

# EXHIBIT B

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(12) **United States Patent**  
**Stone et al.**

(10) **Patent No.:** US 7,240,025 B2  
 (45) **Date of Patent:** Jul. 3, 2007

(54) **INTERNET ADVERTISING SYSTEM AND METHOD**

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(\* ) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

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White Ron How Computers Work Millennium Ed Que Corporation, Sep 1999 \*

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**Related U.S. Application Data**

Primary Examiner—Andrew J Fischer  
 (74) Attorney Agent or Firm—Henry Croskell

(63) Continuation of application No 10/165,091, filed on Jun. 7, 2002, now Pat. No. 6,829,587, which is a continuation of application No 09/480,303, filed on Jan 10, 2000, now Pat No 6,446,045

(57) **ABSTRACT**

An internet advertising system and method that provides a seller self-serve control for creation, publication, and display of advertisements on internet media venues owned or controlled by entities other than the seller in a form automatically modified to comply with the media venues' presentation rules, which may include design or style standards for "look and feel," editorial standards, and distribution factors. Self-serve, menu driven interfaces are provided for sellers to target internet media venues, and for internet media venues to enter their presentation rules. An ad modification engine processes or customizes the advertisement for publication and display on each internet media venue in compliance with the media venue's presentation rules. The system also includes an online reporting tool, an interface for a seller's accounting management system to automatically update advertisements and control publication timing, and a buyer interface for purchase, reservation, or referral regarding the advertised product or service

(51) **Int. Cl.**

G06Q 30/00 (2006.01)

(52) **U.S. Cl.** 705/26; 705/14

(58) **Field of Classification Search** 705/26, 705/27, 14

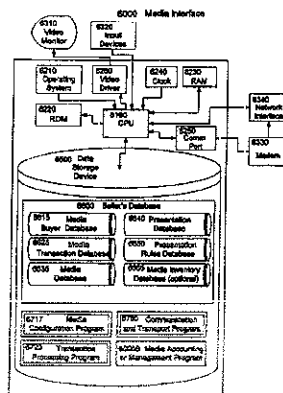
See application file for complete search history

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397 Claims, 35 Drawing Sheets



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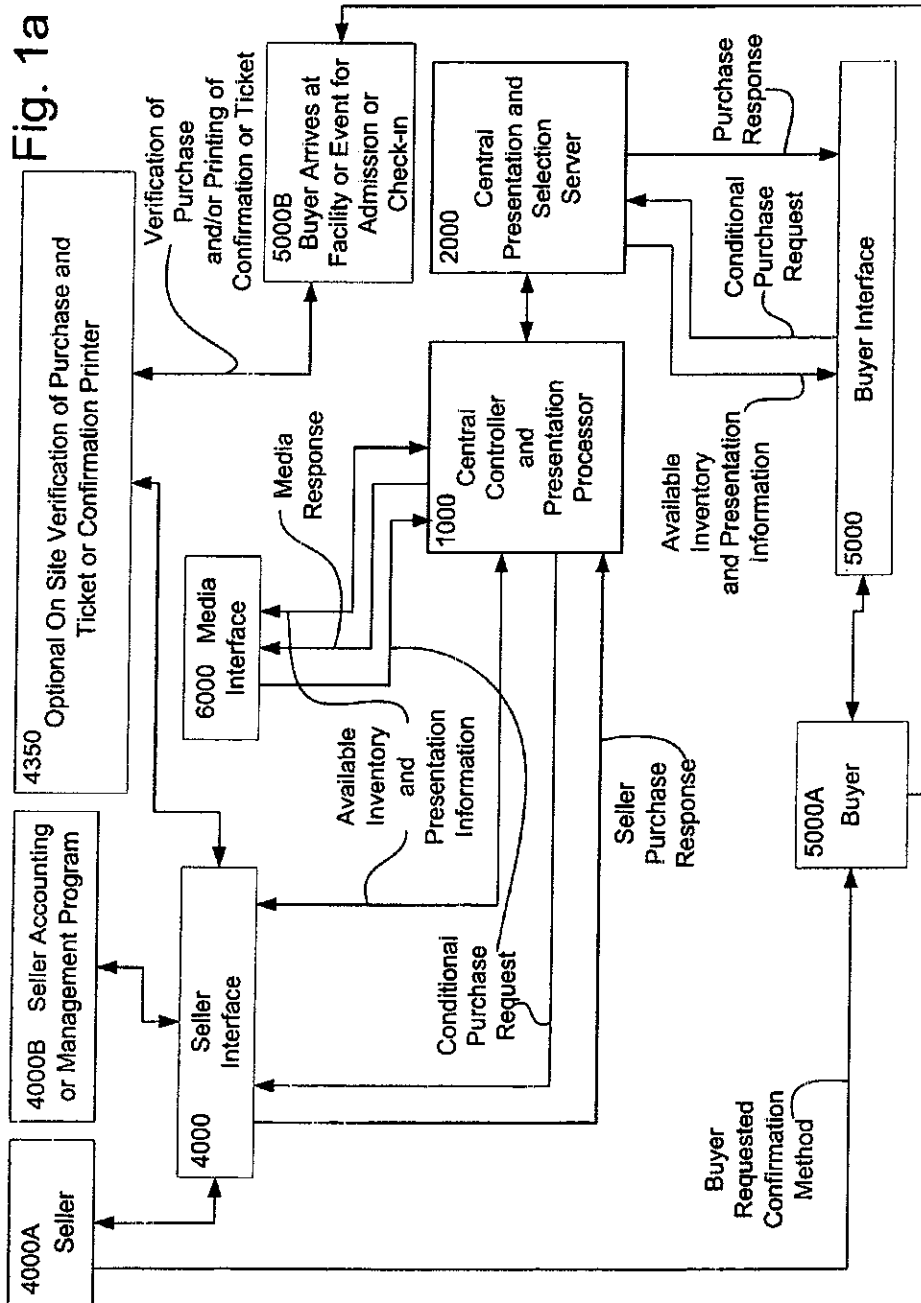


