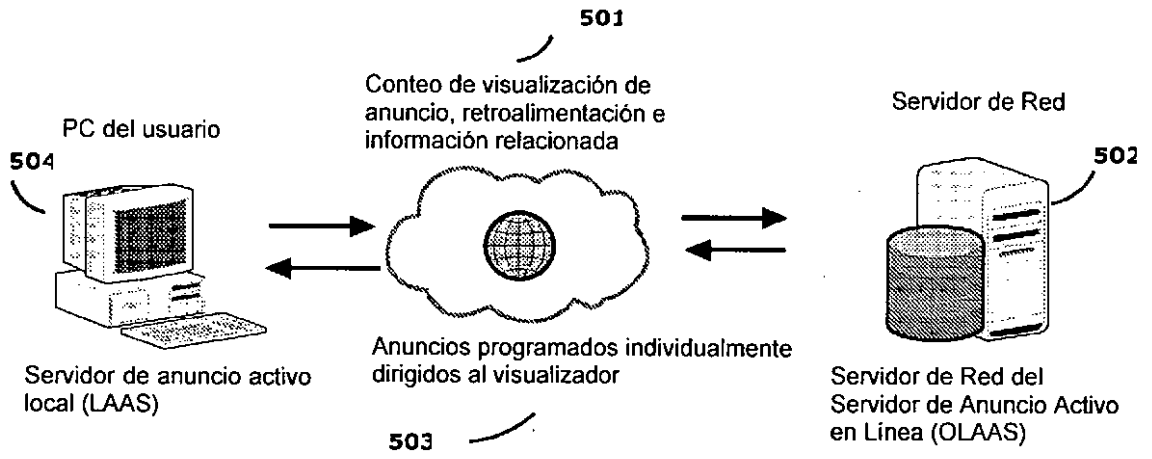


Figura: 5

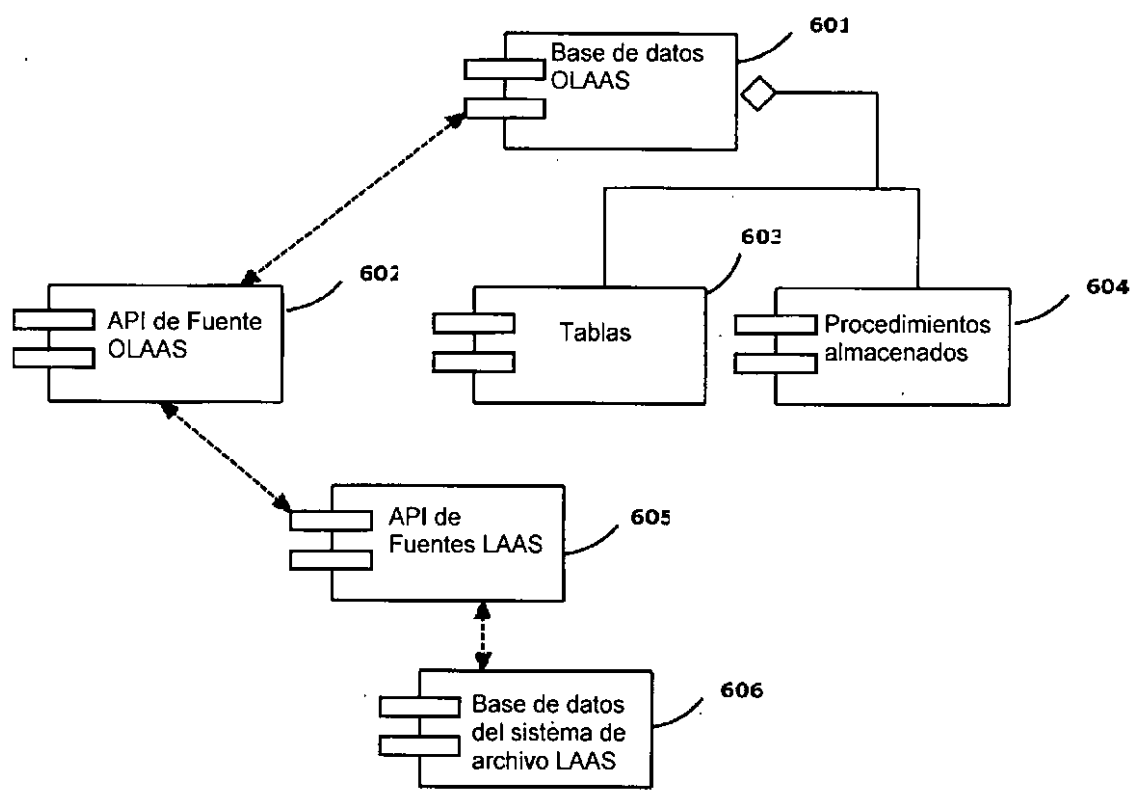


Figura: 6

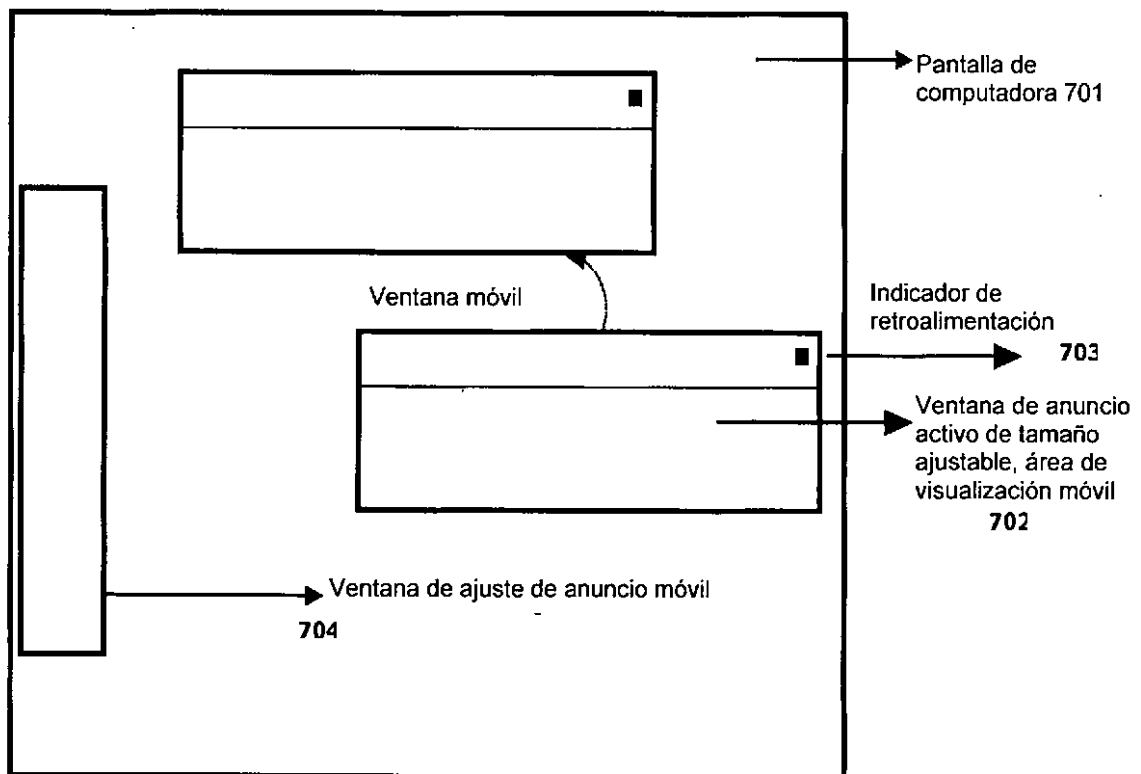


Figura: 7

PCT REQUEST

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0	For receiving Office use only	
0-1	International Application No.	PCT/IB2010/050903
0-2	International Filing Date	03 March 2010 (03.03.2010)
0-3	Name of receiving Office and "PCT International Application"	
0-4	Form PCT/RO/101 PCT Request	
0-4-1	Prepared Using	PCT-SAFE Version 3.51.044.220 MT/FOP 20100101/0.20.5.18
0-5	Petition The undersigned requests that the present international application be processed according to the Patent Cooperation Treaty	
0-6	Receiving Office (specified by the applicant)	International Bureau of the World Intellectual Property Organization (RO/IB)
0-7	Applicant's or agent's file reference	MandarPatil
I	Title of Invention	METHOD FOR DISPLAY OFFLINE, TARGETED, INDIVIDUALLY SCHEDULED ADVERTISEMENTS IN ANY DESKTOP DISPLAY
II	Applicant	
II-1	This person is	Applicant and inventor
II-2	Applicant for	All designated States
II-4	Name (LAST, First)	PATIL, Mandar
II-5	Address	9 A, Atreya Society, Opposite. Sadhana Institue for Management, Vetal Baba Chowk, Shivaji Nagar, 411 016 Pune India
II-6	State of nationality	IN
II-7	State of residence	IN
II-8	Telephone No.	91-20-25885162
II-10	e-mail	vkatarिया@gmail.com
II-10(a)	E-mail authorization The receiving Office, the International Searching Authority, the International Bureau and the International Preliminary Examining Authority are authorized to use this e-mail address to send, if the Office or Authority so wishes, advance copies of notifications in respect of this international application.	Yes

PCT REQUEST

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V	DESIGNATIONS		
V-1	The filing of this request constitutes under Rule 4.9(a), the designation of all Contracting States bound by the PCT on the international filing date, for the grant of every kind of protection available and, where applicable, for the grant of both regional and national patents.		
VI-1	Priority claim of earlier national application		
VI-1-1	Filing date	04 March 2009 (04.03.2009)	
VI-1-2	Number	463/MUM/2009	
VI-1-3	Country	IN	
VI-2	Incorporation by reference : where an element of the international application referred to in Article 11(1)(iii)(d) or (e) or a part of the description, claims or drawings referred to in Rule 20.5(a) is not otherwise contained in this international application but is completely contained in an earlier application whose priority is claimed on the date on which one or more elements referred to in Article 11(1)(iii) were first received by the receiving Office, that element or part is, subject to confirmation under Rule 20.6, incorporated by reference in this international application for the purposes of Rule 20.6.		
VII-1	International Searching Authority Chosen	United States Patent and Trademark Office (USPTO) (ISA/US)	
VIII	Declarations	Number of declarations	
VIII-1	Declaration as to the identity of the inventor	-	
VIII-2	Declaration as to the applicant's entitlement, as at the international filing date, to apply for and be granted a patent	-	
VIII-3	Declaration as to the applicant's entitlement, as at the international filing date, to claim the priority of the earlier application	-	
VIII-4	Declaration of inventorship (only for the purposes of the designation of the United States of America)	-	
VIII-5	Declaration as to non-prejudicial disclosures or exceptions to lack of novelty	-	
IX	Check list	Number of sheets	Electronic file(s) attached
IX-1	Request (including declaration sheets)	3	✓
IX-2	Description	13	✓
IX-3	Claims	4	✓
IX-4	Abstract	1	✓
IX-5	Drawings	7	✓
IX-7	TOTAL	28	

