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Elliott et al.

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(54) **MOBILE ADVERTISING SYNDICATION**

(56) **References Cited**

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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 396 days.

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(51) **Int. Cl.**
G06Q 30/00 (2012.01)
G06Q 90/00 (2006.01)

(52) **U.S. Cl.**
CPC **G06Q 90/00** (2013.01)
USPC **705/14.1**

(58) **Field of Classification Search**
CPC **G06Q 90/00**
USPC **705/14.1**
See application file for complete search history.

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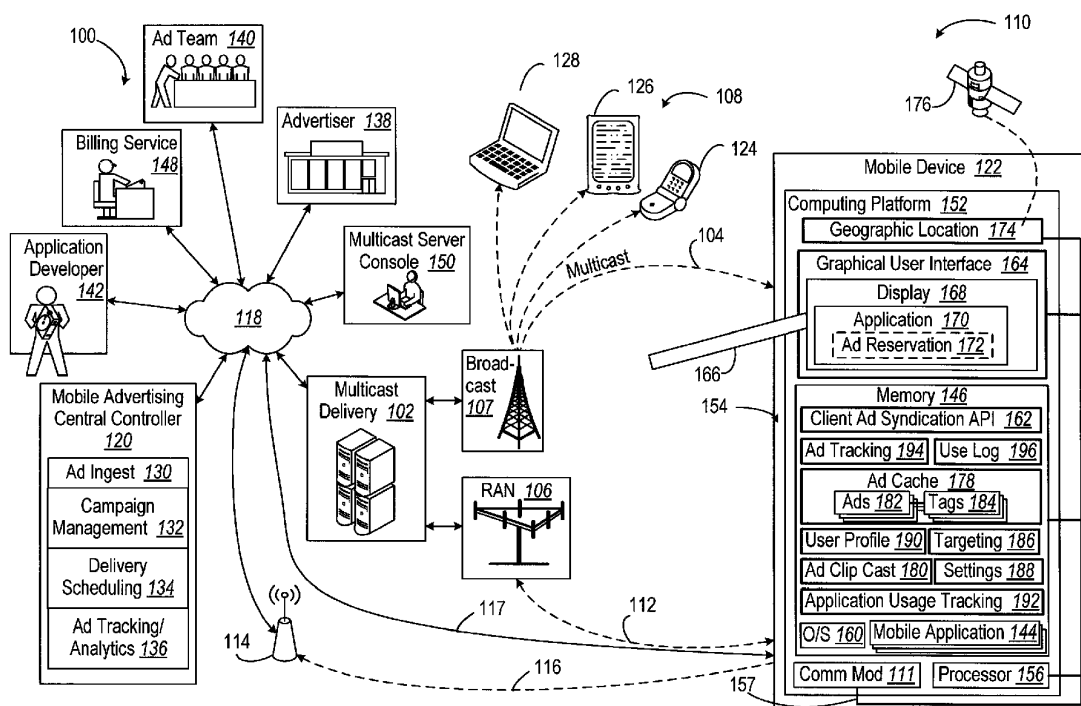
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(57) **ABSTRACT**

Apparatus and methods for distributing advertising content to a mobile device. An application is executed on a mobile device containing an advertising opportunity. Advertising content is requested from an advertisement syndication interface. A filtering constraint applicable to the advertising content request is identified and used to select and advertisement from a local advertising cache. The selected advertisement is rendered in a composite with rendering of content of the application.