Fig. 1b

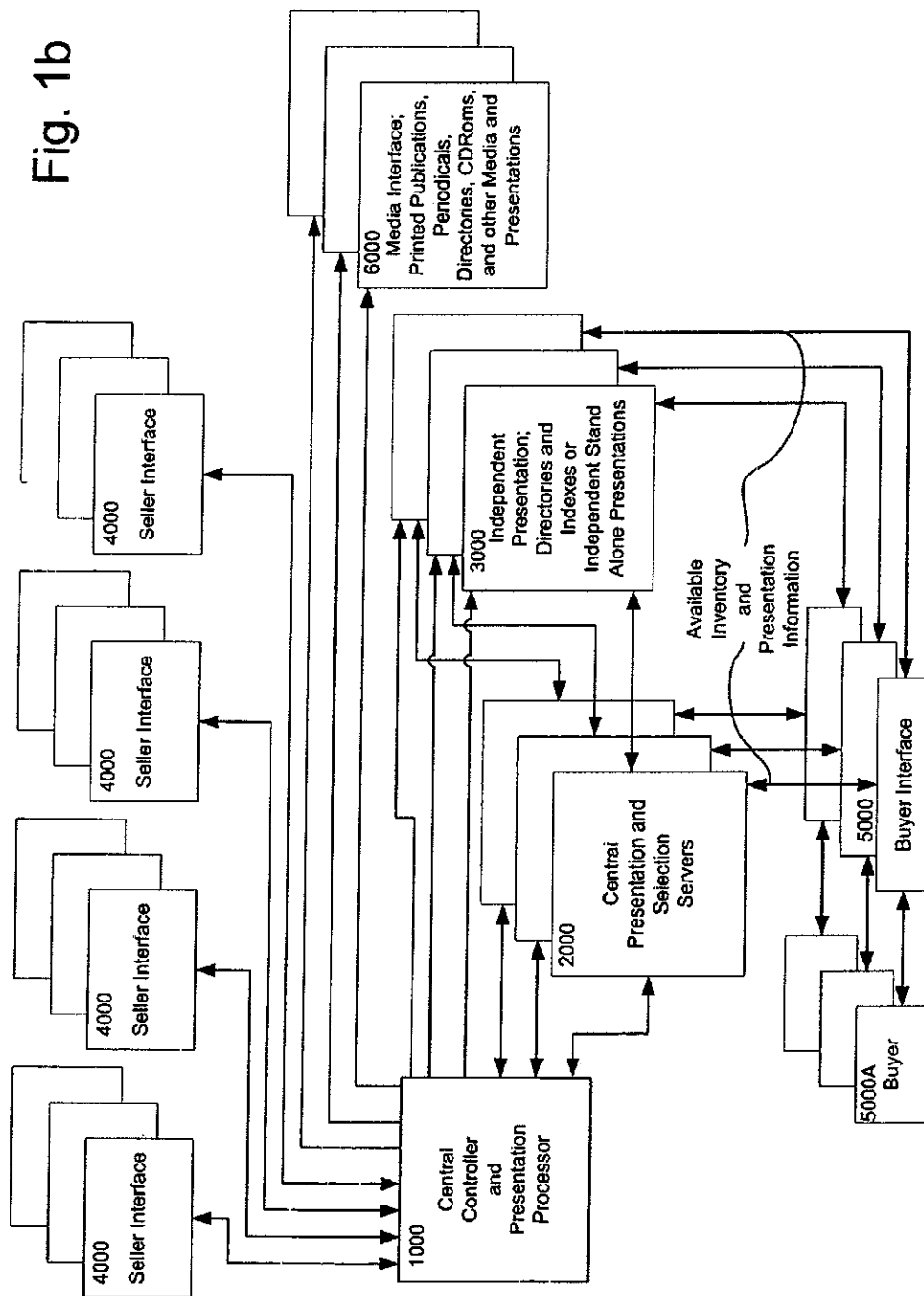


Fig. 2a

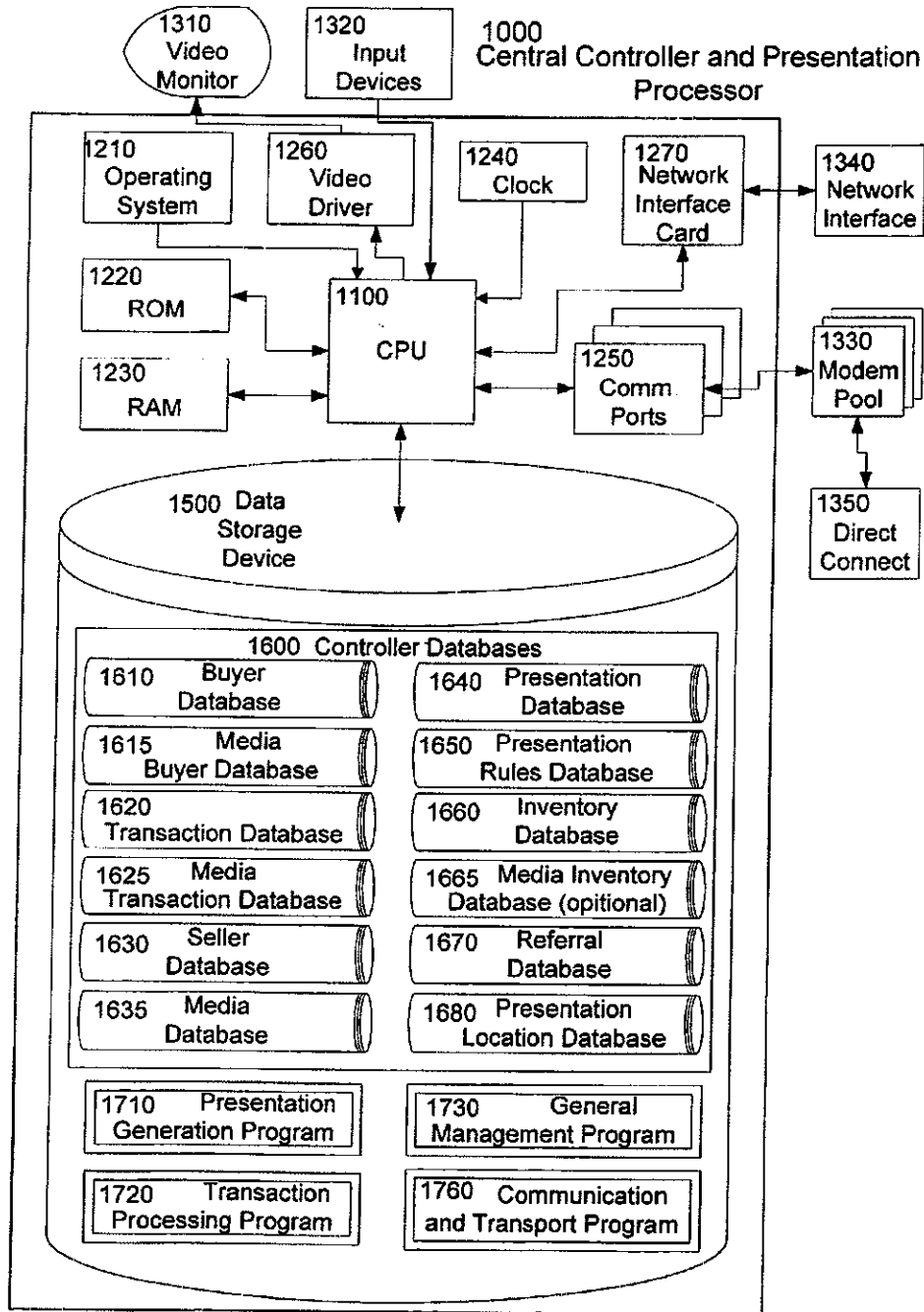


Fig. 2b

