



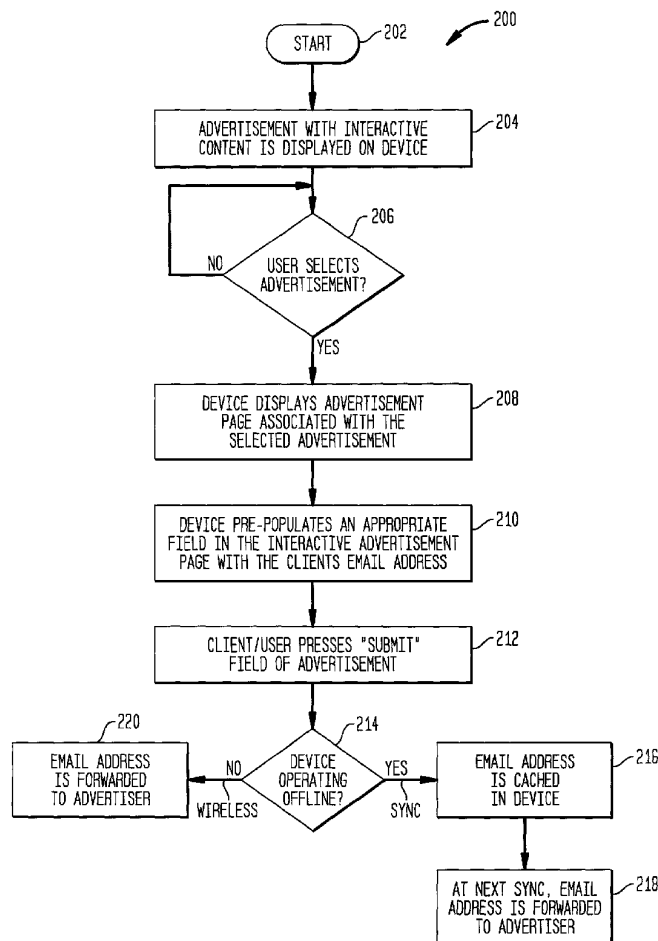
US 20020052781A1

(19) **United States**(12) **Patent Application Publication**
Aufricht et al.(10) **Pub. No.: US 2002/0052781 A1**(43) **Pub. Date: May 2, 2002**(54) **INTERACTIVE ADVERTISEMENT
MECHANISM ON A MOBILE DEVICE****Related U.S. Application Data**(75) Inventors: **Michael E. Aufricht**, Los Altos, CA
(US); **Rafael Z. Weinstein**, San
Francisco, CA (US); **Geoffrey J.**
Broadwell, Foster City, CA (US)(63) Continuation-in-part of application No. 09/559,964,
filed on Apr. 28, 2000, which is a continuation-in-part
of application No. 09/393,390, filed on Sep. 10, 1999.**Publication Classification**(51) **Int. Cl.⁷** **G06F 17/60**
(52) **U.S. Cl.** **705/14**

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WASHINGTON, DC 20005-3934 (US)(57) **ABSTRACT**

The invention includes systems, methods, computer program products, and combinations and sub-combinations thereof for enabling interactive advertisements (as well as other objects) to be loaded on mobile devices (as well as other types of devices), and for users of mobile devices to operate with such interactive advertisements on their mobile devices in an interactive manner while in an off-line mode.

(73) Assignee: **AvantGo, Inc.**(21) Appl. No.: **09/864,293**(22) Filed: **May 25, 2001**

