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Hoyle

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(54) **METHOD OF REACTIVE TARGETED ADVERTISING**

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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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(65) **Prior Publication Data**

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Related U.S. Application Data

(63) Continuation of application No. 12/692,290, filed on Jan. 22, 2010, which is a continuation of application No. 12/110,818, filed on Apr. 28, 2008, now Pat. No. 7,685,537, which is a continuation of application No. 10/909,613, filed on Aug. 2, 2004, now Pat. No. 7,366,996, which is a continuation of application No. 09/744,033, filed as application No. PCT/US99/16135 on Jul. 16, 1999, now Pat. No. 6,771,290, which is a continuation-in-part of application No. 09/118,351, filed on Jul. 17, 1998, now Pat. No. 6,141,010.

(51) **Int. Cl.**
G06F 15/00 (2006.01)
G06F 13/00 (2006.01)

(52) **U.S. Cl.**
USPC **715/745**; 715/854

(58) **Field of Classification Search**
USPC 715/700–715, 763–765, 740–749,
715/853–854, 893; 709/209, 210
See application file for complete search history.

(56) **References Cited**

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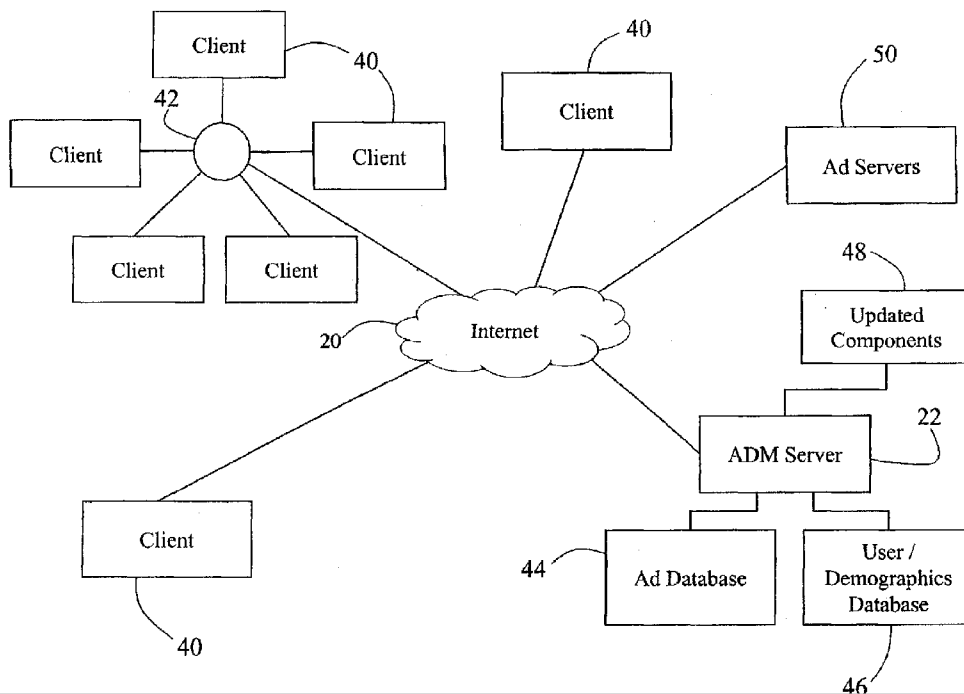
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(57) **ABSTRACT**

In one inventive aspect, a method of reactive targeted advertising provides for display of advertising, via the internet, to computers of users. In a particular example, a plurality of keywords are stored in a memory. The method comprises determining whether one or more of those keywords are used in a web page, and for any keywords determined to be used, an advertisement is selected using those keywords. The advertisement is for display on the computer of the user who is accessing the web page. A request is received for the selected advertisement, and the advertisement is provided, from an advertising server and over the internet, for display on the computer of the user.