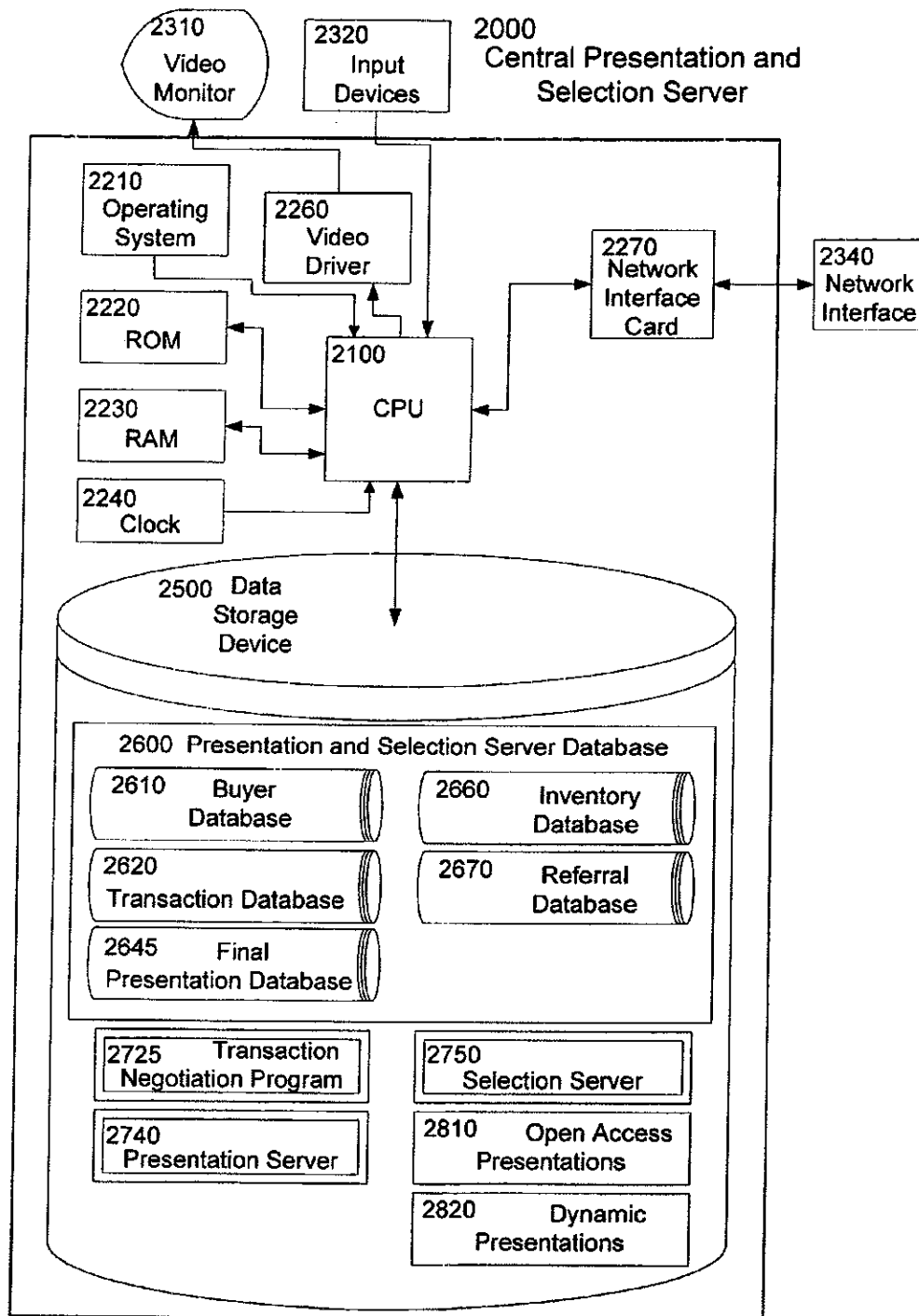


Fig. 2c

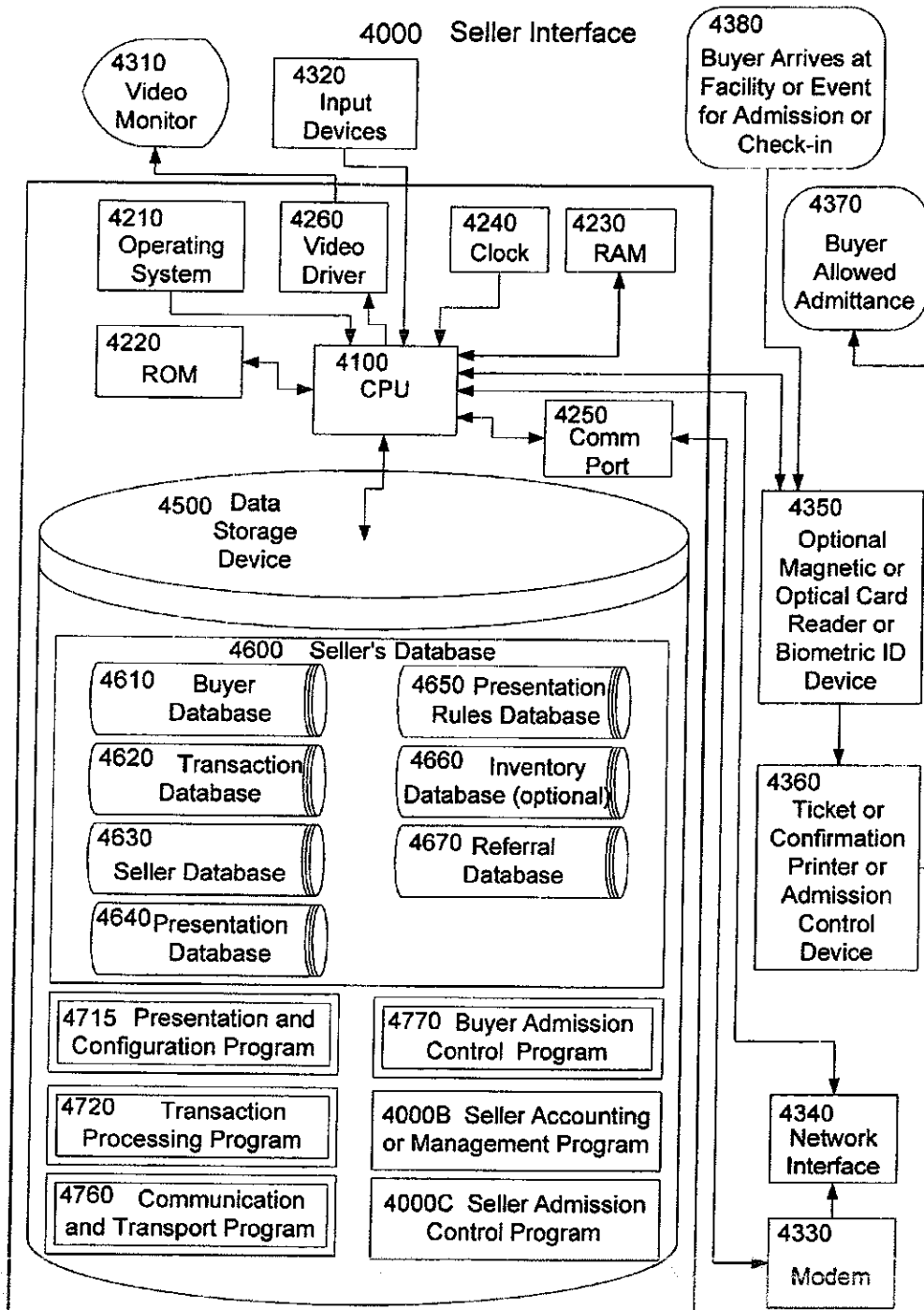




Fig. 2d

