

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

(10) **Patent No.:** **US 6,332,127 B1**  
 (45) **Date of Patent:** **Dec. 18, 2001**

(54) **SYSTEMS, METHODS AND COMPUTER PROGRAM PRODUCTS FOR PROVIDING TIME AND LOCATION SPECIFIC ADVERTISING VIA THE INTERNET**

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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.

(21) Appl. No.: **09/238,474**

(22) Filed: **Jan. 28, 1999**

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

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

(58) Field of Search ..... 705/1, 14, 50,  
 705/86; 709/218, 227

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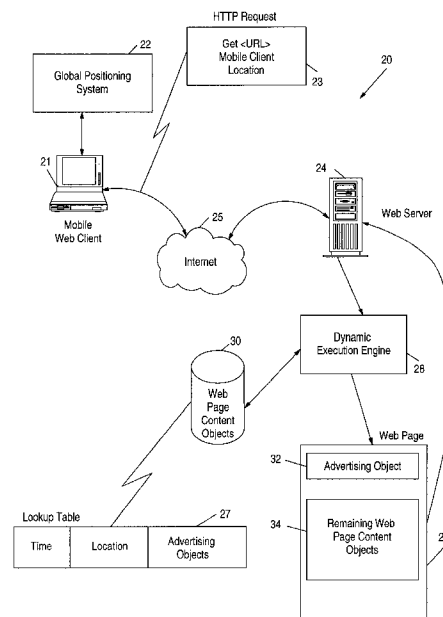
Primary Examiner—Stephen Gravini

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(57) **ABSTRACT**

Systems, methods and computer program products are provided for selecting an advertising object to be displayed within a Web page requested by a user based on the geographic location of the user and/or on the time of day. Systems, methods and computer program products are provided for validating an offer within an advertising object of a Web page displayed within a Web client in communication with a Web server. Systems, methods and computer program products are also provided for changing content within an object displayed within a Web page based on changes in geographic location of a user. In addition, systems, methods and computer program products are provided for redeeming an electronic coupon stored within a first computing device, wherein the electronic coupon is valid within a designated geographic region and for a designated period of time.