92 Claims, 7 Drawing Sheets



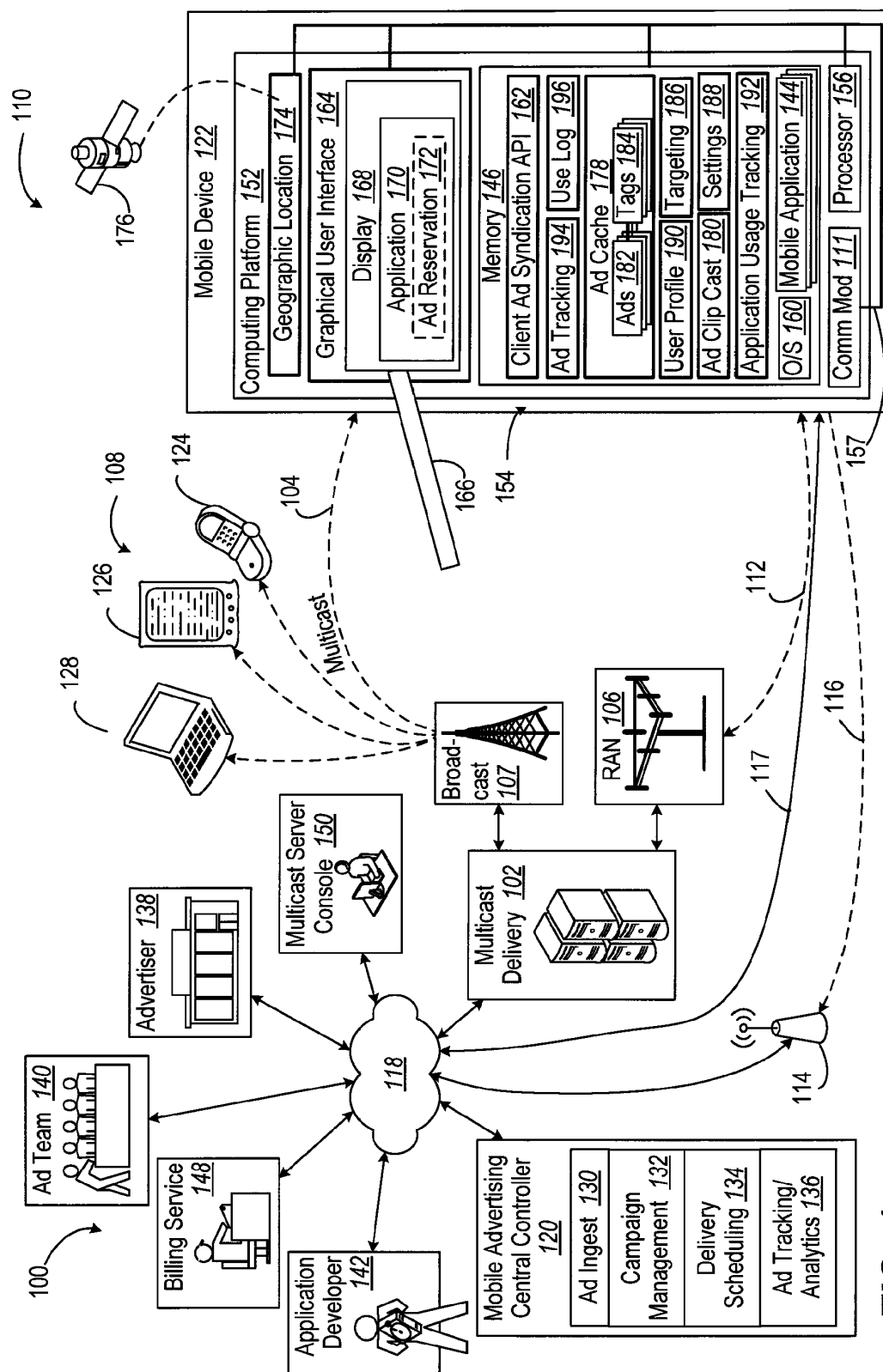