PCT REQUEST

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	Accompanying Items	Paper document(s) attached	Electronic file(s) attached
IX-8	Fee calculation sheet	-	✓
IX-18	PCT-SAFE physical media	-	-
IX-20	Figure of the drawings which should accompany the abstract		
IX-21	Language of filing of the international application	English	
X-1	Signature of applicant, agent or common representative	/Mandarpatil/	
X-1-1	Name (LAST, First)	PATIL, Mandar	
X-1-2	Name of signatory		
X-1-3	Capacity		

FOR RECEIVING OFFICE USE ONLY

10-1	Date of actual receipt of the purported international application	03 March 2010 (03.03.2010)
10-2	Drawings:	
10-2-1	Received	
10-2-2	Not received	
10-3	Corrected date of actual receipt due to later but timely received papers or drawings completing the purported international application	
10-4	Date of timely receipt of the required corrections under PCT Article 11(2)	
10-5	International Searching Authority	ISA/US
10-6	Transmittal of search copy delayed until search fee is paid	

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Document made available under the Patent Cooperation Treaty (PCT)

International application number: PCT/IB2010/050903

International filing date: 03 March 2010 (03.03.2010)

Document type: Certified copy of priority document

Document details: Country/Office: IN
Number: 463/MUM/2009
Filing date: 04 March 2009 (04.03.2009)

Date of receipt at the International Bureau: 01 June 2010 (01.06.2010)

Remark: Priority document submitted or transmitted to the International Bureau in compliance with Rule 17.1(a),(b) or (b-bis)



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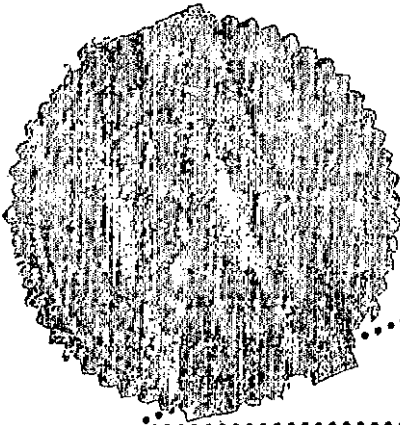
Email mumbai-patent@nic.in

Website www.ipindia.nic.in

THE PATENTS ACT, 1970

IT IS HEREBY CERTIFIED THAT, the annex is a true copy of the Patent Application and Complete Specification filed on 04/03/2009 in respect of Patent Application No.463/MUM/2009 of Mr. Mandar M. Patil, Indian National at Pushkar, 269/1, E-5, Varsha Park, Baner, Near Green Park Hotel, Pune-411 045, Maharashtra, India.

This Certificate is issued under the powers vested in me under Section 147 (1) of the Patents Act, 1970.



Dated this 21st day of May, 2010.

Suneeta Betgeri

(DR. SUNEETA BETGERI)
EXAMINER OF PATENTS & DESIGNS
OFFICER IN CHARGE, RMID

App No 463/mum/2009

Filing date 4/3/2009

Amt 1000/-

CER No. 2168

FORM-1
THE PATENTS ACT, 1970
(39 of 1970)
APPLICATION FOR GRANT OF A PATENT
(See Section 5 (2), 7, 54 and 135 and rule 39)

I, Mr. Mandar M. Patil
Pushkar, 269/1, E-5, Varsha park
Baner, Near Green Park Hotel,
Pune 411045, Maharashtra, India.

An Indian national

1000/- रुपये मूल्य/बैक/बन्दी जर्जर कर
टपन संख्या 2168 से 4.3.2009
के अहत प्राप्त हुए।

2. hereby declare -

(a) that I am in possession of an invention titled :

"Method for displaying advertisements in any desktop software via an
ActiveAdWindow"

(b) that the Complete Specification relating to this invention is filed with this application.

(c) that there is no lawful ground of objection to the grant of a patent to me

3. Further declare that the inventor for the said invention is :-

I, Mr. Mandar M. Patil
Pushkar, 269/1, E-5, Varsha park
Baner, Near Green Park Hotel,
Pune 411045, Maharashtra, India.

4. I claim the priority from the Application(s) filed in Nil convention countries,
particulars of which are as follows:

(a) Name of the country	:	
(b) Application No.	:	
(c) Date of Application	:	NOT APPLICABLE
(d) Applicant in convention	:	

ORIGINAL

463/मुंबई/2009
MUM.
- 4 MAR 2009

Country.
(e) Title of the invention in the :
Convention country.

5. I state that the said invention is an improvement in or modification of the invention, the particulars of which are as follows and of which we are the applicant / patentee :

- (a) Application No. : N.A.
or Patent No.
(b) Date of Application or : N.A.
date of patent.

6. I state that the application is divided out of our application, that the particulars of which are given below and pray that this application deemed to have been filed on N.A. under Section 16 of the Act.

- (a) Application number including published : N.A.
Serial number, if any.
(b) Date of filing of Provisional Specification : N.A.
and/or Complete Specification.

And

7 That I am the assignee or legal representative/s of the true and first inventor/s.

NOT APPLICABLE

8. That my address for service in India is as follows:-

M/s. Katariya & Associates,
2 Sharada Apartments
Opp. Gate No. 5 of Abhimanshree Society
Aundh, Pune 411 007, Maharashtra, India

9. Following declaration was given by the inventors or applicants in the convention country:

I am the true and first inventor for this invention or the applicant in the convention country declare that the applicant herein is my assignee:

NOT APPLICABLE

10. That to the best of my knowledge, information and belief the facts and matters stated herein are correct and that there is no lawful ground of objection to the grant of patent to me on this application.

11. Following are the attachment with the application:

- (a) Final Specification (2 copies)
- (b) Application fee Rs.1,000/- in cash/cheque no:
Dt.
- (c) Form 1, 2, and 3 and 9 & 18 duly signed.

I request that a patent may be granted to me for the said invention.

Dated this 4th March, 2009



(Mr. Mandar M. Patil)

To
The Controller of Patents,
PATENT OFFICE BR.,
MUMBAI-400 037

FORM - 2

THE PATENTS ACT, 1970
(39 of 1970)

COMPLETE SPECIFICATION

(Section 10, Rule 13)

ORIGINAL

**“Method for displaying advertisements in any desktop
software via an ActiveAdWindow”**

I, Mr. Mandar Madhukar Patil
Pushkar, 269/1, E-5, Varsha Park
Baner, Near Green Park Hotel,
Pune 411045, Maharashtra, India.

**The following specification particularly describes the invention and the
manner in which it is to be performed: -**

1
463 | मुंबई | **2009**
MUM. |
- 4 MAR 2009

FIELD OF INVENTION:

The invention relates to a method of displaying offline advertisements from an online server into the desktop even though a user's PC is not always connected to the internet.

More particularly, the invention relates to a method in which targeted, offline, individually scheduled advertisements and information are displayed in one or more collapsible, movable, dynamic sized windows which appear on the desktop screen/display..

BACKGROUND OF THE INVENTION:

The distribution of advertising via communication media such as radio, television and now computers is well established. Also, with the popularity and widespread use of computers have given rise to opportunities to advertisers to display their products and services across many homes and offices via computer screens rather than on television. There are certain similarities between computer and television in terms of their value as communication media. For instance, advertising space on certain World Wide Web sites is sold much like advertising on television stations. Advertisers can buy advertisement space at a particular World Wide Web site, the rate set by the popularity of the site. This setup is similar in nature to advertisement space as sold in periodicals, radio or television. The more popular the underlying program or time slot, the more expensive the advertising rate. At World Wide Web sites, the space takes the form of either actual space on a given display page for a given site, where an advertiser may display various graphics or text relating to a product or service, or may be of the form of a hyperlink to another World Wide Web site which contains the advertisement information.

Online advertising is a form of promotion that uses the Internet and World Wide Web for the expressed purpose of delivering marketing messages to attract customers. Examples of online advertising include contextual Advertisements on search engine results pages, banner advertisements, Rich Media Advertisements, Social network advertising, online classified advertising, advertising networks and e-mail marketing, including e-mail spam.

One major benefit of online advertising is the immediate publishing of information and content that is not limited by geography or time. To that end, the emerging area of interactive advertising presents fresh challenges for advertisers who have hitherto adopted an interruptive strategy.

The most important difference between these two Medias is the inherent nature of their association. Whereas the television is considered as leisure activity, working on computer is still stereotypically classified as work.

While advertising on the World Wide Web is known, there are problems unique to the Web for both the advertiser and the consumer when it comes to advertising in desktop software i.e. What if the user is working on the desktop but not always connected to the World Wide Web via the internet? Can such a user still be targeted by the advertisers? How can the ad display be managed in such case? For consumer or ad viewer, how can he get relevant ads? Thus, with such threshold questions and hurdles, the advertising medias' face a difficult situation considering the fact that the user would be

performing certain tasks on the desktop when he is NOT connected to the World Wide Web via internet.

This also presents another unique problem to software developers such as Microsoft. Such companies would soon have to look into business models wherein ad-supported versions of desktop software are created so that the revenue can compensate their endeavors and in certain cases can be channeled back to the user by rewarding him redeemable points, which have commercial value, for viewing the advertisements. Thus, as Web advertising grows and consumer revenues shrink, there is a definite need to consider creating a method for displaying advertisements on the desktop/ software.

As an emerging media of advertising, Current online advertising does not cater effectively to organized ad viewership. Also advertising offline has a lot of potential since users do spend a large amount of time on computer offline also. But at present, once any software is installed on a computer there is no mechanism is identified for the software vendor to alter or add advertisements. As the natural fallout of this, the potential to make business via displaying Advertisements in desktop software go waste.

Today, there are few options for such advertising for example floating ads, polite ads, trick banners and popup. While many users appreciate the advertisements, a system which allows the user to control both the timing and the content would be well received.

PRIOR ART:

A United States Patent No. PCT/US2006/015054 claims, "1. A system that facilitates display of content-targeted advertisements, comprising: a component that receives

content-targeted advertisements and stores a subset of the advertisements on a client computer; and an advertisement display component that displays advertisements from the subset of advertisements as a function of context relating to user computer interaction, the context relating to at least one of the following: online/offline status; content of a textual interaction; or geographic or demographic information about the user.