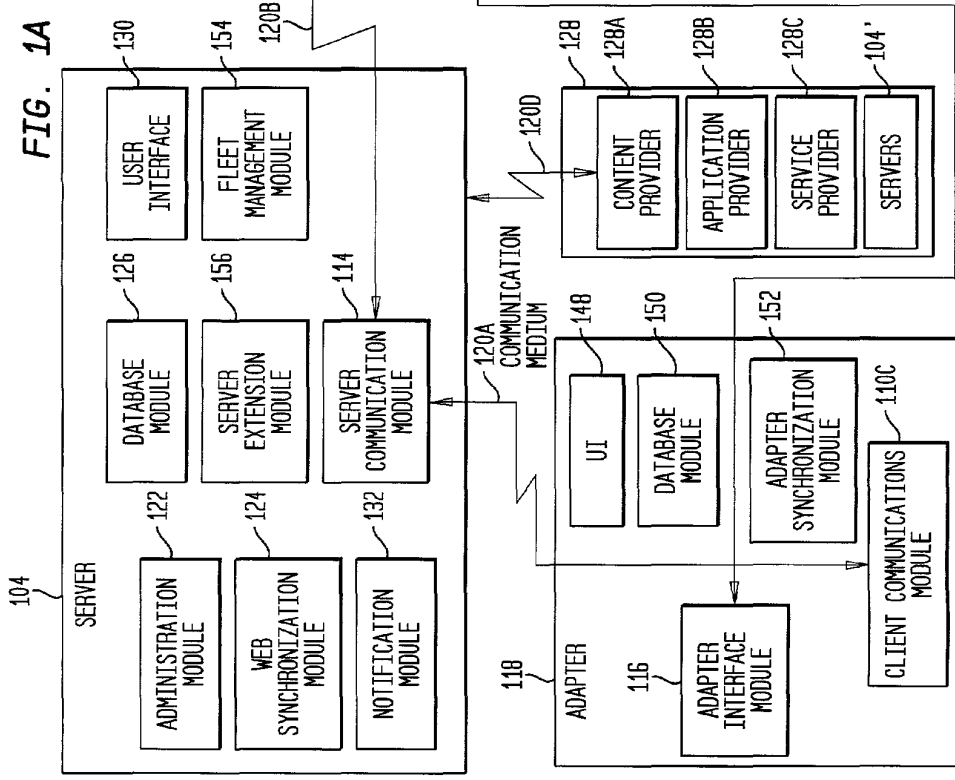


FIG. 1B

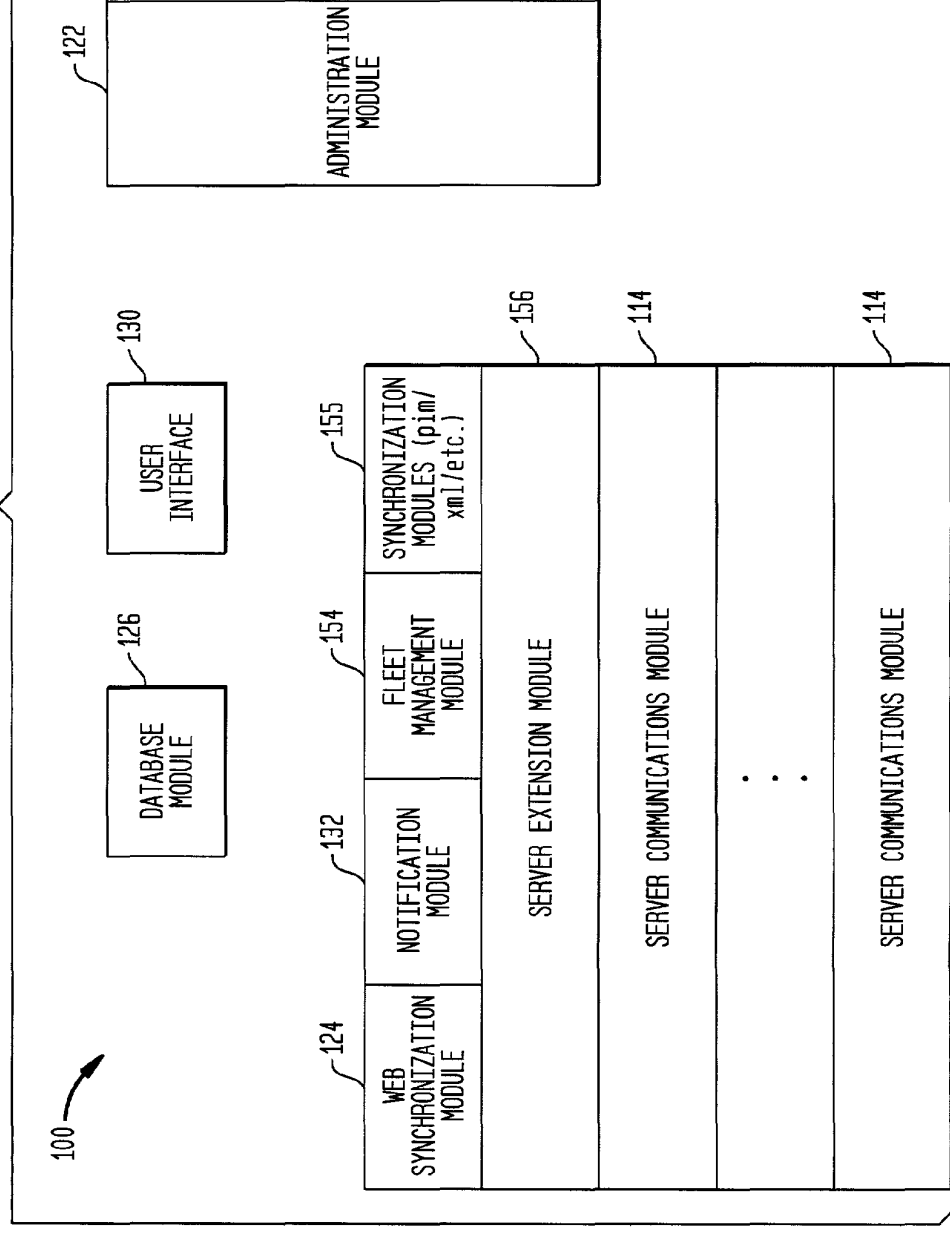


FIG. 1B1

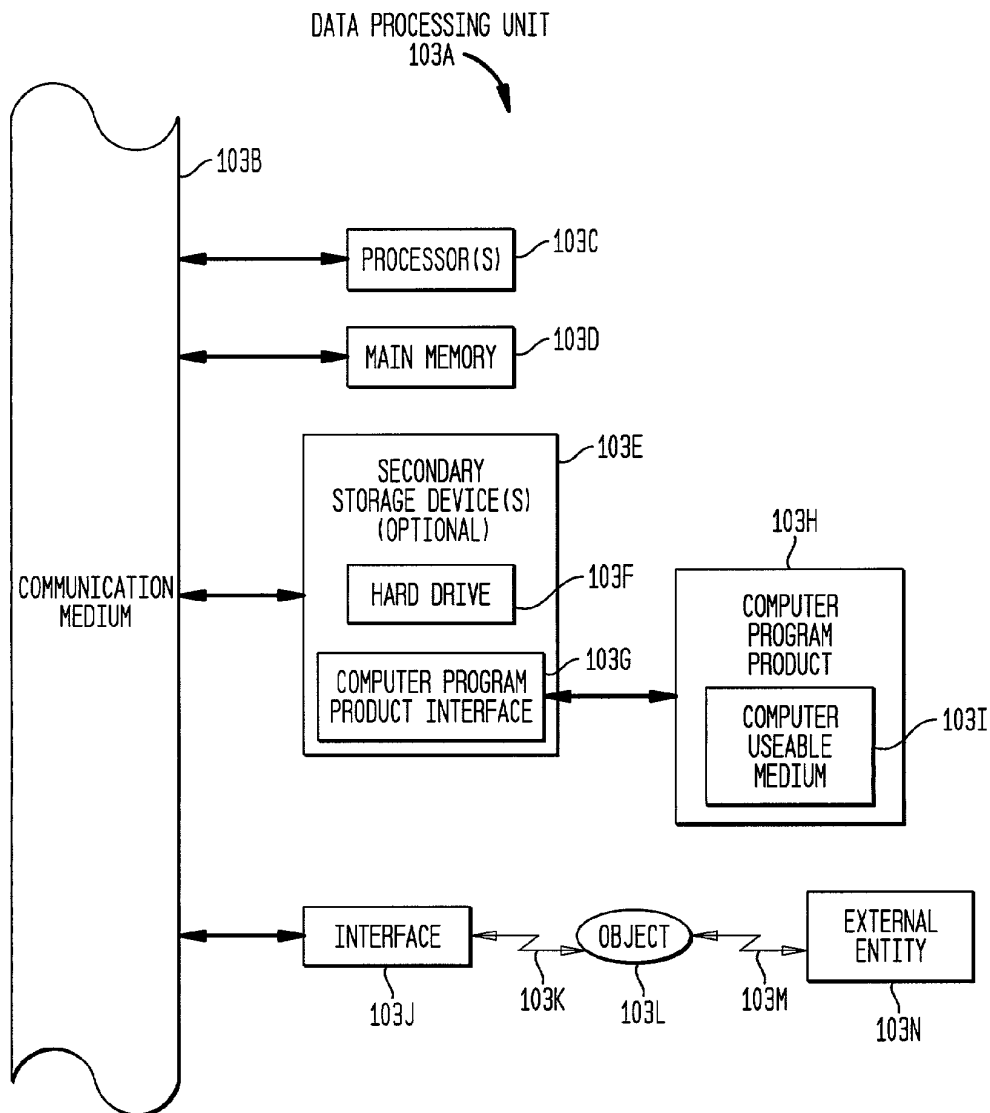
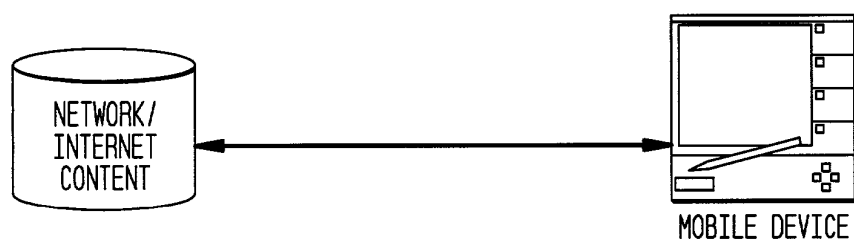


FIG. 1C

CORE TECHNOLOGY: PLACING INTERNET/
INTRANET CONTENT ON MOBILE DEVICES



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