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### (54) CUSTOM DATA ADS

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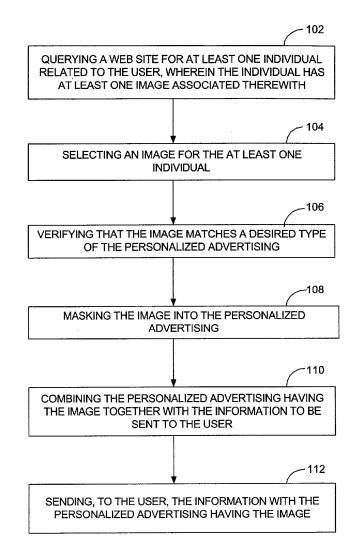
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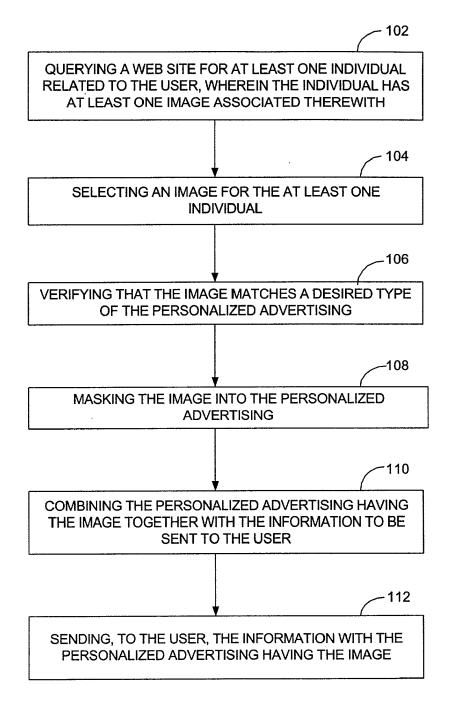
- (51) Int. Cl.<sup>7</sup> ...... G06F 17/60

#### ABSTRACT (57)

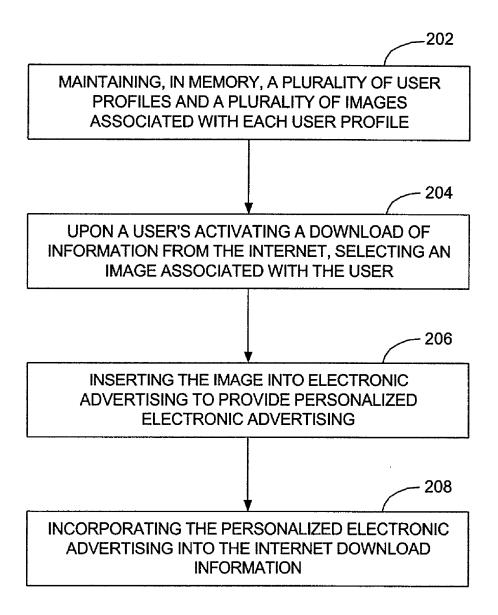
Aspects of the present invention provide methods, a computer system, a computer medium and an article of manufacture for generating personalized advertising to accompany information to be sent to a user. In one embodiment, the method includes the steps of maintaining, in memory, a plurality of user profiles and a plurality of images associated with each user profile and selecting an image associated with the user. Next, the image is inserted into advertising to provide personalized advertising.



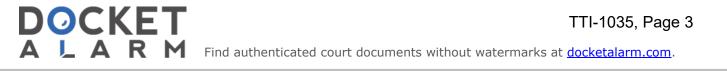
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**FIG. 1** 



**FIG. 2** 



COMPUTER SYSTEM	
COMPUTER MEDIUM 302 WITH COMPUTER EXECUTABLE INSTRUCTIONS FOR:	२-
QUERYING A WEB SITE FOR AT LEAST ON INDIVIDUAL RELATED TO THE USER, WHEI THE INDIVIDUAL HAS AT LEAST ONE IMAG ASSOCIATED THEREWITH (306)	REIN
SELECTING AN IMAGE FOR AT LEAST ONE INDIVIDUAL (308)	Ξ
VERIFYING THAT THE IMAGE MATCHES A DESIRED TYPE OF THE PERSONALIZED ADVERTISING (310)	
MASKING THE IMAGE INTO THE PERSONA ADVERTISING (312)	LIZED
COMBINING THE PERSONALIZED ADVERTINAVING THE IMAGE TOGETHER WITH THE INFORMATION TO BE SENT TO THE USER	
SENDING, TO THE USER, THE INFORMATIO WITH THE PERSONALIZED ADVERTISING HAVING THE IMAGE (316)	'N

## FIG. 3

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Α

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	400
ARTICLE OF MANUFACTURE	haan
COMPUTER-READABLE MEDIUM (402) WITH COMPUTER EXECUTABLE CODE FOR:	
MAINTAINING, IN MEMORY, A PLURALITY OF USER PROFILES AND A PLURALITY OF IMAG ASSOCIATED WITH EACH USER PROFILE (4	
SELECTING AN IMAGE ASSOCIATED WITH T USER (406)	HE
INSERTING THE IMAGE INTO ADVERTISING T PROVIDE PERSONALIZED ELECTRONIC ADVERTISING (408)	0
INCORPORATING THE PERSONALIZED ADVERTISING INTO THE INFORMATION TO BI SENT TO THE USER (410)	E

FIG. 4

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