A United States Patent No. 5,959,623 claims, "A computer-implemented method for displaying informational images on a display of a user computer concurrently while said user computer executes an end user application program, the method comprising the steps of: (a) displaying images associated with said end user application program in a first portion of said user computer's display; (b) accessing, at a location remote from said user computer, a list of advertisement to be executed, each of said advertisement including data and an applet for controlling the display of at least one image associated with said data; (c) automatically identifying a first advertisement in said list; (d) dedicating a second portion of said user computer's display to display images associated with said advertisement in said second portion; (e) automatically retrieving and executing said first advertisement such that said at least one image associated with said first advertisement is displayed in said second portion of said user computer display; (f) automatically identifying a next advertisement to retrieve and execute in said list of advertisement s; (g) automatically retrieving and executing said next advertisement and displaying at least one image associated with said next advertisement upon completing said executing of the advertisement prior to said next advertisement ; (h) automatically repeating said steps (f) and (g) until a last advertisement in said list of advertisement is executed; and (i) performing said steps (e), (f), (g) and (h) while displaying both said images associated

with said end user application program in said first portion and said images associated with said advertisement in said second portion simultaneously

A United States Patent No. 6,216,141 claims, "A method for displaying a document in a desktop window on a user computer, the method comprising the steps of: connecting to a computer network from the user computer, the computer network having a plurality of server computers associated with a plurality of content providers; retrieving a channel guide including a list of content providers from the computer network for allowing a user to select and deselect two or more content providers and stories associated with the content providers, wherein the channel guide remains displayed after the user selects a content provider so that the user can select multiple content providers from the channel guide and the multiple selected content providers remain selected at the same time; storing the selections that the user made from the channel guide including which stories the user selected; reading the stored selections and obtaining an address associated with a selected content provider; retrieving the stored selections including the stories selected in the channel guide; and integrating the retrieved stories into the desktop window so that the stories and the desktop window are displayed in the same window.

OBJECTIVES OF THE INVENTION:

The above methods and systems in the prior art disclose methods which are complicated, complex and cumbersome to follow and do not provide efficient and requisite solutions to the advertising industry.

Accordingly, it is the object of the present invention to provide to advertisers a new definite, computer based media for advertising in which advertisers can organize and target ad viewership and software users can view ads, place feedbacks and earn benefits.

SUMMARY OF THE INVENTION:

Active Ad Window is a new media for computer based offline advertising in a desktop and not via an internet browser like Internet explorer, Mozilla Firefox and Netscape Navigator which are independent browsers. Active Ad Window exists independently as an ad displaying software. It can co exists with any desktop software as a part of software screen which doesn't affect the software or its functionality in anyway.

This invention presents the innovation of retrieving individually scheduled, targeted Advertisements/Images/Information/Audio/Video/ into dynamic sized and positioned windows called active ad window on the computer screen. These windows overlap some part of the application screen display. Viewership allotment is done effectively via display of targeted ads which is based on various parameters set by the advertisers like geographical area the software user is in, date wise ad display, total number of displays per day, total number of displays before the ad expires, priority wise ad display, user category wise ad display

Active Ad Window can be placed and moved on any available position on the computer screen as per the user's preference. In order to use the Active Ad Window software, user must be registered to the online web server of the software vendor. On availability of internet connections ads are downloaded from the online ad server into the active ad window software. When user logs in the software, as per the ads scheduled for

each individual user, ads are displayed into the active ad windows. The user's data on the pc is not invaded in any form by the active ad window software.

.In this embodiment, whenever internet connection is available, the Active Ad Window software:

(i) Downloads new Advertisements and information, from the online web server to the software's database i.e Local Active Ad Server.

(ii) Uploads ad viewer ship statistics, relevant information, ad clicks and feedback collected by the user for viewing ads, to the online Active Ad sever.

The methods define the creation of Active Ad Windows in the desktop displaying offline advertisements, and methods for selecting the ads and information to be displayed, as well as methods for accessing additional information related to the displayed advertisement images. The data pointers point to the particular advertising images, information which have been individually scheduled for display to the user. In the preferred embodiment, while working on the computer, the user can open the Active Ad Window at his own will and choice to view the adverts available for display. User can also avail larger view of Advertisements and place feedback on them.

The major benefits in this situation would be that bandwidth is used only once to download ad where as in online ads the internet bandwidth is used repetitive so very less bandwidth is required as compared with online internet ads.

2. Continuous connection to the internet is not required.

3. This information exchange process executes even when Active Ad Window software is not open actively. The exchange process occurs in the background. The information exchange process is explained in detail in the diagrammatic illustrations.

4. Retrieval of ads from software installed in the user's PC is easier than connecting to the internet to display the ad more than one time.

5. User statistics can be recorded easily in the desktop software and that can be easily uploaded to the online server. Whereas in online ad it is difficult to keep a log of the viewership statistics. Advertisers can view a log of detailed viewership statistics. Capturing these statistics is not possible in online advertising.

The user can access such adverts at his will and choice without closing the application he is using. The Active Ad Window does not disturb the software user in anyway and the user can close the window whenever he does not wish to view the ads. The Active Ad Window feature can be applied to any desktop software as well. In this case the window would be a part of that particular software screen.

In the present invention, registration of the software will capture the user information. Due to this advertisers can target their ad display to a specific category of users. For Example Doctors, Financial Analysts, students, teenagers, Lawyers, Housewives, working women.

BRIEF DESCRIPTION OF THE DRAWINGS:

Additional objects and features of the invention will be more readily apparent from the following detailed description and appended claims when taken in conjunction with the drawings, in which:

Figure 1 illustrates a process to login to an online application and add, manage advertisement information records into the Online Active Ad Server.

Figure 2 illustrates the activities to download new active Advertisements and information from the online active ad server to database of the software installed in the user's pc which is also called as the Local Active Ad Server.

Figure 3 illustrates the process of displaying individually scheduled advertisements and information into the Active Ad Window and allocating reward points to the user for ad clicks and feedback.

Figure 4 illustrates an explanatory method to upload the reward points, feedbacks, ad clicks and ad display counts from local active ad server to online active ad server.

Figure 5 is a diagrammatic illustration which describes the process of exchange of information from online active ad server to local active ad server and back from local active ad server to online active ad server.

Figure 6 illustrates the communication between the LAAS and OLAAS database via LAAS and OLAAS source API.

Figure 7 is a visual illustration of how the ActiveAdWindow TM looks in a desktop screen.

DESCRIPTION OF THE INVENTION:

The application program is a byte code program written in Microsoft .NET programming language.

Referring to Figure 1, User enters user name and password into 102 to access a web interface to upload the active advertisement data into online active ad server 502 via 101. User enters the login data and clicks on login button, Login verifier 103 in combination with 104 performs check for validity of the user, A link 105 will be load the interface to valid user to add advertisement information into 502. Information will include images, video audio, ad schedule details, ad upload conditions, feedback form if any provided by the advertisers. The class loader loads Advertisements the classes object into the user's address space and fetches the input fields onto the interface. User enters the advertisement information in 107 and the class utilizes the byte code program verifier to verify the integrity of the 108 method associated with each loaded object, If the method 109 is successfully verified 110 is invoked to execute the submit procedure which is typically called the method, the program is executed by the compiled program executer. In the preferred embodiment, the advertisement data may contain image/flash/audio/video/content for products or services; Audio data includes voice, music or other audio signals for playback in coordination with the image/flash. The advertisements may also be directly streamed from the online active ad server into the software. The ads can also be viewed via an ad browser application which displays ads in the Ad browser.

In reference to Figure number 5, a second information server 504 is shown connected via internet to an online information server 502 which includes all of the server

hardware elements mentioned in the software prerequisites and includes storage space for storing advertising data structure.

Referring to Figure 2, an internet connection availability class 202 is evoked periodically to check if the User is connected to the internet 202 verifies the integrity of the methods associated with loaded object class and 203 to verify the internet connection availability and on the basis of result the API checks for availability of advertisements download schedule, If new advertisements are available on OLAAS, the API 205 downloads Advertisements data from 502 to 504. If internet connection breaks during the communication interface program 202 resumes downloading the data of active advertisement, when the interface program 203 detects the internet connection.

Referring to Figure 3, software user clicks on 301 to open the ActiveAdWindow in the users desktop environment user login to ActiveAdWindow . The class 302 displays movable active ad setting window, which comprise movable ad setting window 704. User can choose multiple ad windows of different sizes, the class 303 includes methods for choosing the ad window size, the class loader loads the ad window setting class object in user's space and fetch the input setting in the interface, after successful loading the movable active ad setting window 704 will be minimized to system tray. The class 304 includes methods for displaying the ad images, flash or any associated data in the open movable ActiveAdWindow on user's desktop as per the schedule, priority set by the advertiser. The class 304 defines the operational parameters associated display parameters mentioned in 503 If the ad count in 504 is zero then the filler ad's will be displayed to the user in the ActiveAdWindow .

The class 304 includes methods for displaying the images, flash or any associated data in the displayed ActiveAdWindow on 702. The class 304 defines the operational parameters associated with how long image/flash are displayed on 702 as shown in figure 7 and includes store procedure for performing routine image/flash/video/audio presentation tasks can be invoked by the active advertisement.

If no Advertisements available on local active ad sever 504, filler ads will be displayed on window 702

Incase any ad being displayed in the ActiveAdWindow interests the user, user moves the mouse pointer on the active ad content he is interested in . It evokes a 306 method. The active ad will be displayed in enlarged popup window.

If user clicks on link 309 to place feedback to the advertisers, the feedback method is invoked to display the feedback window 310. User fills the necessary information and click on submit to store the feedback to local active ad server 504. It invokes the method 311 to save the reward points accrued by the user by submitting the feedback form.

As a first step to transfer information from 504 to 502 via 205, class 401 will execute to check availability of internet connection on User computer. In the preferred embodiment the class loader 402 is invoked upon 401, the byte code program verifier verify the integrity of all the methods associated with each loaded objects, If all the methods are successfully verified 403 is invoked to upload the users accrued points from

504 to 502 via interface 205, If internet connection breaks during this process the communication interface program 401 resumes uploading the information, when the interface program 403 detects the internet connection.

Referring to Figure 6, it illustrates the communication between LAAS database and OLAAS database via LAAS and OLAAS sources API. The Online active ad server source API 602 communicates with OLAAS database 601 for the scheduled ads to download. The API interface provide information of ad status at LAAS database 606 to OLAAS source API 602 via LAAS source API 605 and the ad 's will be downloaded from OLAAS database tables 603 by executing the procedures 604 from OLAAS database 601 to LAAS database 606 via OLAAS and LAAS API sources.

1. A method for displaying viewer targeted, individually scheduled, offline advertisements in form of /information/audio/video/flash/banner/content in any desktop/display via a software installed in a user computer, the method comprising the steps of:

(a) displaying the said advertisements in a collapsible, movable, dynamic sized window(s) named active ad window on the said user's desktop ;

(b) accessing, at a location remote from said user computer, a list of advertisement to be displayed in the Active Ad Window without interfering in any functionality of the other software or tampering and corrupting the actual core data which is in use by the user and without accessing any data of the users pc in anyway since it is a totally independent and isolated software and without the user's PC being connected to internet all the times.

(c) Dedicating a portion of said user's desktop screen display, in form of a, collapsible, movable, dynamic sized window named Active Ad Window(s) to display said advertisement;

(d) automatically retrieving and executing said first advertisement such that said at least one image associated with said first advertisement is displayed in said second portion of said user's desktop.

(e) depending on the ad display conditions, the software automatically identifies the first advertisement to retrieve and execute in said list of advertisements;

(f) automatically retrieving and executing said next advertisement and displaying at least one image or content associated with said next advertisement upon completing said executing of the advertisement prior to said next advertisement ;

(g) automatically repeating said steps (e) and (f) as per display conditions which are preset for each user.