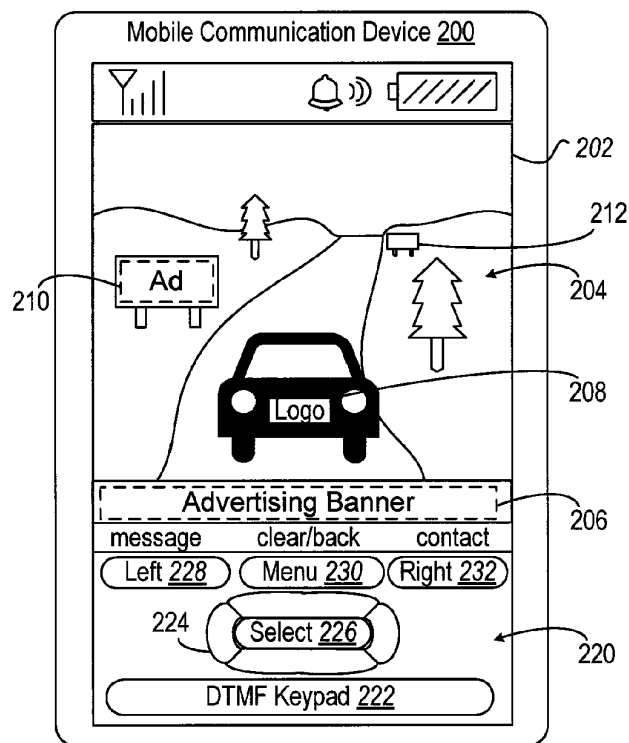
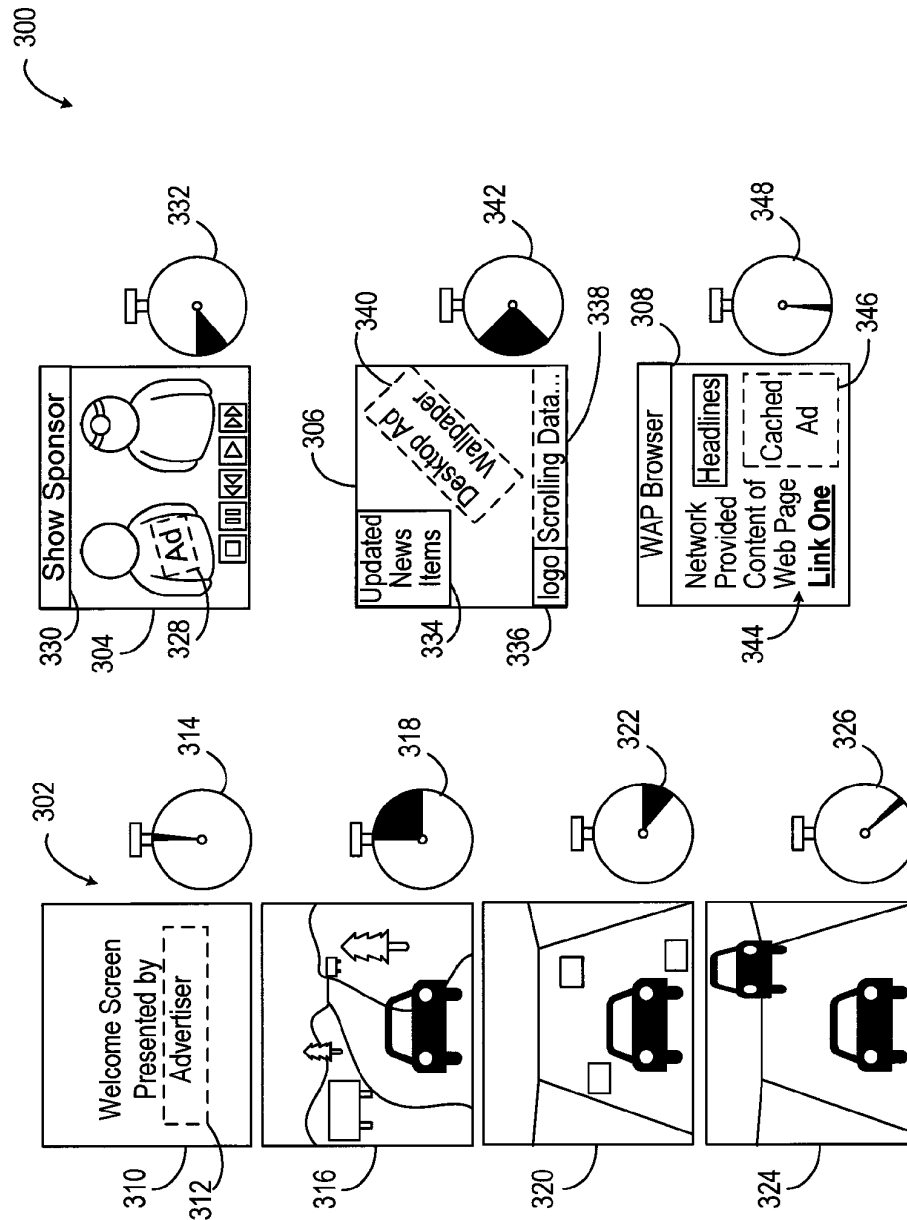