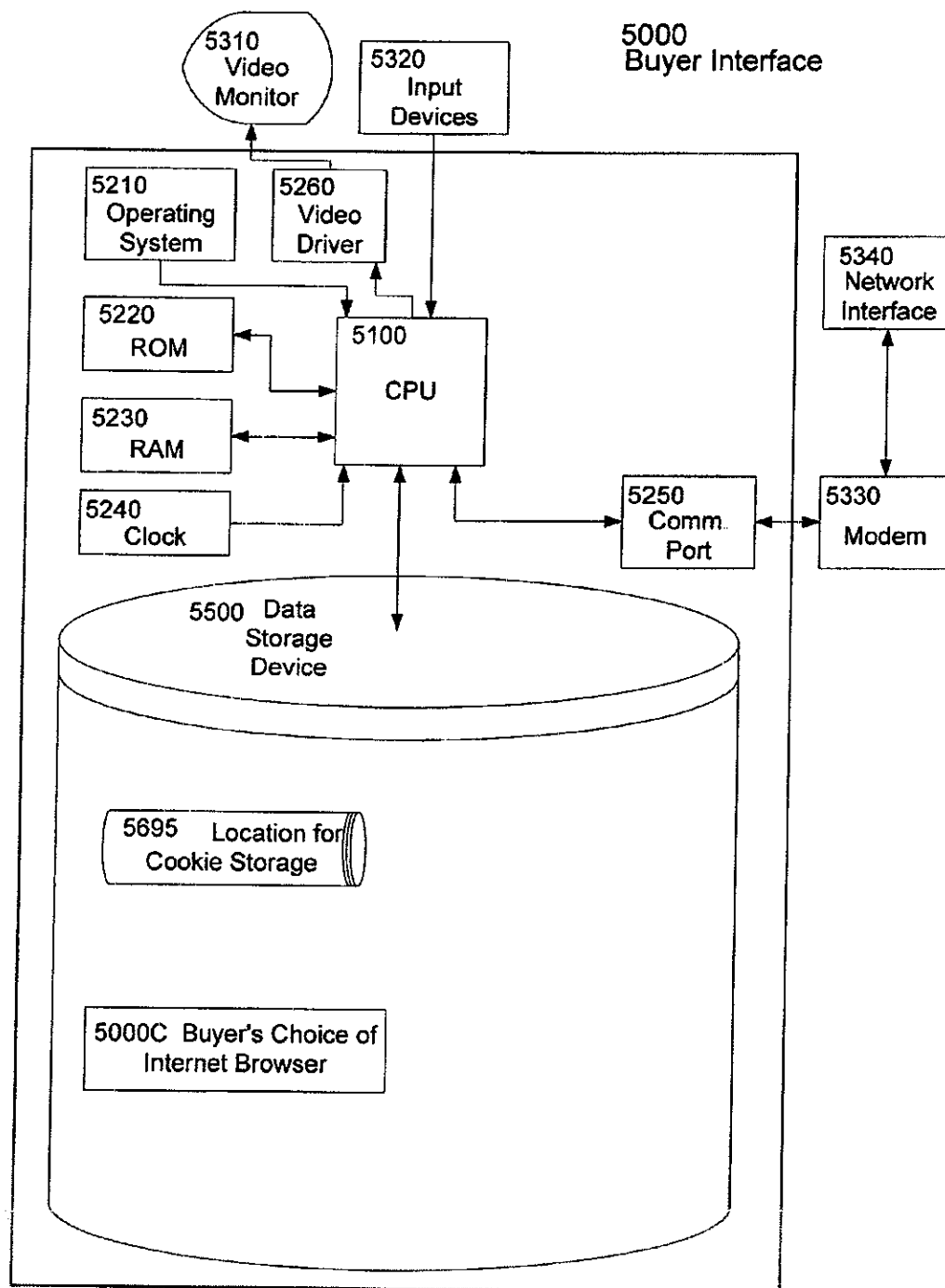


Fig. 2e

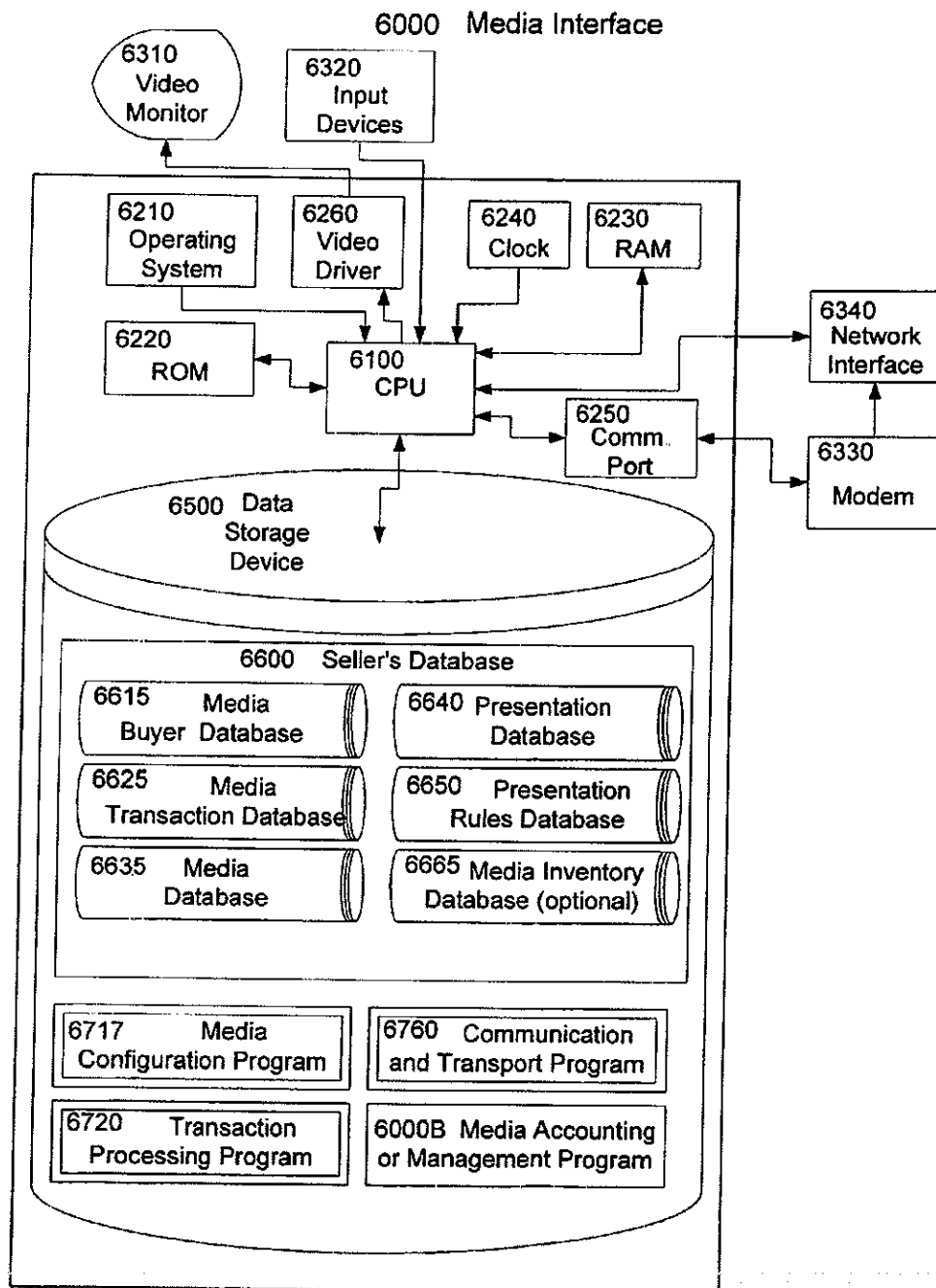


Fig. 3a