**39 Claims, 7 Drawing Sheets**



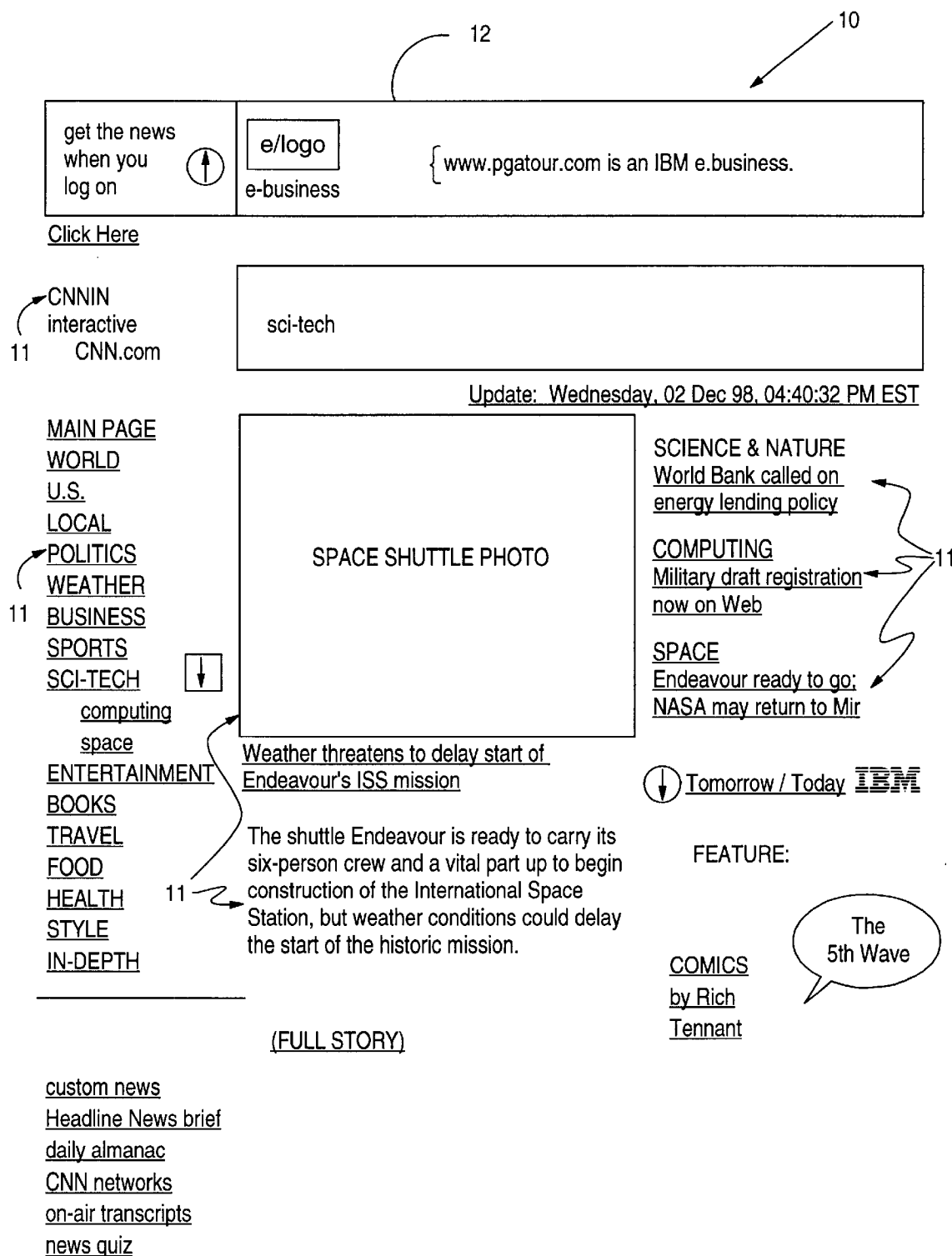


FIG. 1

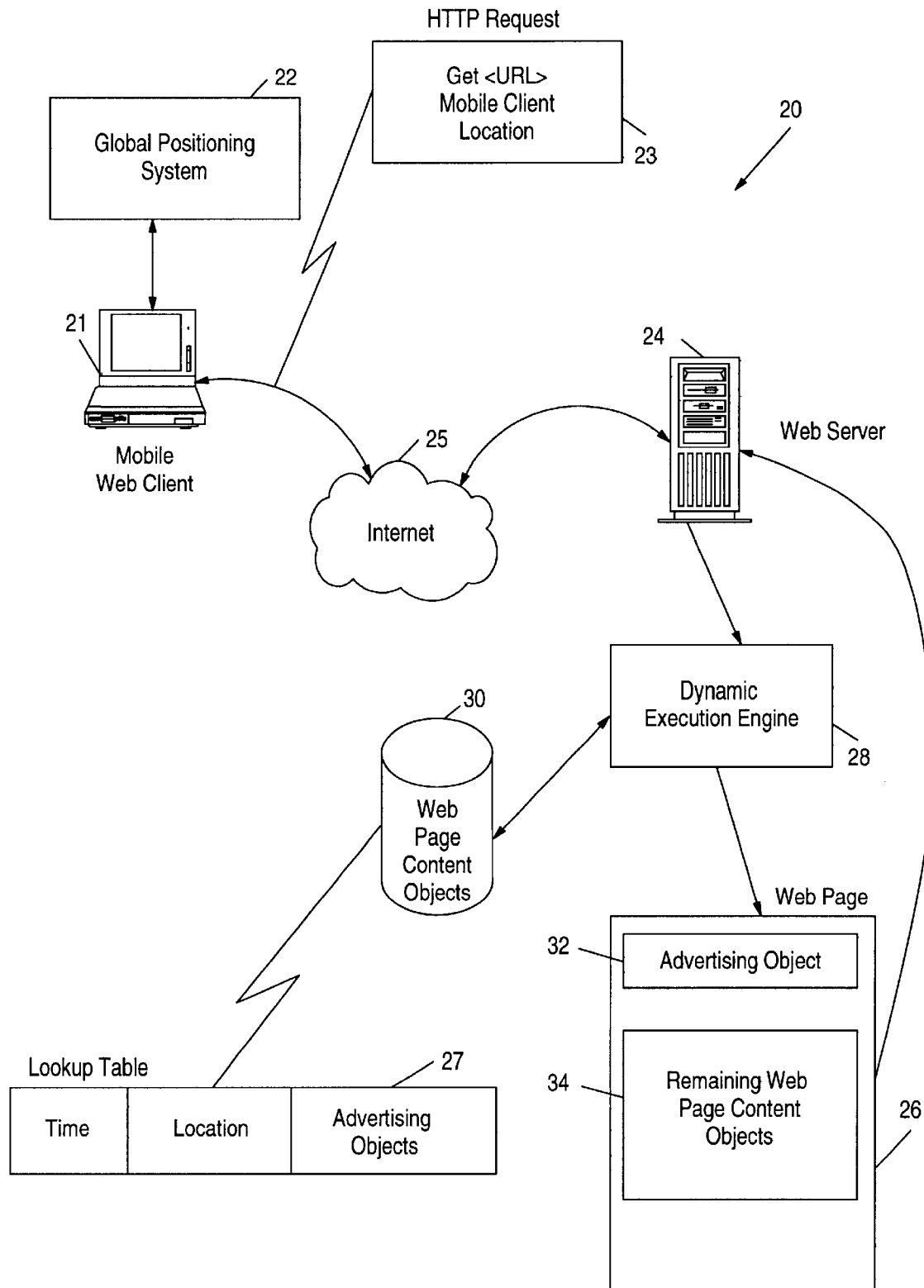