FIG. 1

**FIG. 2**

**FIG. 3**

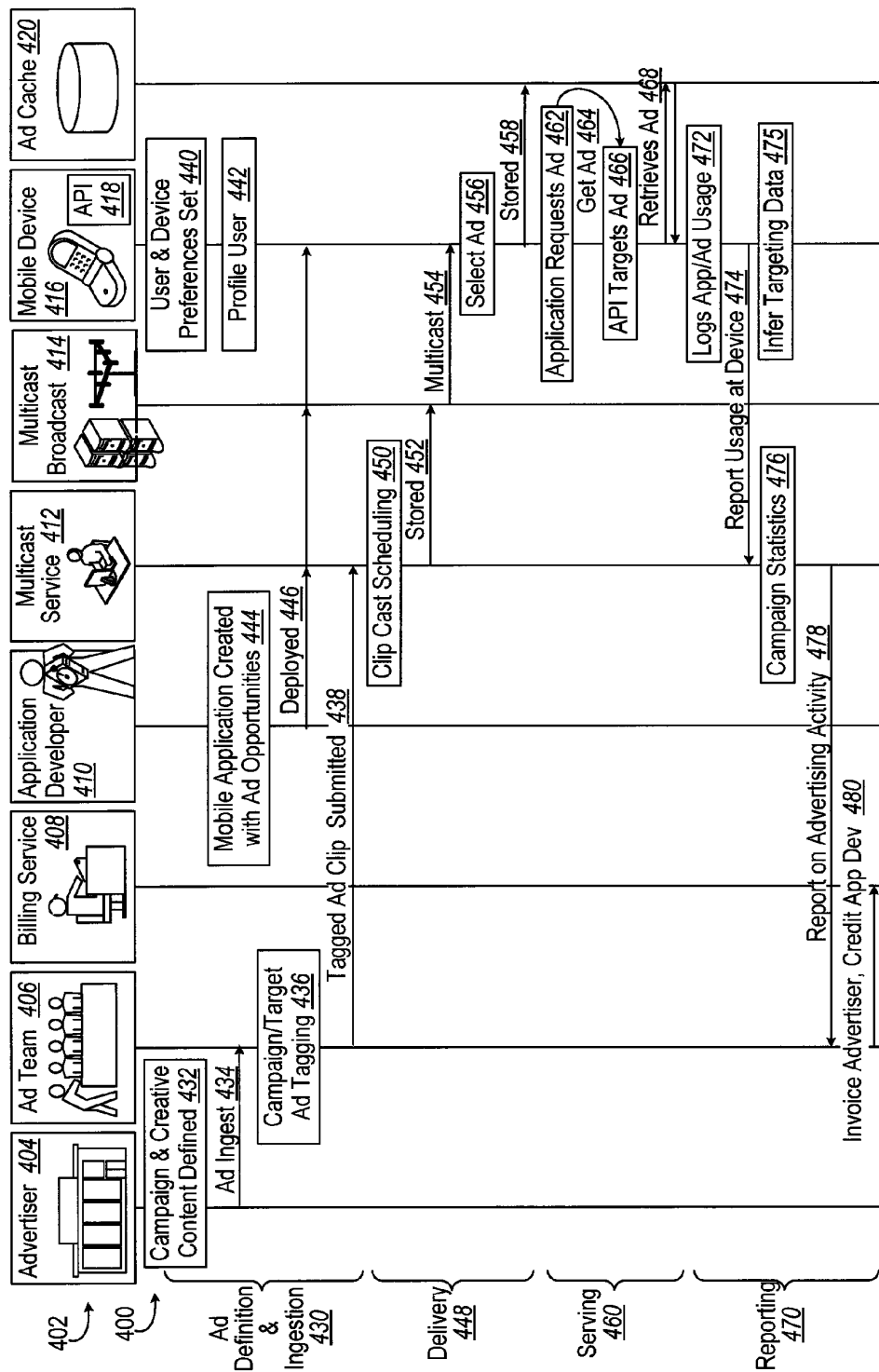


FIG. 4

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