19 Claims, 16 Drawing Sheets



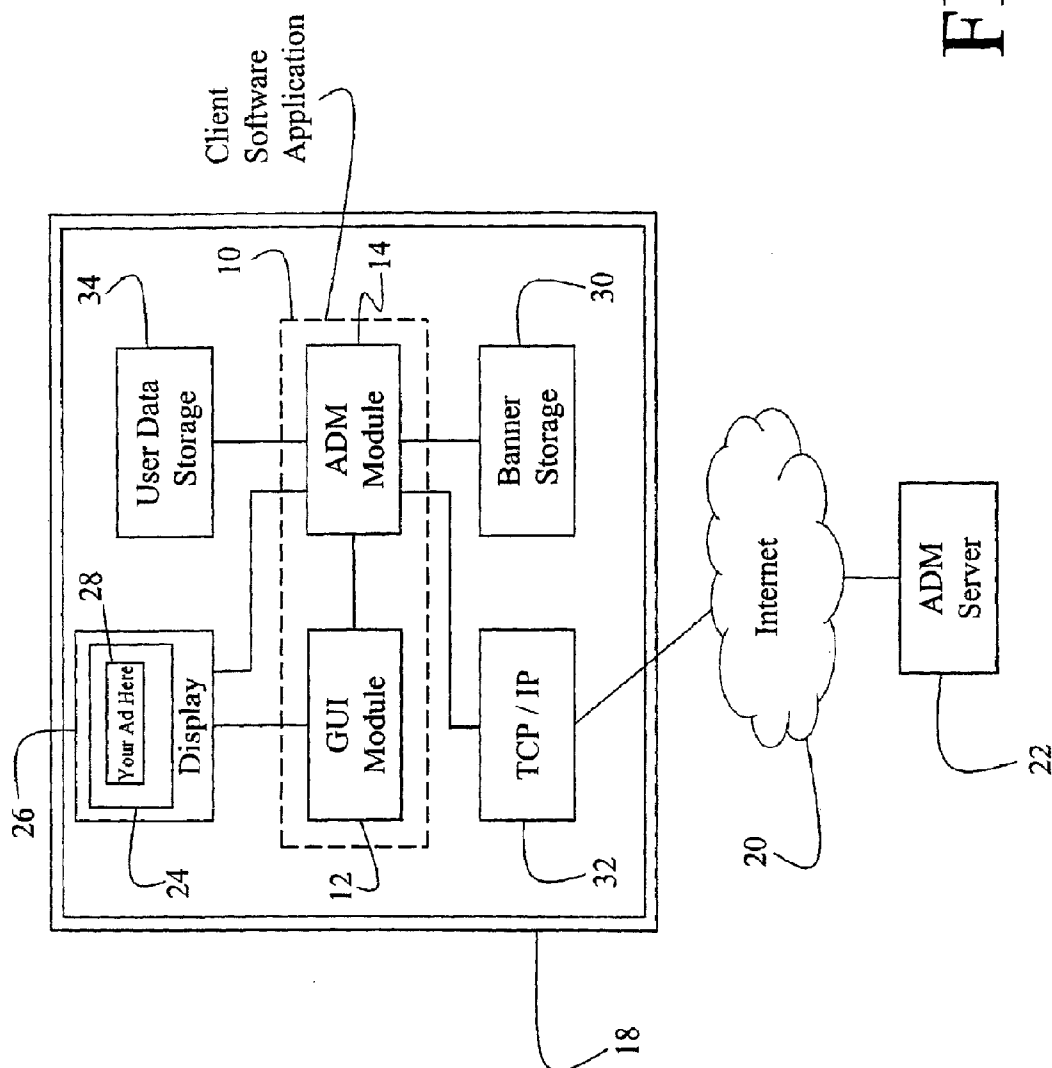


FIG. 1