FIG. 2

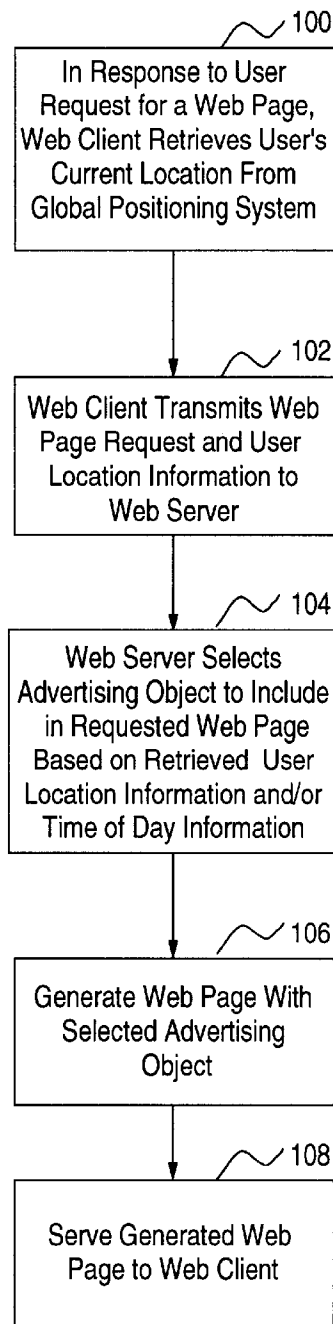


FIG. 3

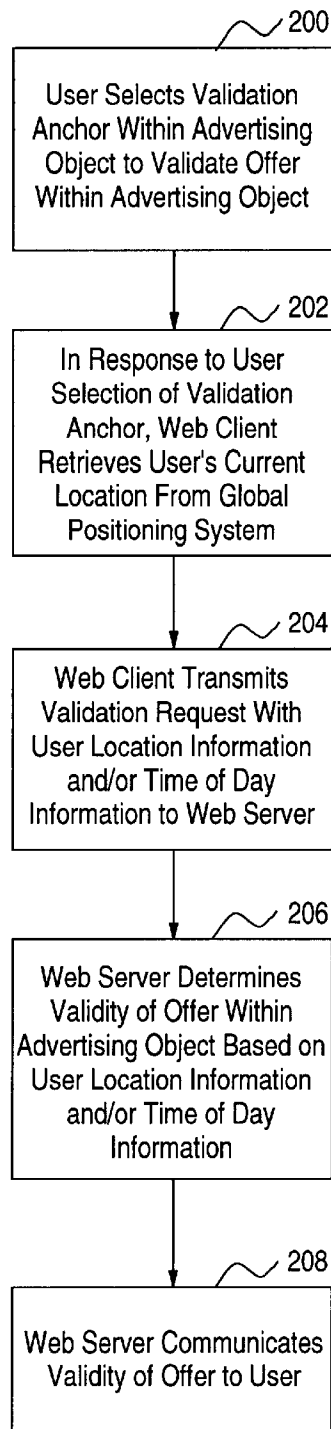


FIG. 5

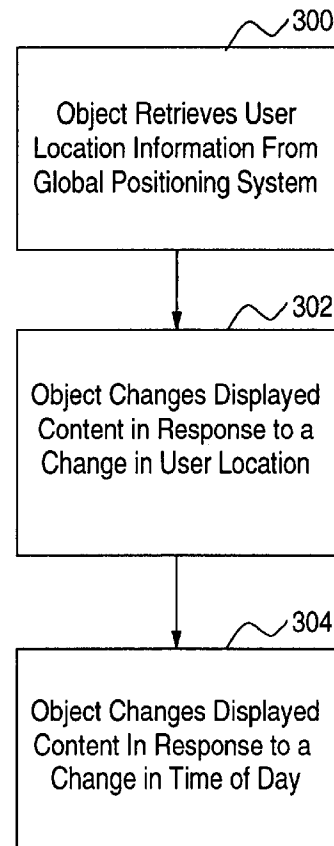