(h) automatically resuming the upload or download information from online web server to software database on user's PC, incase the internet connection breaks during the information exchange process.

(i) storing feedback information and micro level viewership statistics associated with the advertisement viewed and transfer this information to the online web server when the user's PC is connected to the internet.

(j) automatically deleting ads from the software's database whose display conditions have expired.

2. The method of claim 1 wherein each advertisement is displayed for a predetermined time and predefined display conditions, for a particular advertisement, at least one of said advertisement being stored in the software database of the user's PC.

3. The method of claim 2 wherein said advertisement may include audio or video data for playing in conjunction with the displaying of said at least one image in said second portion of said user computer display.

4. The method of claim 2 wherein said advertisement are displayed in the Active Ad Window of the desktop computer even without the software's continuous access to world wide web via internet.

5. The method of claim 2 further including the steps of:

upon executing said last advertisement in said list of advertisements, restarting from the display conditions as defined in 503 in said dedicated portion of said user's desktop/software screen display.

6. The method of claim 5 wherein said executing steps (c) and (g) include loading said advertisement including said data from a database of the software in the user's PC for execution.

7. The method of claim 1 wherein the said Active Ad Window exists independently as a window on the PC screen. It can be moved anywhere in the said user's desktop/software screen display It can have any shape and size. Active Ad Window can be activated or deactivated anytime by the user.

8. The medium of display of the said ads maybe any display device a computer screen, mobile display, television.

9. The method of claim 1 wherein the said ad window can co exist in any software as in a fixed, pre defined position of the software screen.

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The present invention relates to a method for displaying viewer targeted, individually scheduled, offline advertisements in form of /information/audio/video/flash/banner/content in any desktop/display via a software installed in a user computer, the method comprising the steps of displaying the said advertisements in a collapsible, movable, dynamic sized window(s) named active ad window on the said user's desktop, accessing, at a location remote from said user computer, a list of advertisement to be displayed in the Active Ad Window without interfering in any functionality of the other software or tampering and corrupting the actual core data which is in use by the user and without accessing any data of the users pc in anyway since it is a totally independent and isolated software and without the user's PC being connected to internet all the times, dedicating a portion of said user's desktop screen display, in form of a, collapsible, movable, dynamic sized window named Active Ad Window(s) to display said advertisement; automatically retrieving and exccuting said first advertisement such that said at least one image associated with said first advertisement is displayed in said second portion of said user's desktop.