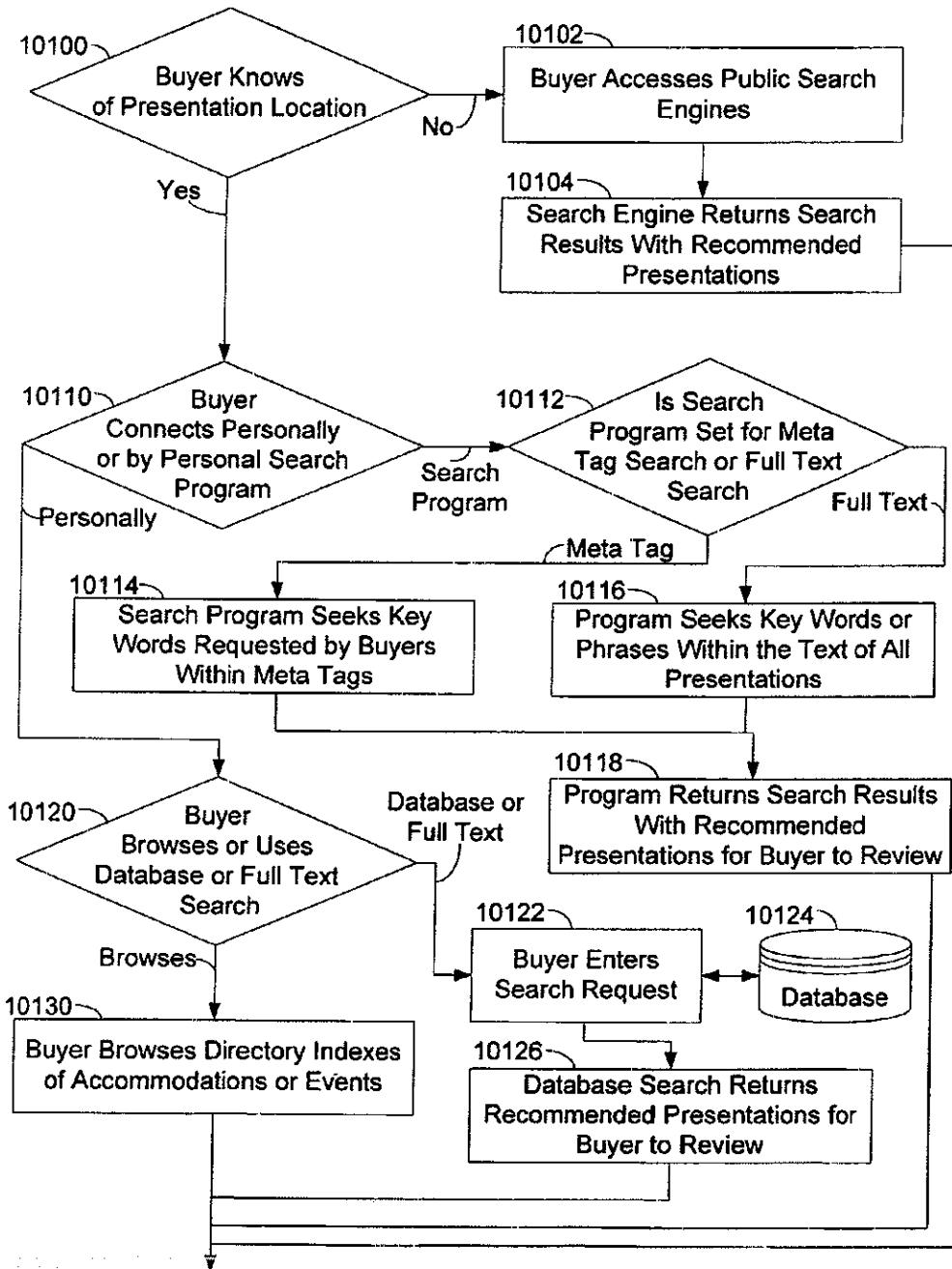


Fig. 3b

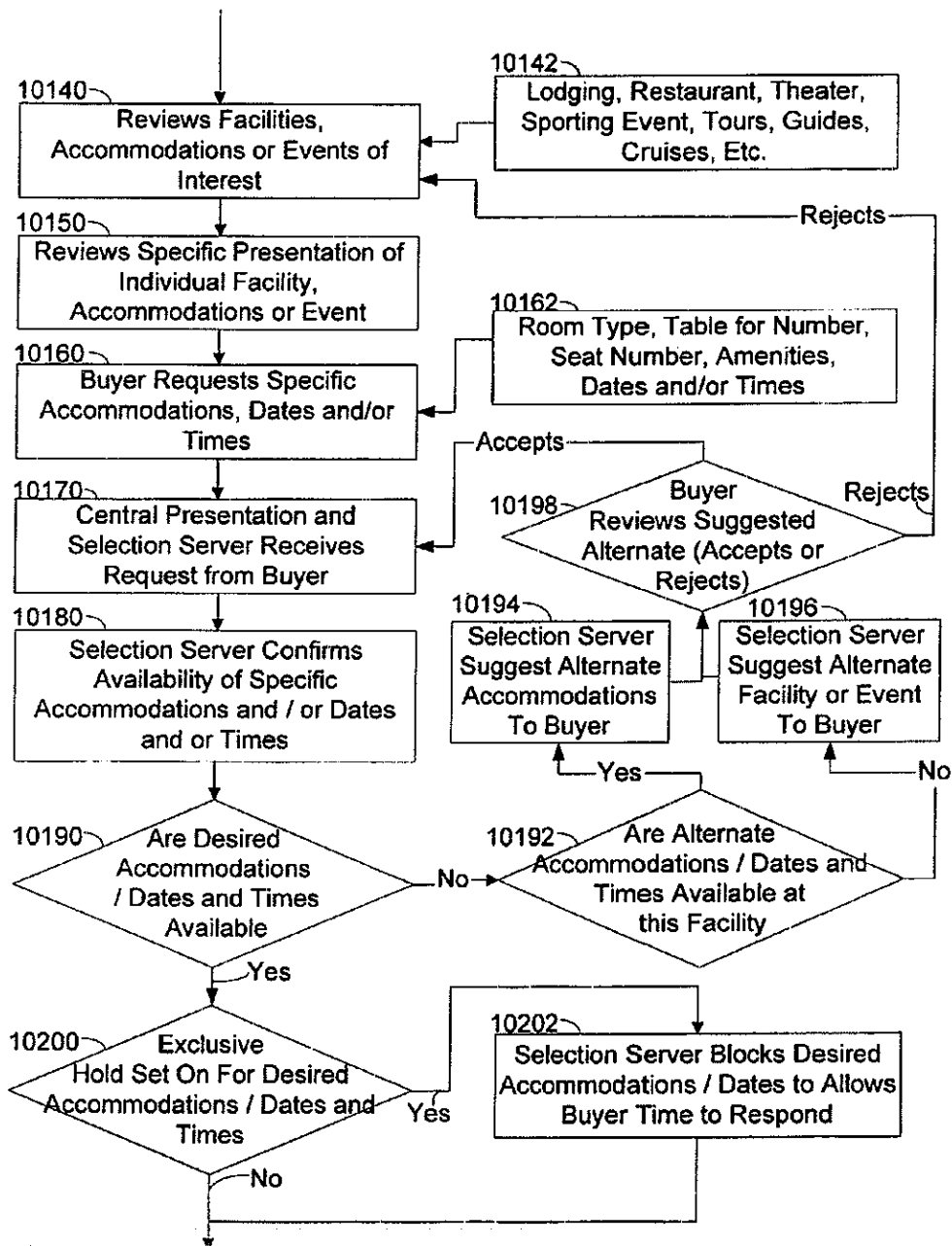


Fig. 3c

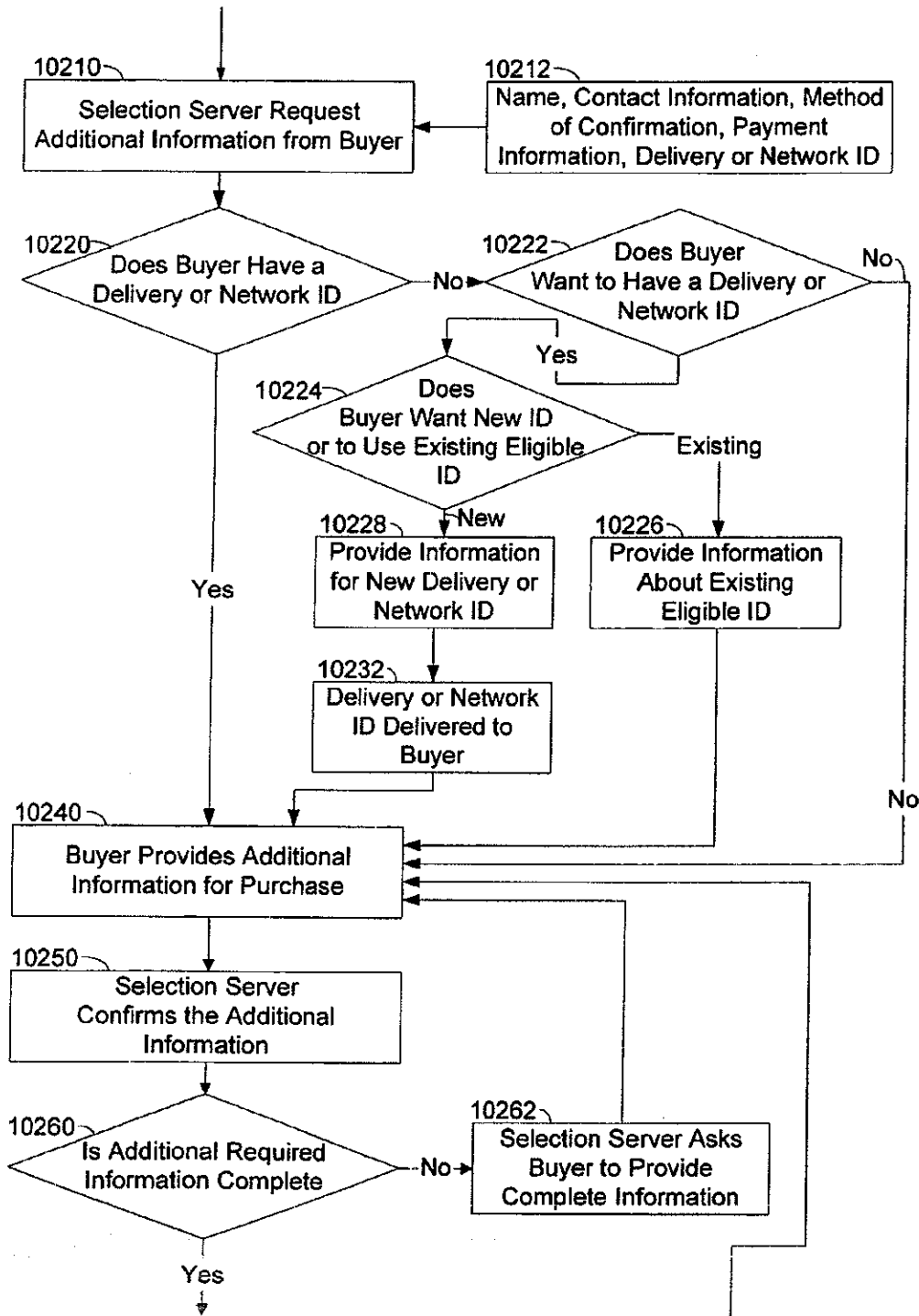