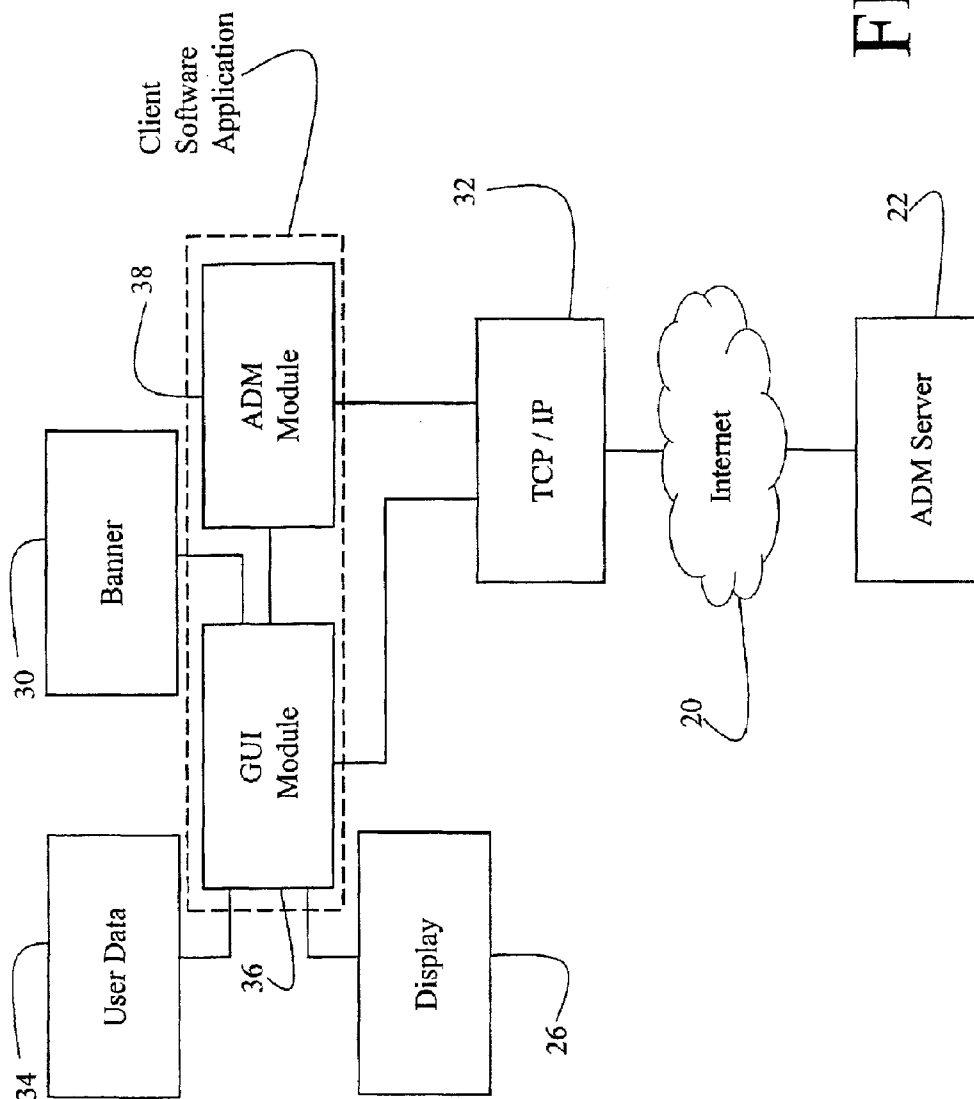


FIG. 2

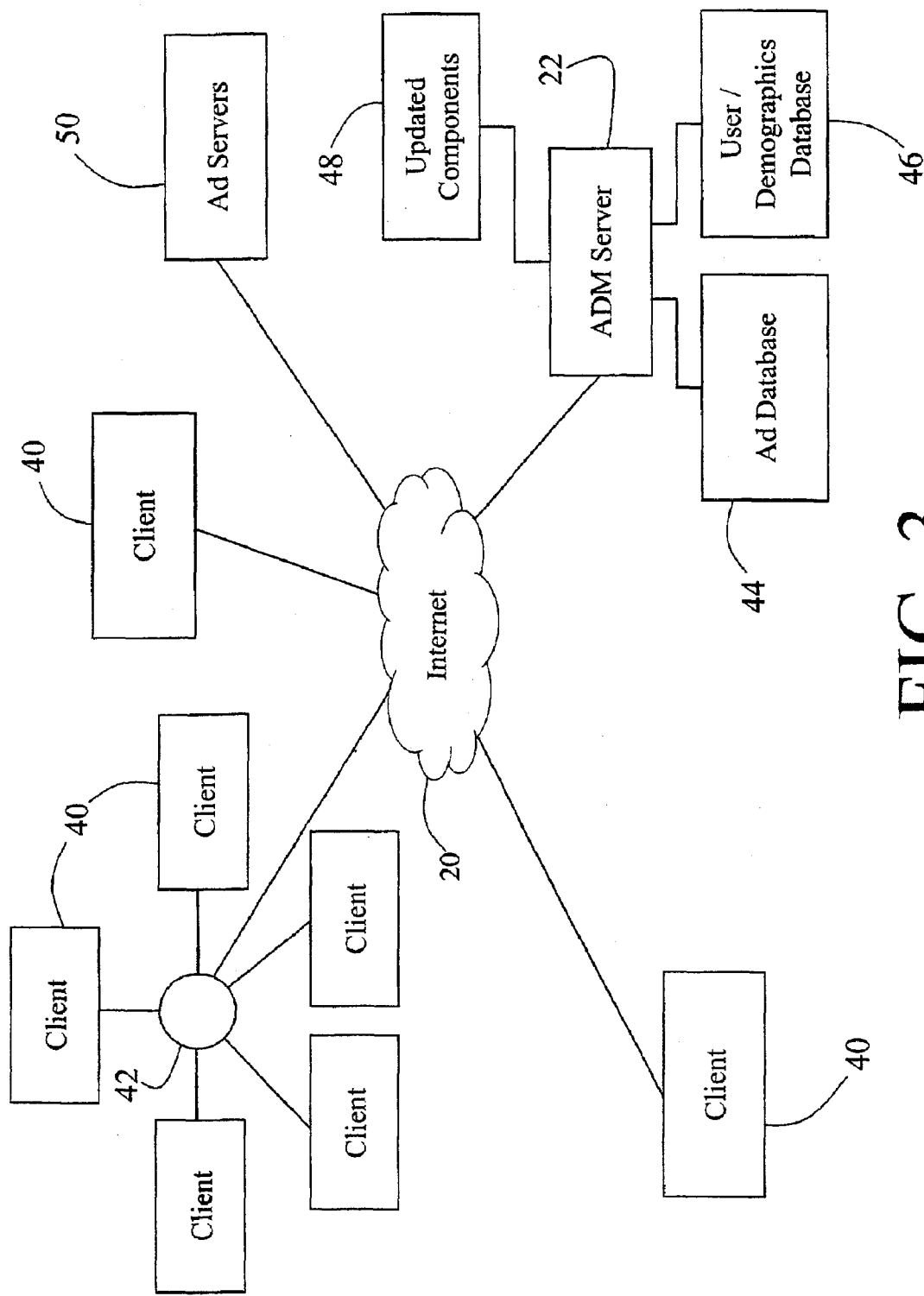


FIG. 3