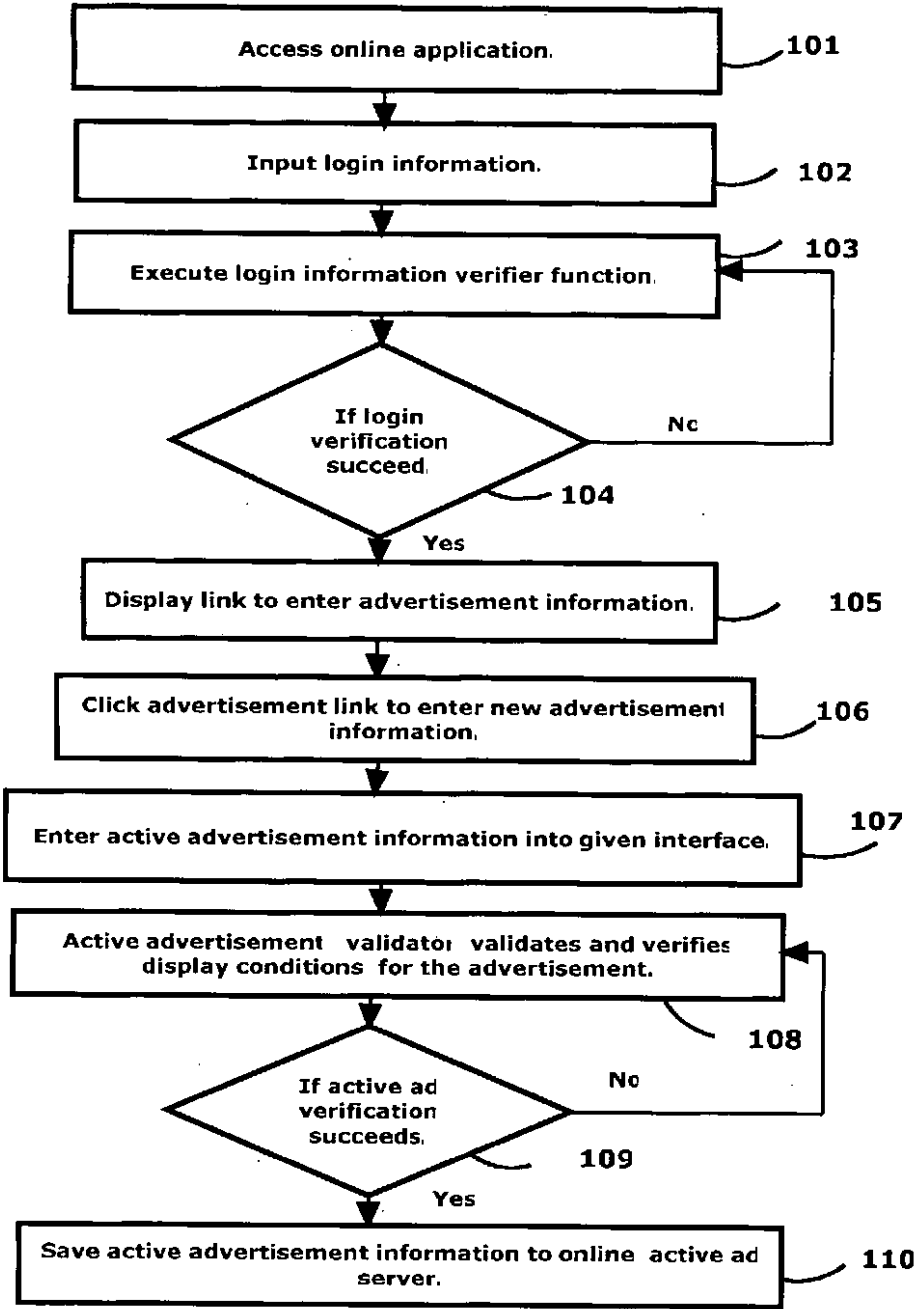


Figure 1- Upload advertisement

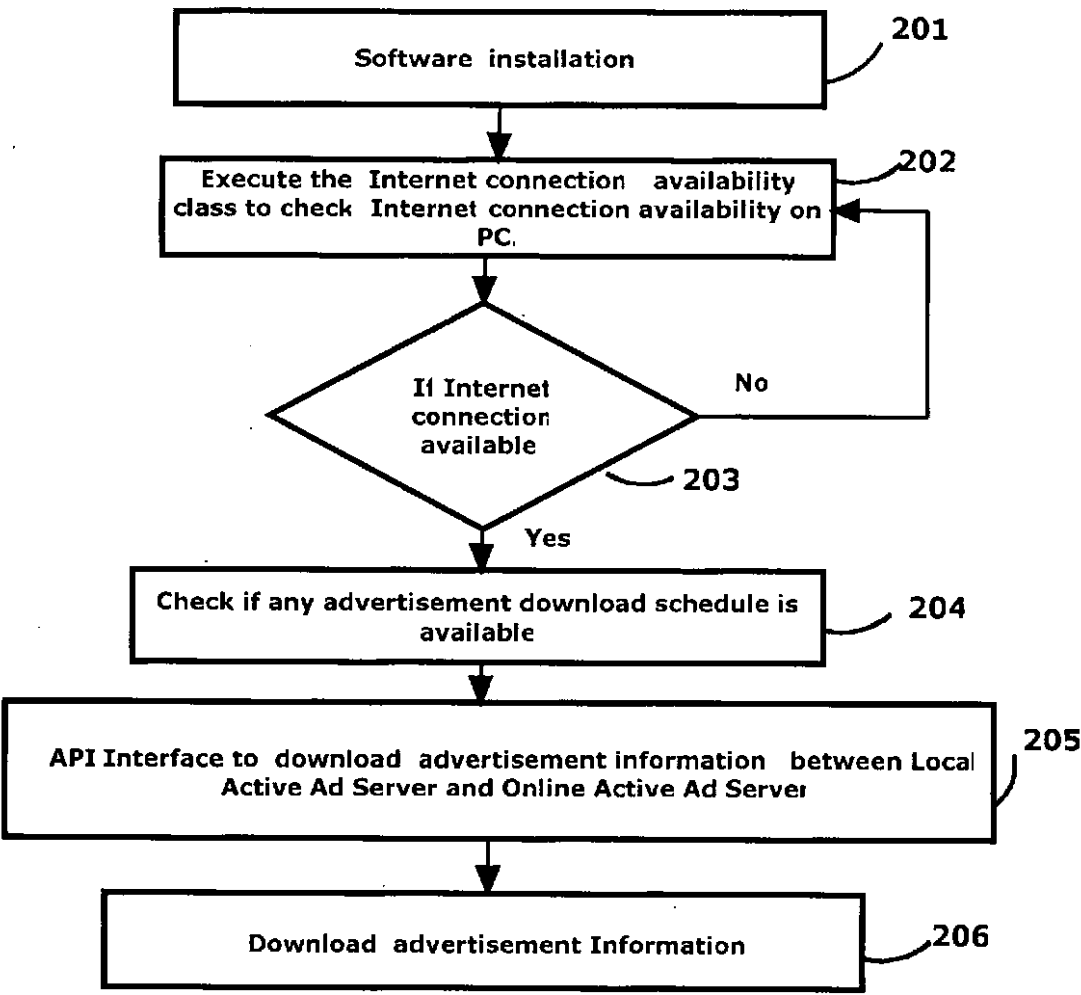


Figure 2 - Download Advertisements from OLAAS

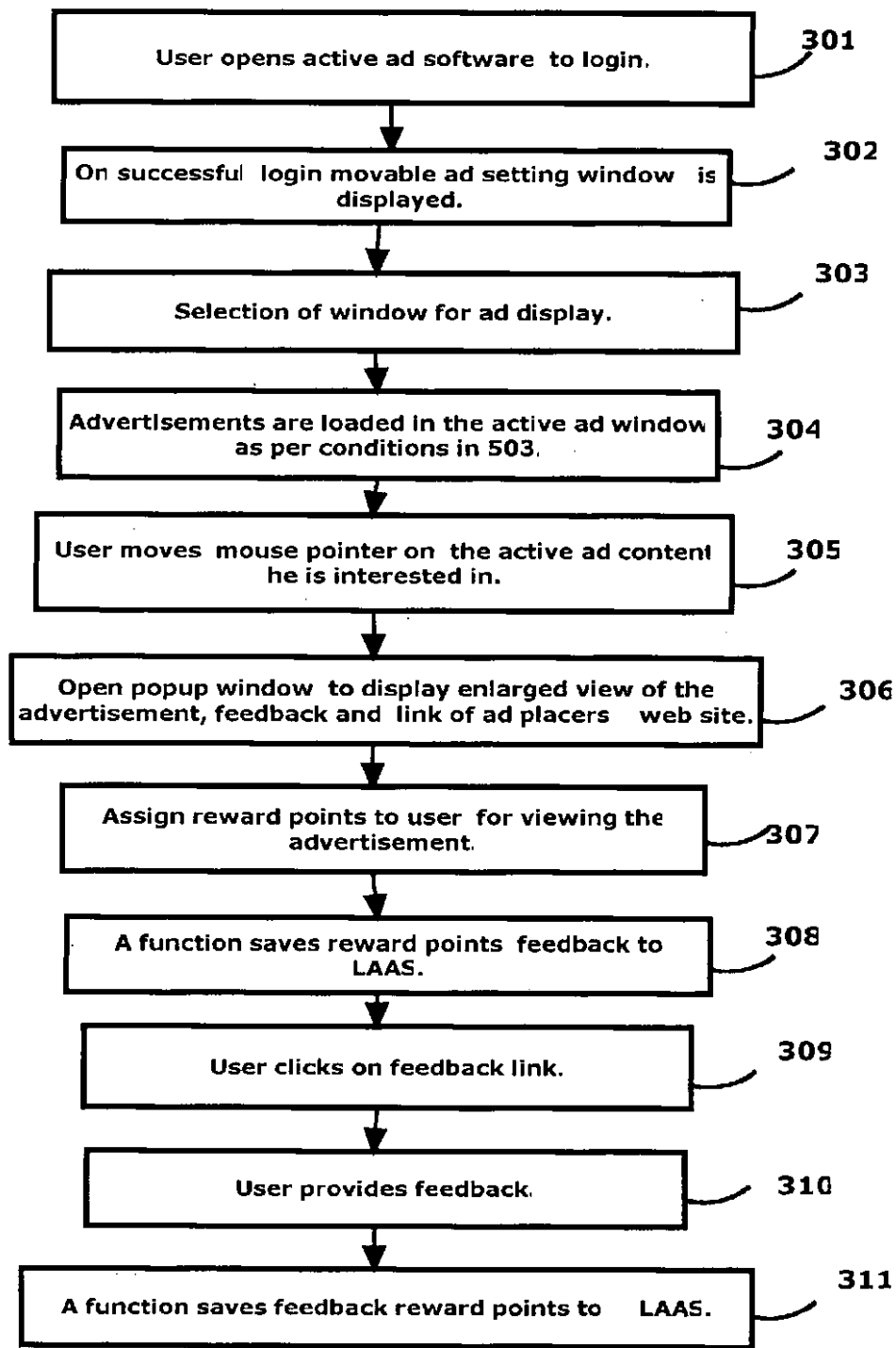


Figure :3 - Advertisement Display

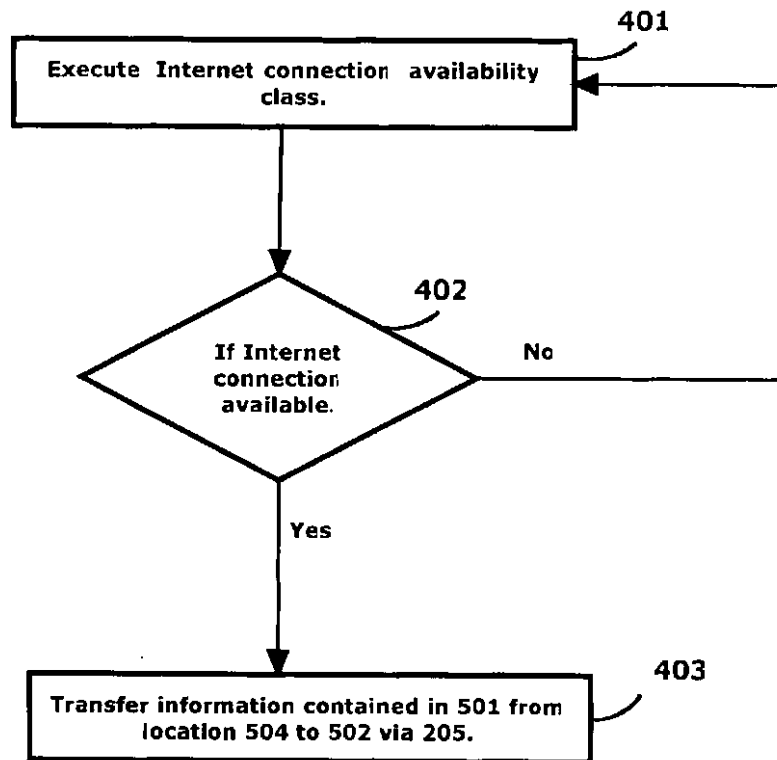


Figure :4 - Information Transfer

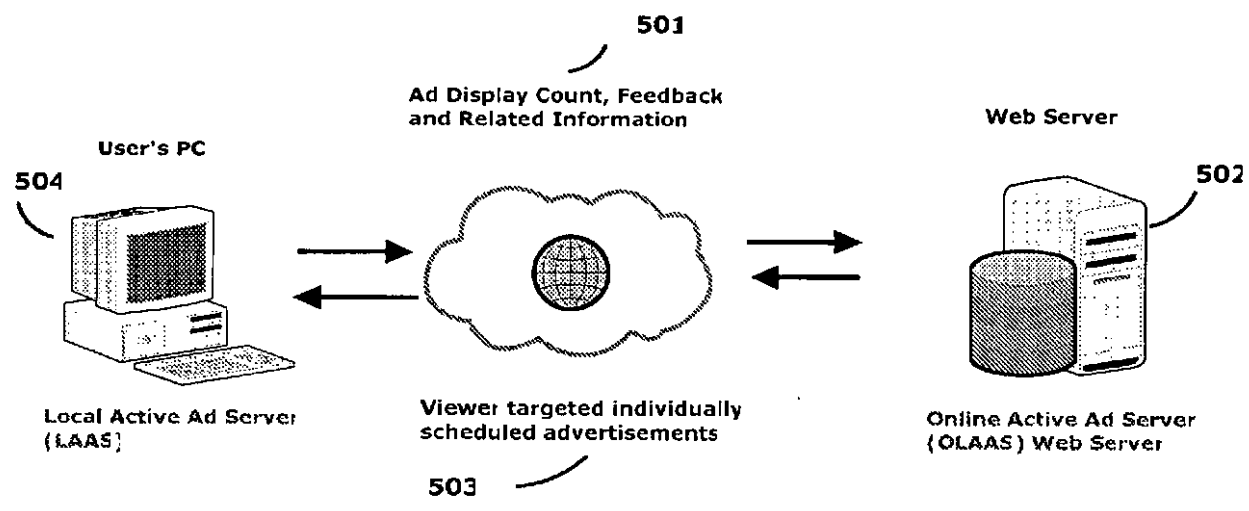


Figure :5 - LAAS and OLAAS Communication

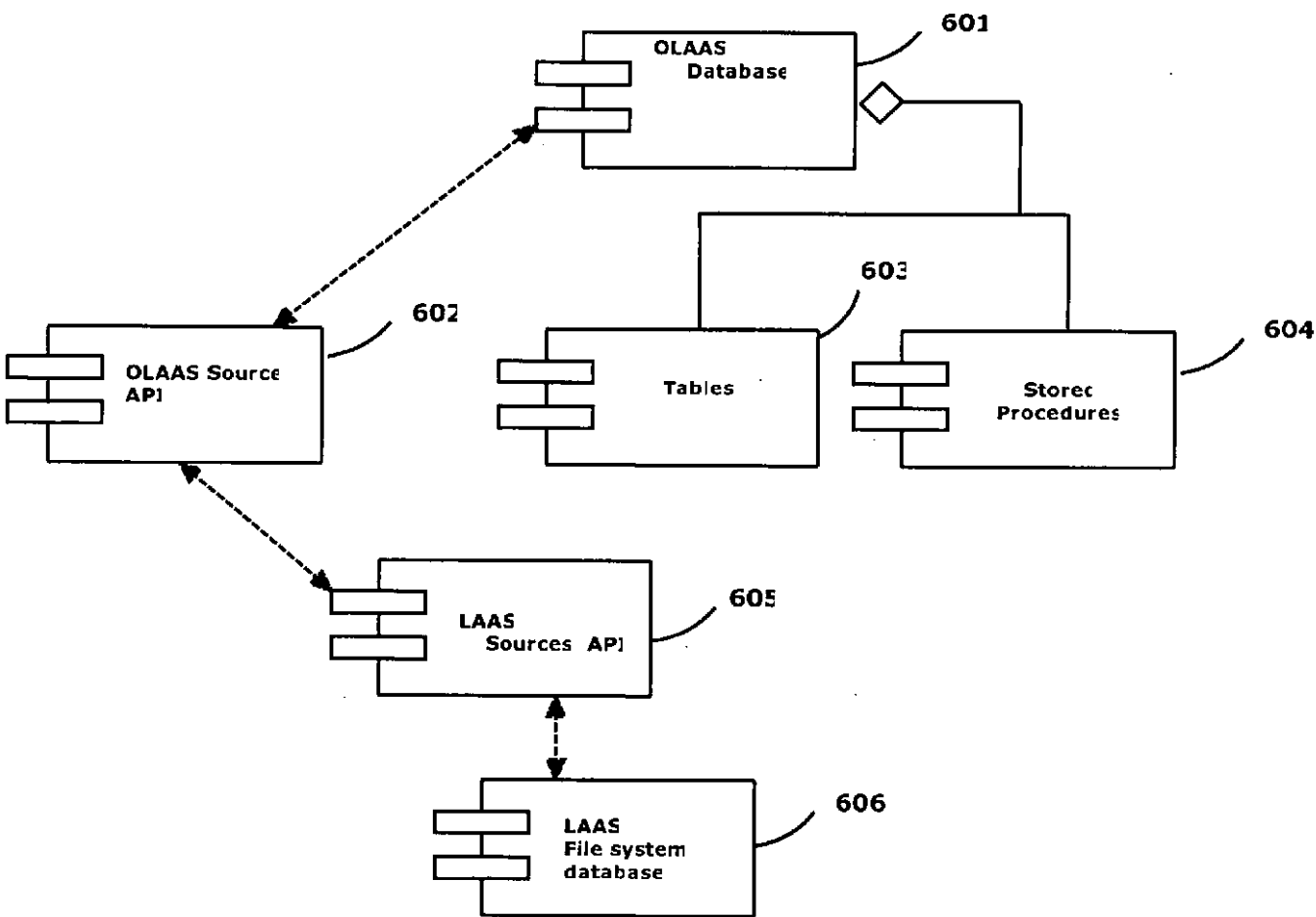


Figure :6 LAAS and OLAAS API Communication
OLAAS: Online Active Ad Server
LAAS: Local Active Ad Server