Fig. 3d

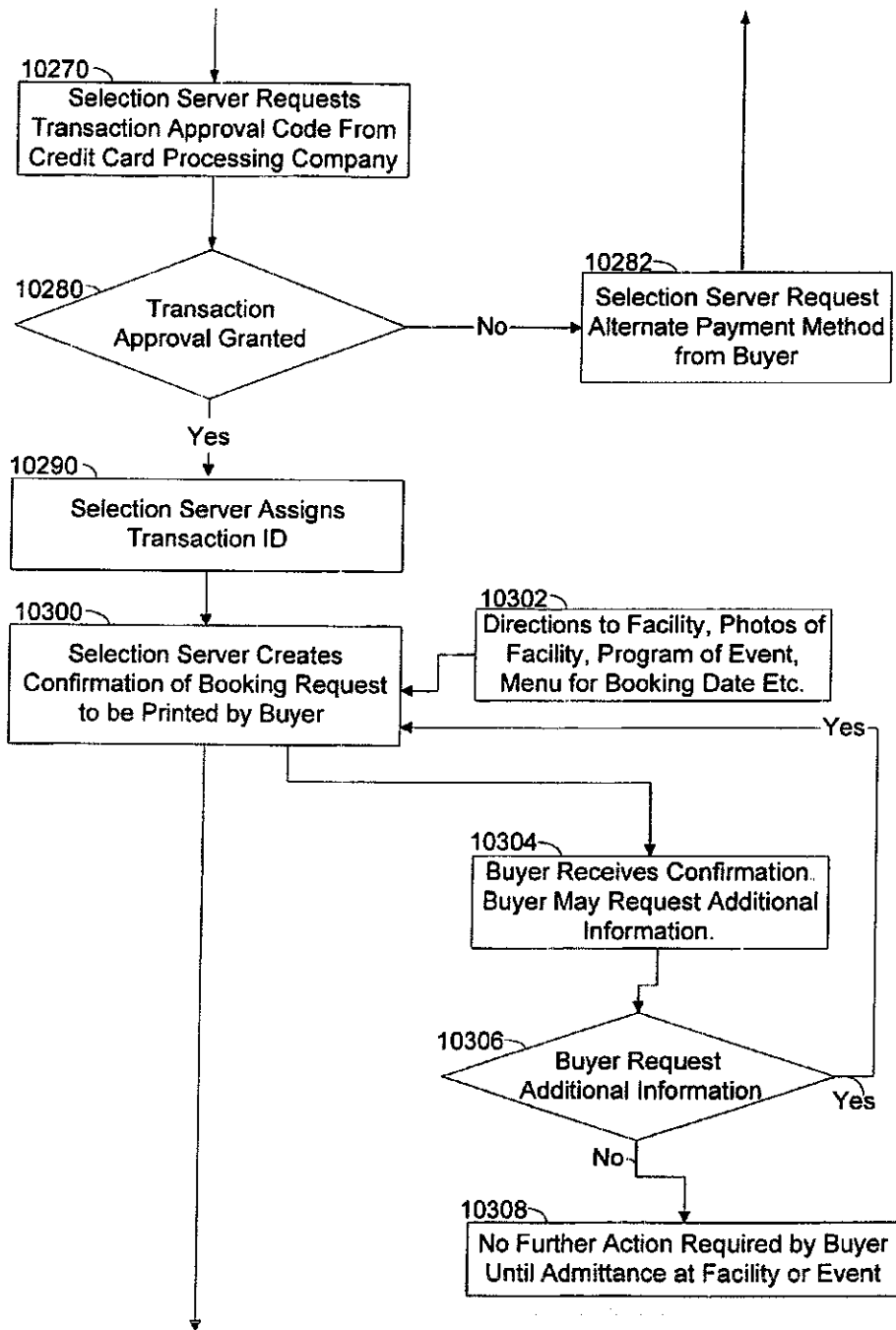


Fig. 3e

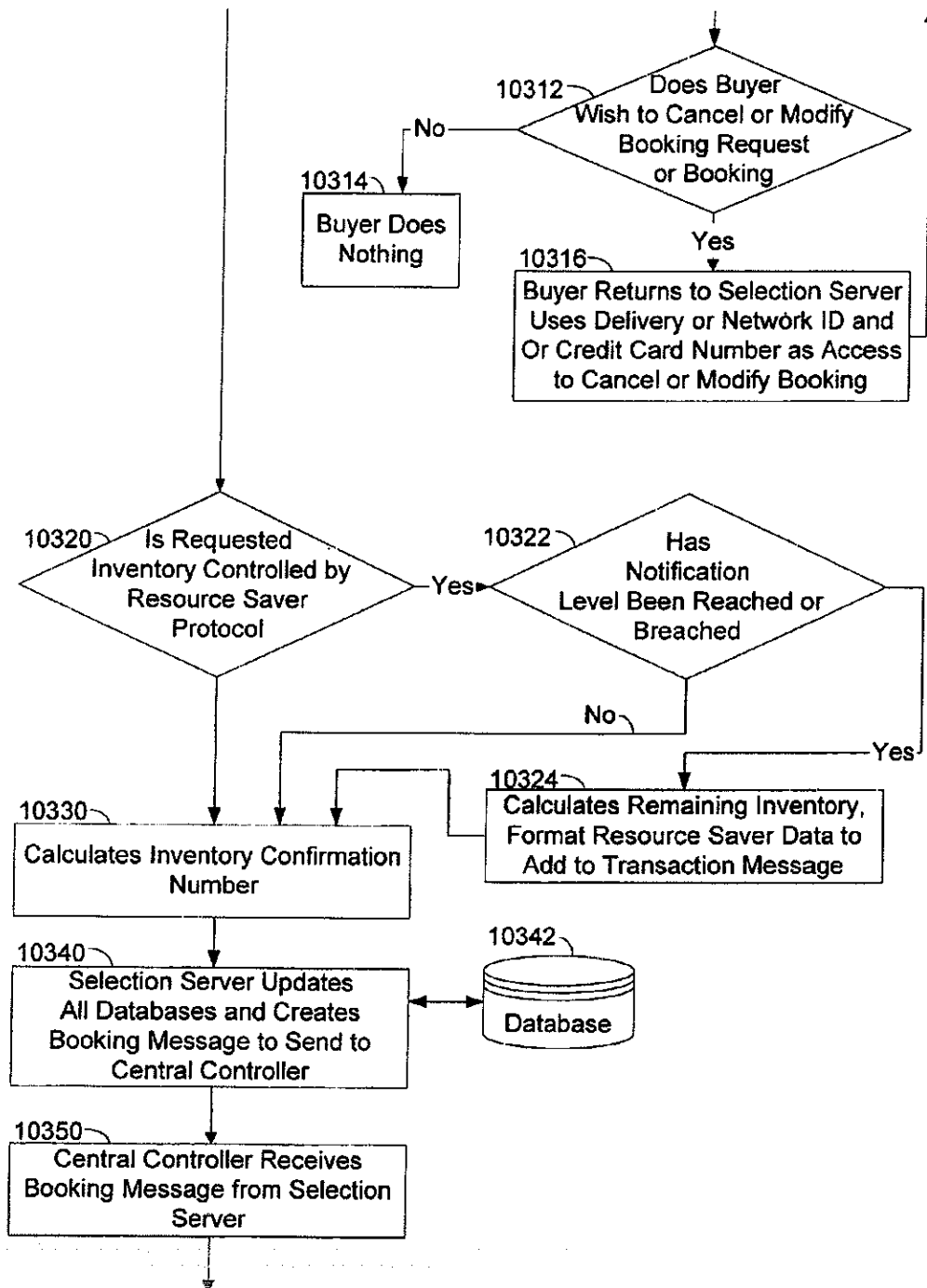