FIG. 7

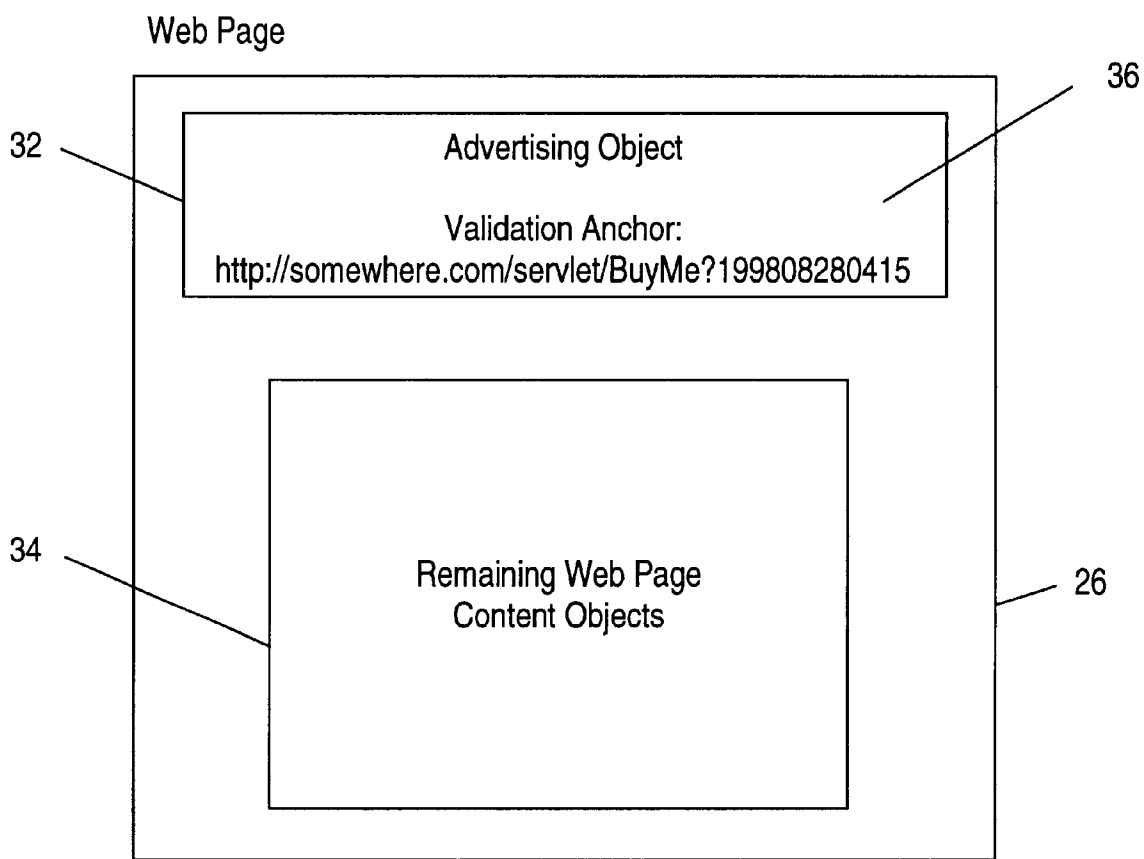


FIG. 4

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