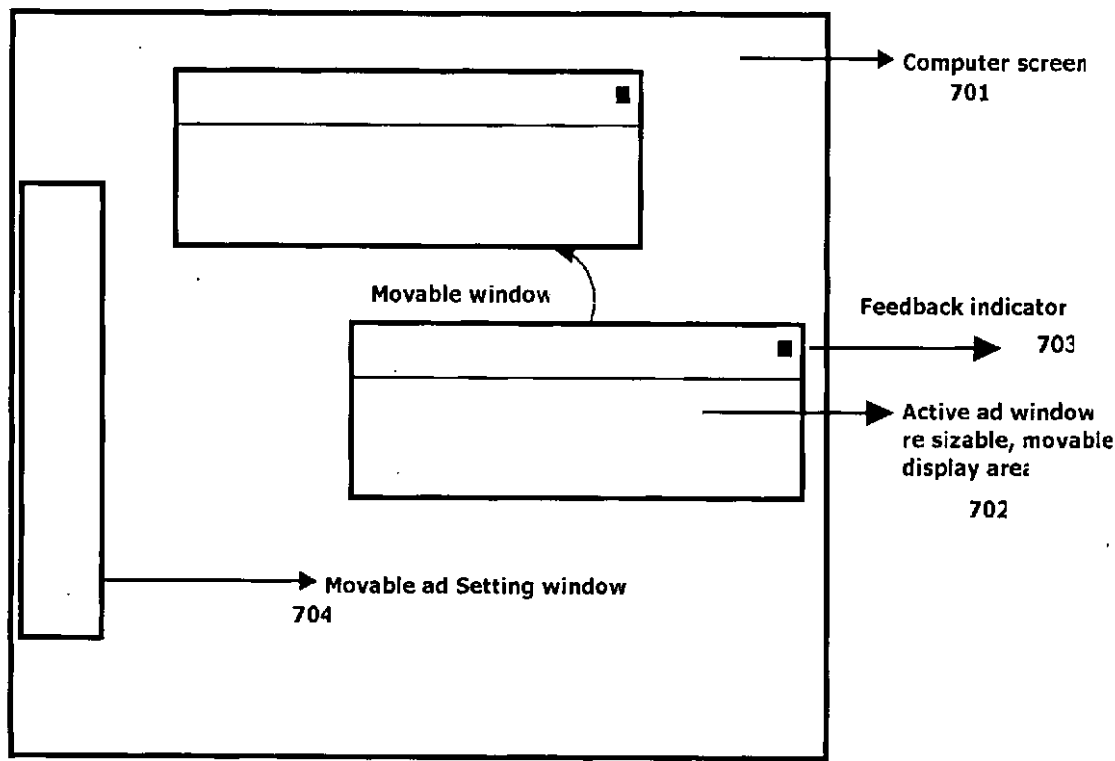


Figure: 7 - Advertisement Display

AMENDED CLAIMS
received by the International Bureau on
01 November 2010 (01.11.2010)

Replacement sheet containing the amended Claims

Amended claims are as follows:

a method of determining eligibility of a registered advertisement viewer to receive and view advertisements ; create runtime dynamic ad display scheduling; which gives the advertiser a controlled advertisement delivery mechanism, methods comprising of :

1. receiving and storing advertisement and its related information including related advertisement files, feedback questions, questionnaires, surveys and information from various advertisers at a remote server database.
2. a method of claim 1, receiving the advertiser's ad display target conditions such as registered users' age, gender, likings and preferences set in the registered profile , fixed and variable demographics, date(s) on which the ad is to be displayed, total number of ad displays per day, number of targeted users to whom the ad has to be displayed each day, total number of ad displays before the ad expires, priority of ad display, user category to whom the ad is to be display, ad display after a minimum time gap between two same advertisements, ad display to verified registered users, registered user segmentation from whom the advertisers wants to receive feedback.
3. based on the target conditions set by the advertiser as defined in claim 2, identifying the eligible target users from the registered users database, to whom the ad is to be made available for download and viewing and defining a schedule for each ad display to each particular user.

4. upon the registered user's connectivity to internet, downloading the targeted and scheduled ads and their information to the registered user's computer's local ad inbox. This local ad inbox stores all the ads received by the remote server.
5. a method wherein, selection of ads to be displayed to the user from the local ad inbox, are not only based on (a) the schedule set by the advertiser as defined in claim 2 but also on the (b) historical patterns of the times at which the computer is switched on.
6. An offline ad display mechanism of dynamically scheduled and interactive ads wherein ads and their feedback interfaces for users to provide feedback, if any, are displayed from the local ad inbox into movable, collapsible, dynamic sized interfaces which can be opened or closed at anytime by the user.
7. a method of capturing each ad click and feedback events done by the user for each ad and sending the statistics and feedback to the advertiser associated with that particular ad.
8. a method of periodically collecting and storing user's interests and preferences for ad categories of the ads he wishes to view, during the software registration and also via an interface provided to the user in the

software in which he can amended his preferences anytime later, so as to enhance user's advertising experience.

9. A method wherein display of the ad can be revoked on the basis of the advertiser's request even when the ad has reached the user's local ad inbox. Whenever the user's computer is connected to the internet after the ad cancellation from the advertiser, the instruction will be downloaded and further display of the cancelled ad will stop.
10. A method (a) to ensure data security, (b) register the software under user's unique id (c) determine the computer in which the software is installed and (d) determine user uniquely to make the aforesaid concept a complete, foolproof and commercially viable solution. These methods are explained in detail in our other filed patents bearing numbers (PCT/IB2010/052959 and PCT/IB2010/052978). These methods help to strengthen the core concept presented in this patent by ensuring that the software cannot be duplicated, hence piracy is controlled, ads are delivered only to intended registered users. The presented concept provides rewards and benefit to users so that they are encouraged to download and view the ads. Accurate accounting of individual viewership statistics and rewards has to be calculated and maintained and failure to take care of these issues will lead to an incomplete solution which cannot be commercially viable.

PATENT COOPERATION TREATY

PCT

INTERNATIONAL PRELIMINARY REPORT ON PATENTABILITY

(Chapter I of the Patent Cooperation Treaty)

(PCT Rule 44bis)

Applicant's or agent's file reference MandarPatil	FOR FURTHER ACTION	See item 4 below
International application No. PCT/IB2010/050903	International filing date (day/month/year) 03 March 2010 (03.03.2010)	Priority date (day/month/year) 04 March 2009 (04.03.2009)
International Patent Classification (8th edition unless older edition indicated) See relevant information in Form PCT/ISA/237		
Applicant PATIL, Mandar		

1. This international preliminary report on patentability (Chapter I) is issued by the International Bureau on behalf of the International Searching Authority under Rule 44 bis.1(a).

2. This REPORT consists of a total of 5 sheets, including this cover sheet.

In the attached sheets, any reference to the written opinion of the International Searching Authority should be read as a reference to the international preliminary report on patentability (Chapter I) instead.

3. This report contains indications relating to the following items:

- | | | |
|-------------------------------------|--------------|---|
| ☒ | Box No. I | Basis of the report |
| ☐ | Box No. II | Priority |
| ☐ | Box No. III | Non-establishment of opinion with regard to novelty, inventive step and industrial applicability |
| ☐ | Box No. IV | Lack of unity of invention |
| ☒ | Box No. V | Reasoned statement under Article 35(2) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement |
| ☐ | Box No. VI | Certain documents cited |
| ☐ | Box No. VII | Certain defects in the international application |
| ☐ | Box No. VIII | Certain observations on the international application |

4. The International Bureau will communicate this report to designated Offices in accordance with Rules 44bis.3(c) and 93bis.1 but not, except where the applicant makes an express request under Article 23(2), before the expiration of 30 months from the priority date (Rule 44bis .2).

	Date of issuance of this report 06 September 2011 (06.09.2011)
The International Bureau of WIPO 34, chemin des Colombettes 1211 Geneva 20, Switzerland Facsimile No. +41 22 338 82 70	Authorized officer Cécile Chatel e-mail: ro.ib@wipo.int

PATENT COOPERATION TREATY

From the
INTERNATIONAL SEARCHING AUTHORITY

To: MANDAR PATIL
9 A, ATREYA SOCIETY,
OPPOSITE, SADHANA INSTITUTE FOR
MANAGEMENT,
VETAL BABA CHOWK, SHIVAJI NAGAR,
411 016 PUNE
INDIA

PCT

WRITTEN OPINION OF THE
INTERNATIONAL SEARCHING AUTHORITY

(PCT Rule 43bis.1)

Date of mailing
(day/month/year)

01 SEP 2010

Applicant's or agent's file reference
MANDARPATIL

FOR FURTHER ACTION

See paragraph 2 below

International application No.

PCT/IB 10/50903

International filing date (day/month/year)

03 March 2010 (03.03.2010)

Priority date (day/month/year)

04 March 2009 (04.03.2009)

International Patent Classification (IPC) or both national classification and IPC

IPC(8) - G06F 17/00 (2010.01)

USPC - 715/200

Applicant PATIL, MANDAR

1. This opinion contains indications relating to the following items:

- ☒ Box No. I Basis of the opinion
- ☐ Box No. II Priority
- ☐ Box No. III Non-establishment of opinion with regard to novelty, inventive step and industrial applicability
- ☐ Box No. IV Lack of unity of invention
- ☒ Box No. V Reasoned statement under Rule 43bis.1(a)(i) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement
- ☐ Box No. VI Certain documents cited
- ☐ Box No. VII Certain defects in the international application
- ☐ Box No. VIII Certain observations on the international application

2. FURTHER ACTION

If a demand for international preliminary examination is made, this opinion will be considered to be a written opinion of the International Preliminary Examining Authority ("IPEA") except that this does not apply where the applicant chooses an Authority other than this one to be the IPEA and the chosen IPEA has notified the International Bureau under Rule 66.1bis(b) that written opinions of this International Searching Authority will not be so considered.

If this opinion is, as provided above, considered to be a written opinion of the IPEA, the applicant is invited to submit to the IPEA a written reply together, where appropriate, with amendments, before the expiration of 3 months from the date of mailing of Form PCT/ISA/220 or before the expiration of 22 months from the priority date, whichever expires later.

For further options, see Form PCT/ISA/220.

3. For further details, see notes to Form PCT/ISA/220.

Name and mailing address of the ISA/US
Mail Stop PCT, Attn: ISA/US
Commissioner for Patents
P.O. Box 1450, Alexandria, Virginia 22313-1450
Facsimile No. 571-273-3201

Date of completion of this opinion

23 August 2010 (23.08.2010)

Authorized officer:

Lee W. Young

PCT Helpdesk: 571-272-4300
PCT OSP: 571-272-7774

WRITTEN OPINION OF THE
INTERNATIONAL SEARCHING AUTHORITYInternational application No.
PCT/IB 10/50903

Box No. 1 Basis of this opinion

1. With regard to the language, this opinion has been established on the basis of:
- ☒ the international application in the language in which it was filed.
- ☐ a translation of the international application into _____ which is the language of a translation furnished for the purposes of international search (Rules 12.3(a) and 23.1(b)).
2. ☐ This opinion has been established taking into account the rectification of an obvious mistake authorized by or notified to this Authority under Rule 91 (Rule 43bis.1(a)).
3. With regard to any nucleotide and/or amino acid sequence disclosed in the international application, this opinion has been established on the basis of a sequence listing filed or furnished:
- a. (means)
- ☐ on paper
- ☐ in electronic form
- b. (time)
- ☐ in the international application as filed
- ☐ together with the international application in electronic form
- ☐ subsequently to this Authority for the purposes of search
4. ☐ In addition, in the case that more than one version or copy of a sequence listing has been filed or furnished, the required statements that the information in the subsequent or additional copies is identical to that in the application as filed or does not go beyond the application as filed, as appropriate, were furnished.
5. Additional comments:

WRITTEN OPINION OF THE
INTERNATIONAL SEARCHING AUTHORITY

International application No.