Fig. 3f

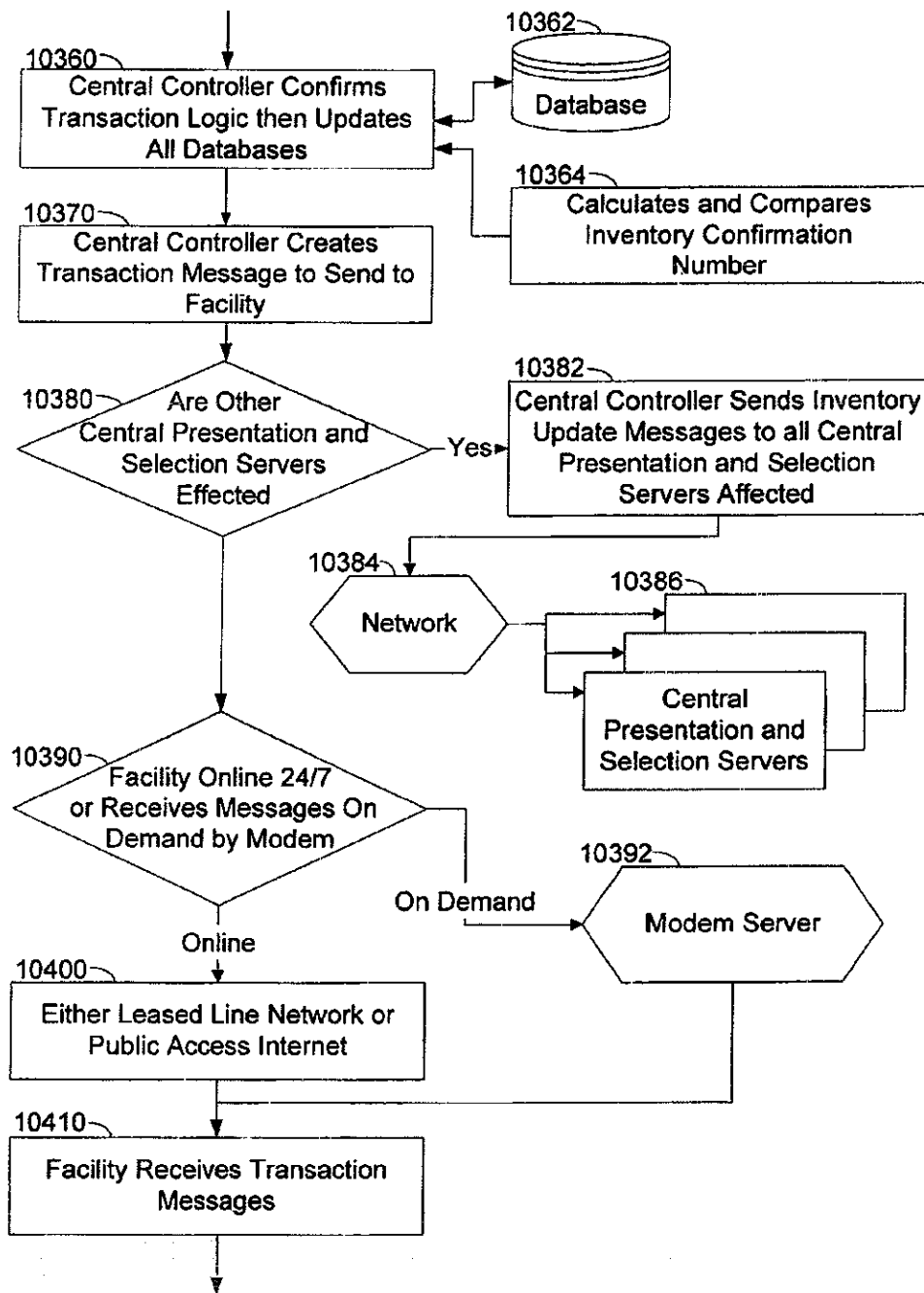




Fig. 3g

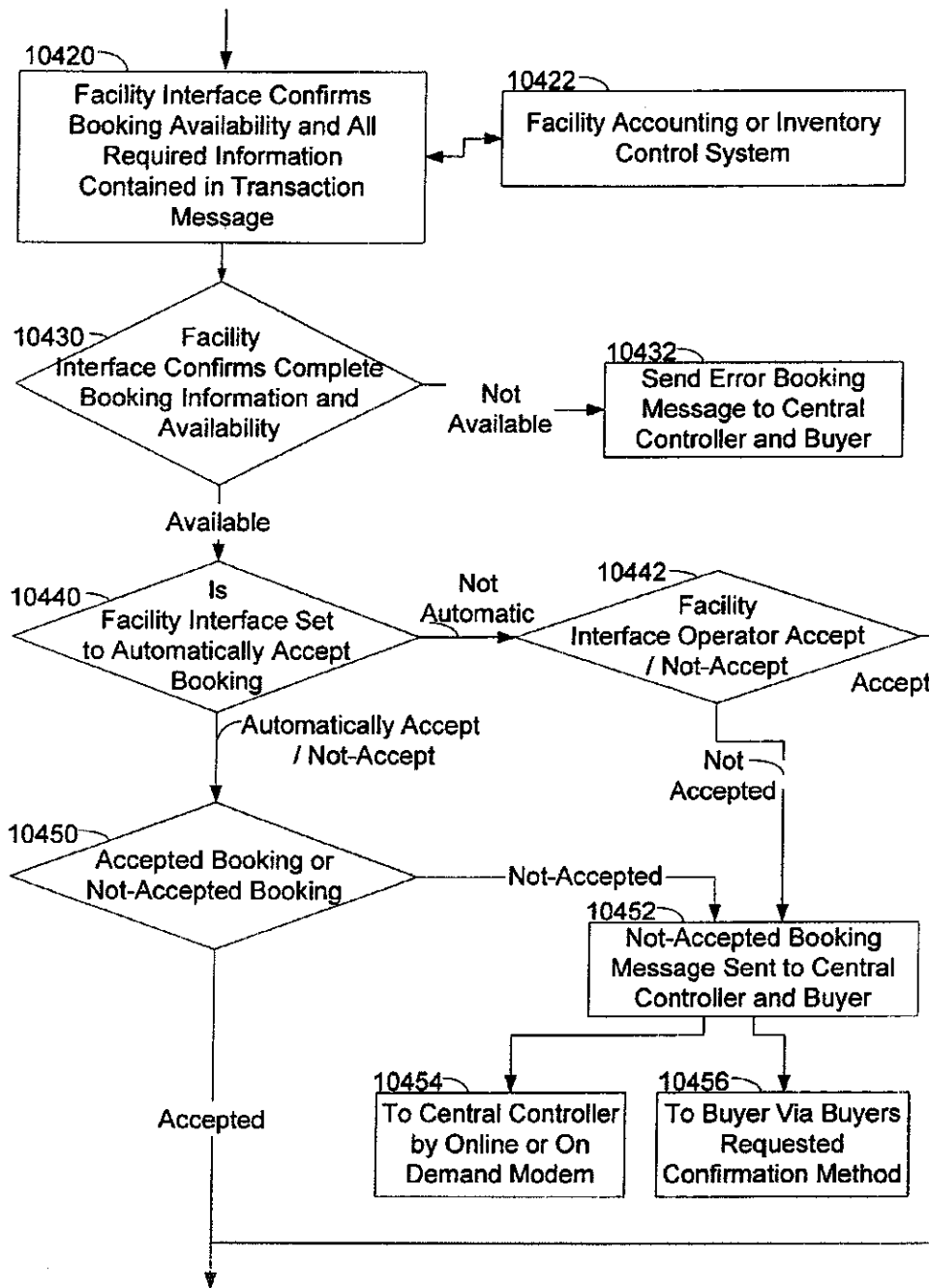