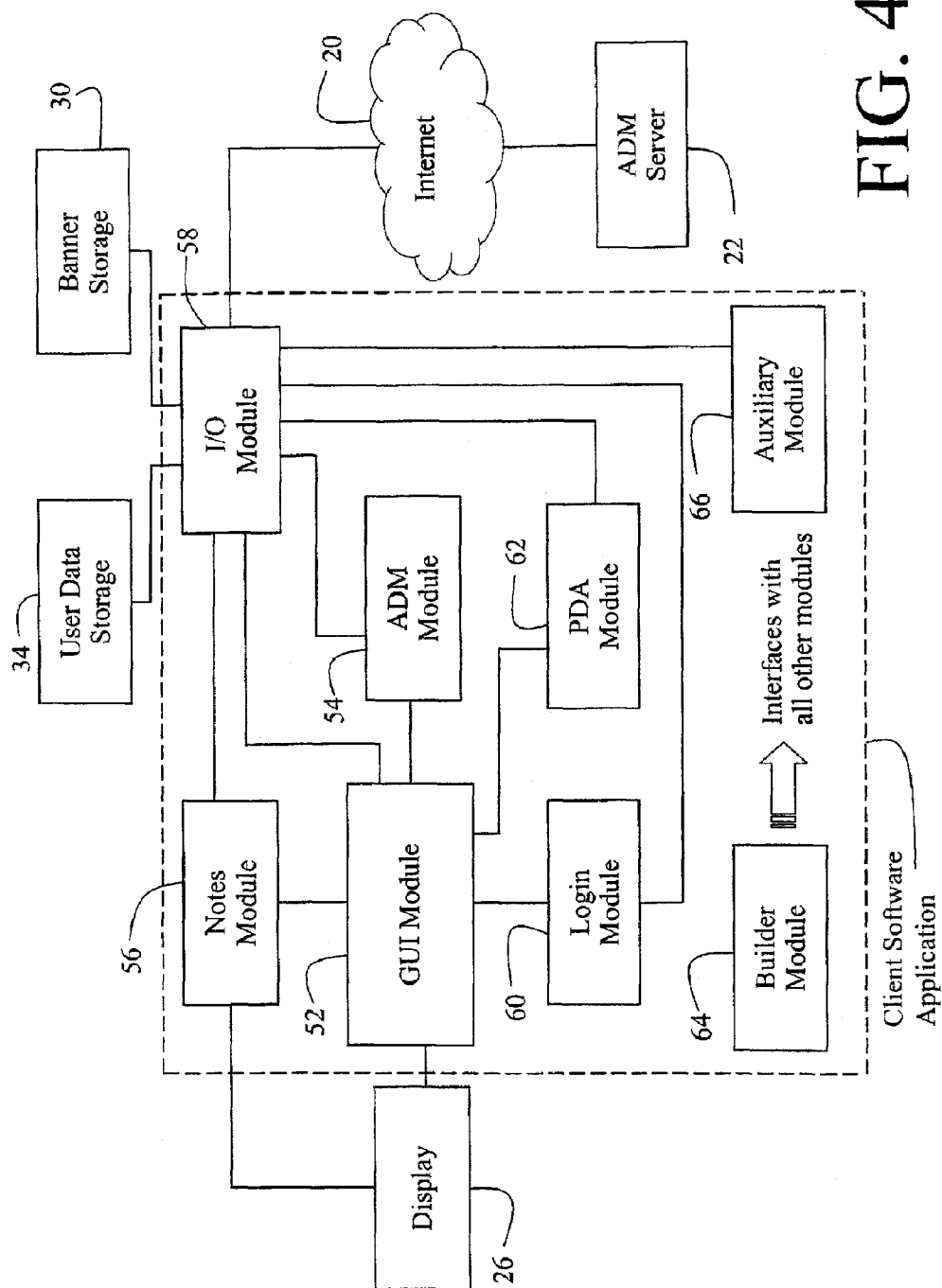


FIG. 4

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