PCT/IB 10/50903

Box No. V Reasoned statement under Rule 43bis.1(a)(i) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement

1. Statement

Novelty (N)	Claims	1 - 9	YES
	Claims	None.	NO
Inventive step (IS)	Claims	None.	YES
	Claims	1 - 9	NO
Industrial applicability (IA)	Claims	1 - 9	YES
	Claims	None.	NO

2. Citations and explanations:

Claims 1 - 9 lack an inventive step under PCT Article 33(3) as being obvious over US 2007/0174230 A1 (Martin), in view of US 2008/0244391 A1 to Menachem et al. (hereinafter 'Menachem').

Regarding claim 1, Martin teaches a method for displaying viewer targeted, individually scheduled, offline advertisements in form of information/audio/video/flash/banner/content in any desktop/display via a software installed in a user computer (para [0024], [0026]), the method comprising the steps of: (a) displaying the said advertisements in a collapsible, movable, dynamic sized window(s) named active ad window on the said user's desktop (display ads in e-callout windows that the user interacts with; para [0026], [0028], [0031]); (b) accessing, at a location remote from said user computer, a list of advertisement to be displayed in the Active Ad Window and without the user's PC being connected to internet all the times (para [0027]); (c) Dedicating a portion of said user's desktop screen display, in form of a, collapsible, movable, dynamic sized window named Active Ad Window(s) to display said advertisement (para [0026]); (d) automatically retrieving and executing said first advertisement such that said at least one image associated with said first advertisement is displayed in said second portion of said user's desktop (displaying ads in portions, i.e., real estate, that is not within the software makers application / web page; para [0035]); (e) depending on the ad display conditions, the software automatically identifies the first advertisement to retrieve and execute in said list of advertisements (para [0035], [0036]); (f) automatically retrieving and executing said next advertisement and displaying at least one image or content associated with said next advertisement upon completing said executing of the advertisement prior to said next advertisement (para [0036]); (g) automatically repeating said steps (e) and (f) as per display conditions which are preset for each user (para [0035], [0036], [0053]); (h) automatically resuming the upload or download information from online web server to software database on user's PC, incase the internet connection breaks during the information exchange process (para [0027], [0028], [0053]); (i) storing feedback information and micro level viewership statistics associated with the advertisement viewed and transfer this information to the online web server when the user's PC is connected to the internet (storing segmentation / demographic information and uploading it to advertisers; para [0027], [0047]); (j) automatically deleting ads from the software's database whose display conditions have expired (para [0038]). Martin fails to specifically disclose displaying an ad window without interfering in any functionality of the other software or tampering and corrupting the actual core data which is in use by the user and without accessing any data of the users PC in anyway since it is a totally independent and isolated software. Menachem teaches displaying an ad window without interfering in any functionality of the other software or tampering and corrupting the actual core data which is in use by the user and without accessing any data of the users PC in anyway since it is a totally independent and isolated software to display feedback targeted ads without interfering with the workflow of the user (Fig. 1; para [0035], [0060], [0070], [0072], ad window becomes the active ad window when a user selects it - [0061], [0073]). It would have been obvious to one of ordinary skill in the art at the time of the applicant's invention to modify the method of Martin to include displaying an ad window without interfering in any functionality of the other software or tampering and corrupting the actual core data which is in use by the user and without accessing any data of the users PC in anyway since it is a totally independent and isolated software as taught by Menachem for the advantage of providing more effective ads with less interference and less user frustration.

Regarding claim 2, Martin teaches each advertisement is displayed for a predetermined time and predefined display conditions, for a particular advertisement, at least one of said advertisement being stored in the software database of the user's PC (para [0048]).

Regarding claim 3, Martin teaches said advertisement may include audio or video data for playing in conjunction with the displaying of said at least one image in said second portion of said user computer display (para [0024], [0026]).

Regarding claim 4, Martin teaches said advertisement are displayed in the Active Ad Window of the desktop computer even without the software's continuous access to world wide web via internet (para [0027], [0028], [0053]).

Regarding claim 5, Martin teaches the steps of: upon executing said last advertisement in said list of advertisements, restarting from the display conditions as defined in 503 in said dedicated portion of said user's desktop/software screen display (circulate multiple ads more than once; para [0027], [0035], [0036]).

--SEARCH CONTINUED IN SUPPLEMENTAL BOX--

WRITTEN OPINION OF THE
INTERNATIONAL SEARCHING AUTHORITY

International application No.

PCT/IB 10/50903

Supplemental Box

In case the space in any of the preceding boxes is not sufficient.
Continuation of:

Box No. V. 2. Citations and explanations:

Regarding claim 6, Martin teaches said executing steps (e) and (g) include loading said advertisement including said data from a database of the software in the user's PC for execution (para [0027], [0028], [0053]).

Regarding claim 7, Menachem teaches the said Active Ad Window exists independently as a window on the PC screen. It can be moved anywhere in the said user's desktop/software screen display. It can have any shape and size. Active Ad Window can be activated or deactivated anytime by the user (para [0049], [0061], [0070], [0073]).

Regarding claim 8, Martin teaches the medium of display of the said ads maybe any display device a computer screen, mobile display, television (para [0024]).

Regarding claim 9, Menachem teaches the said ad window can co exist in any software as in a fixed, pre defined position of the software screen (para [0048], [0070]).

Claims 1 - 9 have industrial applicability as defined by PCT Article 33(4) because the subject matter can be made or used in industry.

PATENT COOPERATION TREATY

PCT

INTERNATIONAL SEARCH REPORT

(PCT Article 18 and Rules 43 and 44)

Applicant's or agent's file reference MANDARPATIL	FOR FURTHER ACTION see Form PCT/ISA/220 as well as, where applicable, item 5 below.	
International application No. PCT/IB 10/50903	International filing date (day/month/year) 03 March 2010 (03.03.2010)	(Earliest) Priority Date (day/month/year) 04 March 2009 (04.03.2009)
Applicant PATIL, MANDAR		

This international search report has been prepared by this International Searching Authority and is transmitted to the applicant according to Article 18. A copy is being transmitted to the International Bureau.

This international search report consists of a total of 3 sheets.

☐ It is also accompanied by a copy of each prior art document cited in this report.

1. Basis of the report

a. With regard to the language, the international search was carried out on the basis of:

- ☒ the international application in the language in which it was filed.
☐ a translation of the international application into _____ which is the language of a translation furnished for the purposes of international search (Rules 12.3(a) and 23.1(b)).

b. ☐ This international search report has been established taking into account the rectification of an obvious mistake authorized by or notified to this Authority under Rule 91 (Rule 43.6bis(a)).

c. ☐ With regard to any nucleotide and/or amino acid sequence disclosed in the international application, see Box No. I.

2. ☐ Certain claims were found unsearchable (see Box No. II).

3. ☐ Unity of invention is lacking (see Box No. III).

4. With regard to the title,

- ☒ the text is approved as submitted by the applicant.
☐ the text has been established by this Authority to read as follows:

5. With regard to the abstract,

- ☐ the text is approved as submitted by the applicant.
☒ the text has been established, according to Rule 38.2, by this Authority as it appears in Box No. IV. The applicant may, within one month from the date of mailing of this international search report, submit comments to this Authority.

6. With regard to the drawings,

- a. the figure of the drawings to be published with the abstract is Figure No. 7
☐ as suggested by the applicant.
☒ as selected by this Authority, because the applicant failed to suggest a figure.
☐ as selected by this Authority, because this figure better characterizes the invention.
- b. ☐ none of the figures is to be published with the abstract.

INTERNATIONAL SEARCH REPORT

International application No.
PCT/IB 10/50903

Box No. IV Text of the abstract (Continuation of item 5 of the first sheet)

The present invention relates to a method for displaying viewer targeted, offline advertisements in any desktop/display via a software installed in a user computer, displaying the said advertisements in a collapsible, movable, dynamic sized window(s) named active ad window on the said user's desktop, without interfering in any functionality of the other software or tampering and corrupting the actual core data which is in use by the user and without accessing any data of the users PC in anyway since it is a totally independent and isolated software and without the user's PC being connected to internet all the times.

INTERNATIONAL SEARCH REPORT

International application No.

PCT/IB 10/50903

A. CLASSIFICATION OF SUBJECT MATTER IPC(8) - G06F 17/00 (2010.01) USPC - 715/200 According to International Patent Classification (IPC) or to both national classification and IPC		
B. FIELDS SEARCHED Minimum documentation searched (classification system followed by classification symbols) IPC (8): G06F 17/00 (2010.01) USPC: 715/200 Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched IPC(8): G06F 17/00 (2010.01); USPC: 705/1.1, 14.1; 715/200, 204; 717/172, 173, 806, 808; 709/226; 725/34, 42, 43, 50, 51, 110, 112, 115 (keyword limited; terms below) Electronic data base consulted during the international search (name of data base and, where practicable, search terms used) pubWEST(USPT,PGPB,EPAB,JPAB,USOCR); Google(Web); Search terms used: active interactive inactive window screen mouse cursor moving advertisement message pop-up ticker warning display GUI browser independent without separate PC user operating system interference hindrance intermittent not connected disconnected web internet tool bar widget		
C. DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 2007/0174230 A1 (Martin) 26 July 2007 (26.07.2007), entire document, especially; para [0024], [0038], [0047]-[0053]	1 - 9
Y	US 2008/0244391 A1 (Menachem et al.) 02 October 08 (02.10.2008), entire document, especially; para [0035], [0046]-[0049], [0061], [0070]-[0073], Fig. 1	1 - 9
A	US 7,353,267 B1 (Cunningham et al.) 01 April 2008 (01.04.2008), entire document	1 - 9
A	US 7,149,958 B2 (Landsman et al.) 12 December 2006 (12.12.2006), entire document	1 - 9
☐ Further documents are listed in the continuation of Box C.		
* Special categories of cited documents: "A" document defining the general state of the art which is not considered to be of particular relevance "E" earlier application or patent but published on or after the international filing date "L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified) "O" document referring to an oral disclosure, use, exhibition or other means "P" document published prior to the international filing date but later than the priority date claimed "T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention "X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone "Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art "&" document member of the same patent family		
Date of the actual completion of the international search 23 August 2010 (23.08.2010)		Date of mailing of the international search report 01 SEP 2010
Name and mailing address of the ISA/US Mail Stop PCT, Attn: ISA/US, Commissioner for Patents P.O. Box 1450, Alexandria, Virginia 22313-1450 Facsimile No. 571-273-3201		Authorized officer: Lea W. Young PCT Helpdesk: 571-272-4300 PCT OSP: 571-272-7774

PATENT COOPERATION TREATY

From the
INTERNATIONAL SEARCHING AUTHORITY

To: MANDAR PATIL
9 A, ATREYA SOCIETY,
OPPOSITE, SADHANA INSTITUTE FOR
MANAGEMENT,
VETAL BABA CHOWK, SHIVAJI NAGAR,
411 016 PUNE
INDIA

PCT

WRITTEN OPINION OF THE
INTERNATIONAL SEARCHING AUTHORITY

(PCT Rule 43bis.1)

Date of mailing
(day/month/year)

01 SEP 2010

Applicant's or agent's file reference
MANDARPATIL

FOR FURTHER ACTION

See paragraph 2 below

International application No.