Fig. 3h

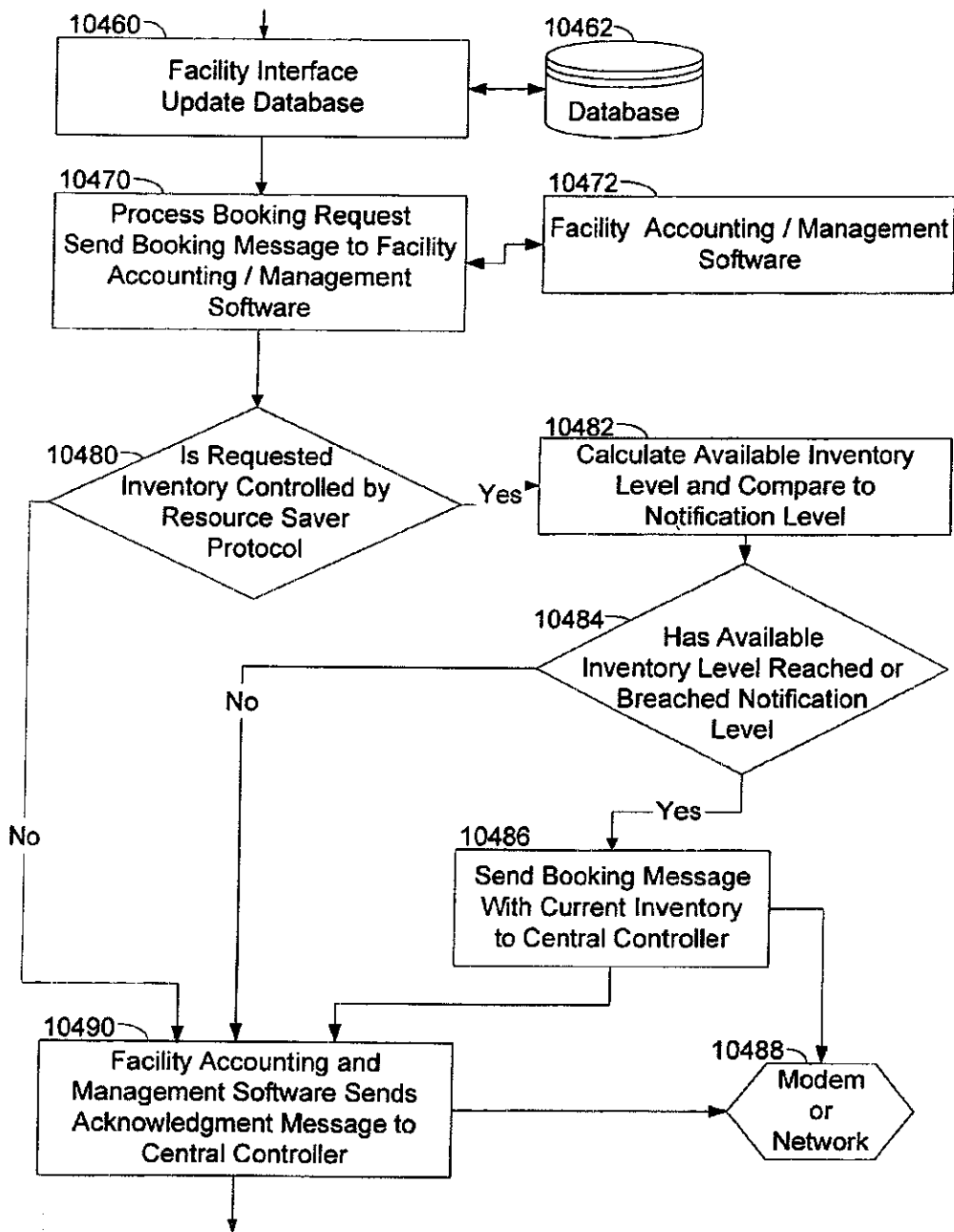


Fig. 3i

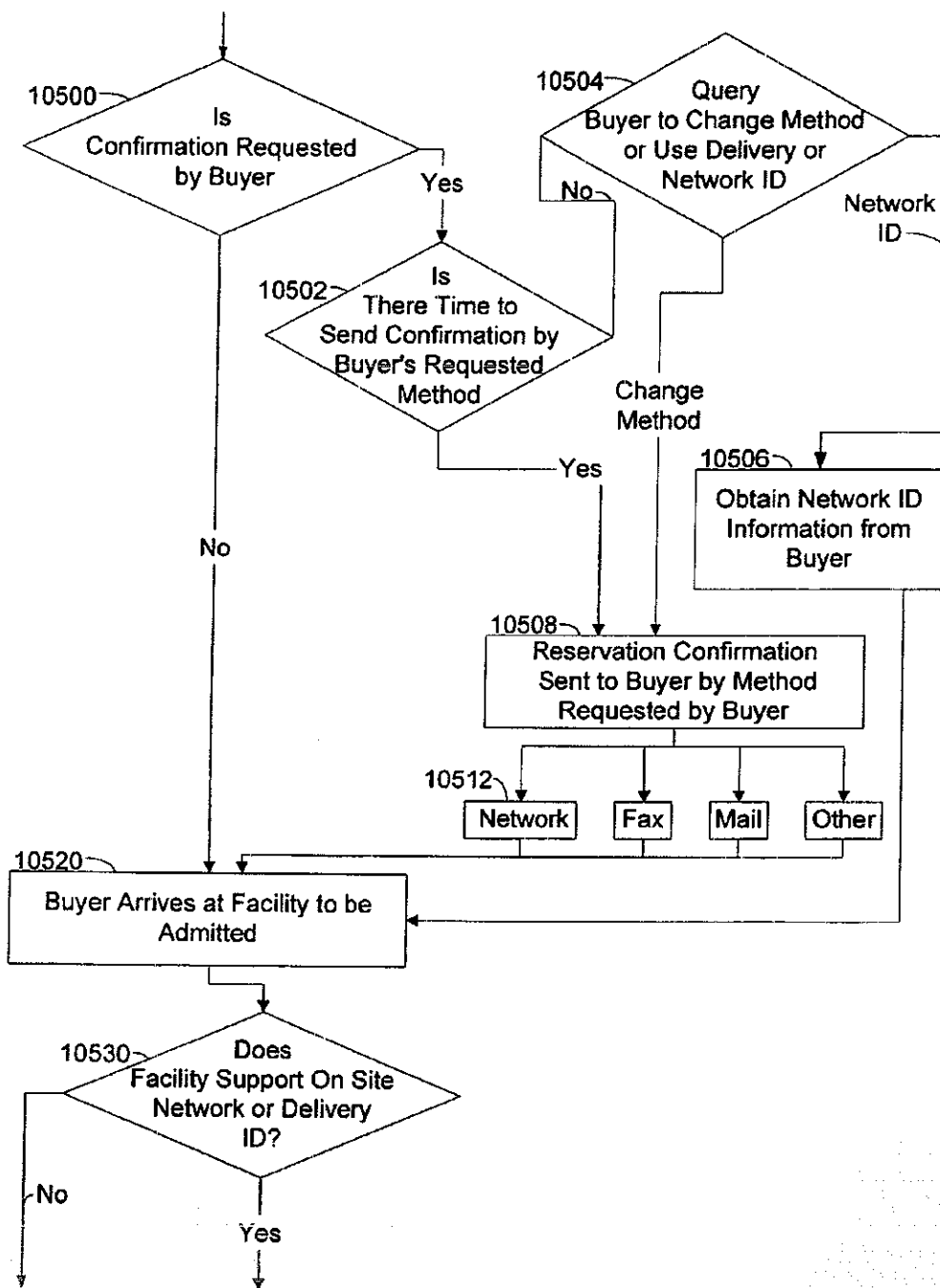


Fig. 3i-a