PCT/IB 10/50903

International filing date (day/month/year)

03 March 2010 (03.03.2010)

Priority date (day/month/year)

04 March 2009 (04.03.2009)

International Patent Classification (IPC) or both national classification and IPC

IPC(8) - G06F 17/00 (2010.01)

USPC - 715/200

Applicant PATIL, MANDAR

1. This opinion contains indications relating to the following items:

- ☒ Box No. I Basis of the opinion
- ☐ Box No. II Priority
- ☐ Box No. III Non-establishment of opinion with regard to novelty, inventive step and industrial applicability
- ☐ Box No. IV Lack of unity of invention
- ☒ Box No. V Reasoned statement under Rule 43bis.1(a)(i) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement
- ☐ Box No. VI Certain documents cited
- ☐ Box No. VII Certain defects in the international application
- ☐ Box No. VIII Certain observations on the international application

2. FURTHER ACTION

If a demand for international preliminary examination is made, this opinion will be considered to be a written opinion of the International Preliminary Examining Authority ("IPEA") except that this does not apply where the applicant chooses an Authority other than this one to be the IPEA and the chosen IPEA has notified the International Bureau under Rule 66.1bis(b) that written opinions of this International Searching Authority will not be so considered.

If this opinion is, as provided above, considered to be a written opinion of the IPEA, the applicant is invited to submit to the IPEA a written reply together, where appropriate, with amendments, before the expiration of 3 months from the date of mailing of Form PCT/ISA/220 or before the expiration of 22 months from the priority date, whichever expires later.

For further options, see Form PCT/ISA/220.

3. For further details, see notes to Form PCT/ISA/220.

Name and mailing address of the ISA/US Mail Stop PCT, Attn: ISA/US Commissioner for Patents P.O. Box 1450, Alexandria, Virginia 22313-1450 Facsimile No. 571-273-3201	Date of completion of this opinion 23 August 2010 (23.08.2010)	Authorized officer: Lee W. Young PCT Helpdesk: 571-272-4300 PCT OSP: 571-272-7774
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WRITTEN OPINION OF THE
INTERNATIONAL SEARCHING AUTHORITY

International application No.
PCT/IB 10/50903

Box No. I Basis of this opinion

1. With regard to the language, this opinion has been established on the basis of:
 - ☒ the international application in the language in which it was filed.
 - ☐ a translation of the international application into _____ which is the language of a translation furnished for the purposes of international search (Rules 12.3(a) and 23.1(b)).
2. ☐ This opinion has been established taking into account the rectification of an obvious mistake authorized by or notified to this Authority under Rule 91 (Rule 43bis.1(a))
3. With regard to any nucleotide and/or amino acid sequence disclosed in the international application, this opinion has been established on the basis of a sequence listing filed or furnished:
 - a. (means)
 - ☐ on paper
 - ☐ in electronic form
 - b. (time)
 - ☐ in the international application as filed
 - ☐ together with the international application in electronic form
 - ☐ subsequently to this Authority for the purposes of search
4. ☐ In addition, in the case that more than one version or copy of a sequence listing has been filed or furnished, the required statements that the information in the subsequent or additional copies is identical to that in the application as filed or does not go beyond the application as filed, as appropriate, were furnished.
5. Additional comments:

WRITTEN OPINION OF THE
INTERNATIONAL SEARCHING AUTHORITY

International application No.

PCT/IB 10/50903

Box No. V Reasoned statement under Rule 43bis.1(a)(i) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement

1. Statement

Novelty (N)	Claims	1 - 9	YES
	Claims	None.	NO
Inventive step (IS)	Claims	None.	YES
	Claims	1 - 9	NO
Industrial applicability (IA)	Claims	1 - 9	YES
	Claims	None.	NO

2. Citations and explanations:

Claims 1 - 9 lack an inventive step under PCT Article 33(3) as being obvious over US 2007/0174230 A1 (Martin), in view of US 2008/0244391 A1 to Menachem et al. (hereinafter 'Menachem').

Regarding claim 1, Martin teaches a method for displaying viewer targeted, individually scheduled, offline advertisements in form of information/audio/video/flash/banner/content in any desktop/display via a software installed in a user computer (para [0024], [0026]), the method comprising the steps of: (a) displaying the said advertisements in a collapsible, movable, dynamic sized window(s) named active ad window on the said user's desktop (display ads in e-callout windows that the user interacts with; para [0026], [0028], [0031]); (b) accessing, at a location remote from said user computer, a list of advertisement to be displayed in the Active Ad Window and without the user's PC being connected to internet all the times (para [0027]); (c) Dedicating a portion of said user's desktop screen display, in form of a, collapsible, movable, dynamic sized window named Active Ad Window(s) to display said advertisement (para [0026]); (d) automatically retrieving and executing said first advertisement such that said at least one image associated with said first advertisement is displayed in said second portion of said user's desktop (displaying ads in portions, i.e., real estate, that is not within the software makers application / web page; para [0035]); (e) depending on the ad display conditions, the software automatically identifies the first advertisement to retrieve and execute in said list of advertisements (para [0035], [0036]); (f) automatically retrieving and executing said next advertisement and displaying at least one image or content associated with said next advertisement upon completing said executing of the advertisement prior to said next advertisement (para [0036]); (g) automatically repeating said steps (e) and (f) as per display conditions which are preset for each user (para [0035], [0036], [0053]); (h) automatically resuming the upload or download information from online web server to software database on user's PC, in case the internet connection breaks during the information exchange process (para [0027], [0028], [0053]); (i) storing feedback information and micro level viewership statistics associated with the advertisement viewed and transfer this information to the online web server when the user's PC is connected to the internet (storing segmentation / demographic information and uploading it to advertisers; para [0027], [0047]); (j) automatically deleting ads from the software's database whose display conditions have expired (para [0038]). Martin fails to specifically disclose displaying an ad window without interfering in any functionality of the other software or tampering and corrupting the actual core data which is in use by the user and without accessing any data of the users PC in anyway since it is a totally independent and isolated software. Menachem teaches displaying an ad window without interfering in any functionality of the other software or tampering and corrupting the actual core data which is in use by the user and without accessing any data of the users PC in anyway since it is a totally independent and isolated software to display feedback targeted ads without interfering with the workflow of the user (Fig. 1; para [0035], [0060], [0070], [0072], ad window becomes the active ad window when a user selects it - [0061], [0073]). It would have been obvious to one of ordinary skill in the art at the time of the applicant's invention to modify the method of Martin to include displaying an ad window without interfering in any functionality of the other software or tampering and corrupting the actual core data which is in use by the user and without accessing any data of the users PC in anyway since it is a totally independent and isolated software as taught by Menachem for the advantage of providing more effective ads with less interference and less user frustration.

Regarding claim 2, Martin teaches each advertisement is displayed for a predetermined time and predefined display conditions, for a particular advertisement, at least one of said advertisement being stored in the software database of the user's PC (para [0048]).

Regarding claim 3, Martin teaches said advertisement may include audio or video data for playing in conjunction with the displaying of said at least one image in said second portion of said user computer display (para [0024], [0026]).

Regarding claim 4, Martin teaches said advertisement are displayed in the Active Ad Window of the desktop computer even without the software's continuous access to world wide web via internet (para [0027], [0028], [0053]).

Regarding claim 5, Martin teaches the steps of: upon executing said last advertisement in said list of advertisements, restarting from the display conditions as defined in 503 in said dedicated portion of said user's desktop/software screen display (circulate multiple ads more than once; para [0027], [0035], [0036]).

--SEARCH CONTINUED IN SUPPLEMENTAL BOX--

WRITTEN OPINION OF THE
INTERNATIONAL SEARCHING AUTHORITY

International application No.

PCT/IB 10/50903

Supplemental Box

In case the space in any of the preceding boxes is not sufficient.
Continuation of:

Box No. V. 2. Citations and explanations:

Regarding claim 6, Martin teaches said executing steps (e) and (g) include loading said advertisement including said data from a database of the software in the user's PC for execution (para [0027], [0028], [0053]).

Regarding claim 7, Menachem teaches the said Active Ad Window exists independently as a window on the PC screen. It can be moved anywhere in the said user's desktop/software screen display It can have any shape and size. Active Ad Window can be activated or deactivated anytime by the user (para [0049], [0061], [0070], [0073]).

Regarding claim 8, Martin teaches the medium of display of the said ads maybe any display device a computer screen, mobile display, television (para [0024]).

Regarding claim 9, Menachem teaches the said ad window can co exist in any software as in a fixed, pre defined position of the software screen (para [0048], [0070]).

Claims 1 - 9 have industrial applicability as defined by PCT Article 33(4) because the subject matter can be made or used in industry.

PATENTE DE INVENCION ☒

MODELO DE UTILIDAD ☐

☒☒☒☒☒

Indicación que se solicita una patente.
Datos de identificación del solicitante o de la persona que presenta la solicitud
Descripción de la invención
Dibujos de ser estos pertinentes
Comprobante de pago de las tasas establecidas (De ser el caso formato de descuento)

Completa ☒ Incompleta ☐

PATENTE DE INVENCION PCT ☐ MODELO DE UTILIDAD PCT ☐ Art.33 Decisión 486/00, Circular Única

☐☐☐☐

Indicación que se solicita una PCT
Copia de la solicitud en español, tal como fue presentada inicialmente (capítulo descriptivo, reivindicatorio, resumen)
Dibujos de ser estos pertinentes
Comprobante de pago de las tasas establecidas (de ser el caso formato de descuento)

Completa ☐ Incompleta ☐

DISEÑO INDUSTRIAL ☐ (Art. 119 Decisión 486/00)

☐☐☐☐

Indicación que se solicita Diseño industrial
Datos de identificación del solicitante o de la persona que presenta la solicitud
Representación gráfica y fotográfica del Diseño industrial o muestra del material que incorpora el diseño
Comprobante de pago de las tasas establecidas

Completa ☐ Incompleta ☐

ESQUEMA DE TRAZADO ☐ (Art. 92 Decisión 486/00)

☐☐☐☐

Indicación que se solicita un esquema de trazado
Datos de identificación del solicitante o de la persona que presenta la solicitud
Representación gráfica de un esquema de trazado
Comprobante de pago de las tasas establecidas

Completa ☐ Incompleta ☐