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Pasha et al.

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(54) **APPLICATION INSTALLATION SYSTEM**

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(52) **U.S. Cl.**
  CPC *G06F 8/61* (2013.01); *H04L 67/34* (2013.01)

(58) **Field of Classification Search**
  CPC G06F 8/60; G06F 8/61; H04L 67/34
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  See application file for complete search history.

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(57) **ABSTRACT**

In one embodiment, a method includes presenting, in a user interface of a host application, content that includes a download link referencing a downloadable application, wherein the user interface of the host application performs operations unrelated to downloading applications, receiving, in the host application, selection of the download link, and downloading and installing the host application while the host application performs the operations unrelated to downloading applications. The downloading and installing comprises sending, to a server computer system, a request to download the downloadable application, receiving an application package that corresponds to the downloadable application, and installing the downloadable application on the computer system from the application package by executing program code having permission to install applications. The content may include an advertisement for the application, and the advertisement may include the download link. The download link may identify the server computer system and the application package.

20 Claims, 6 Drawing Sheets
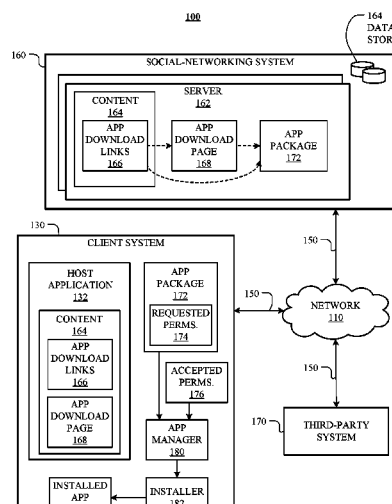
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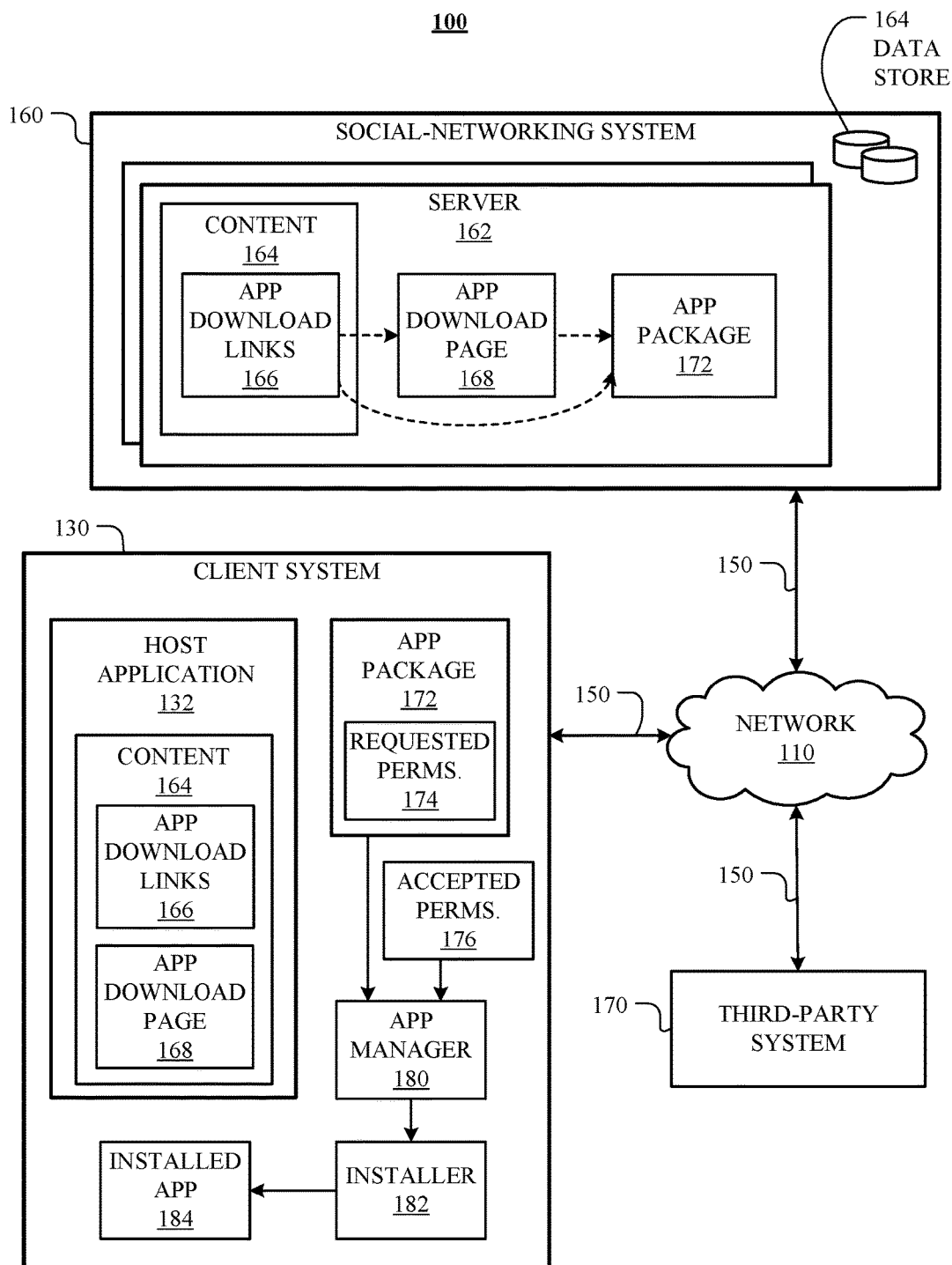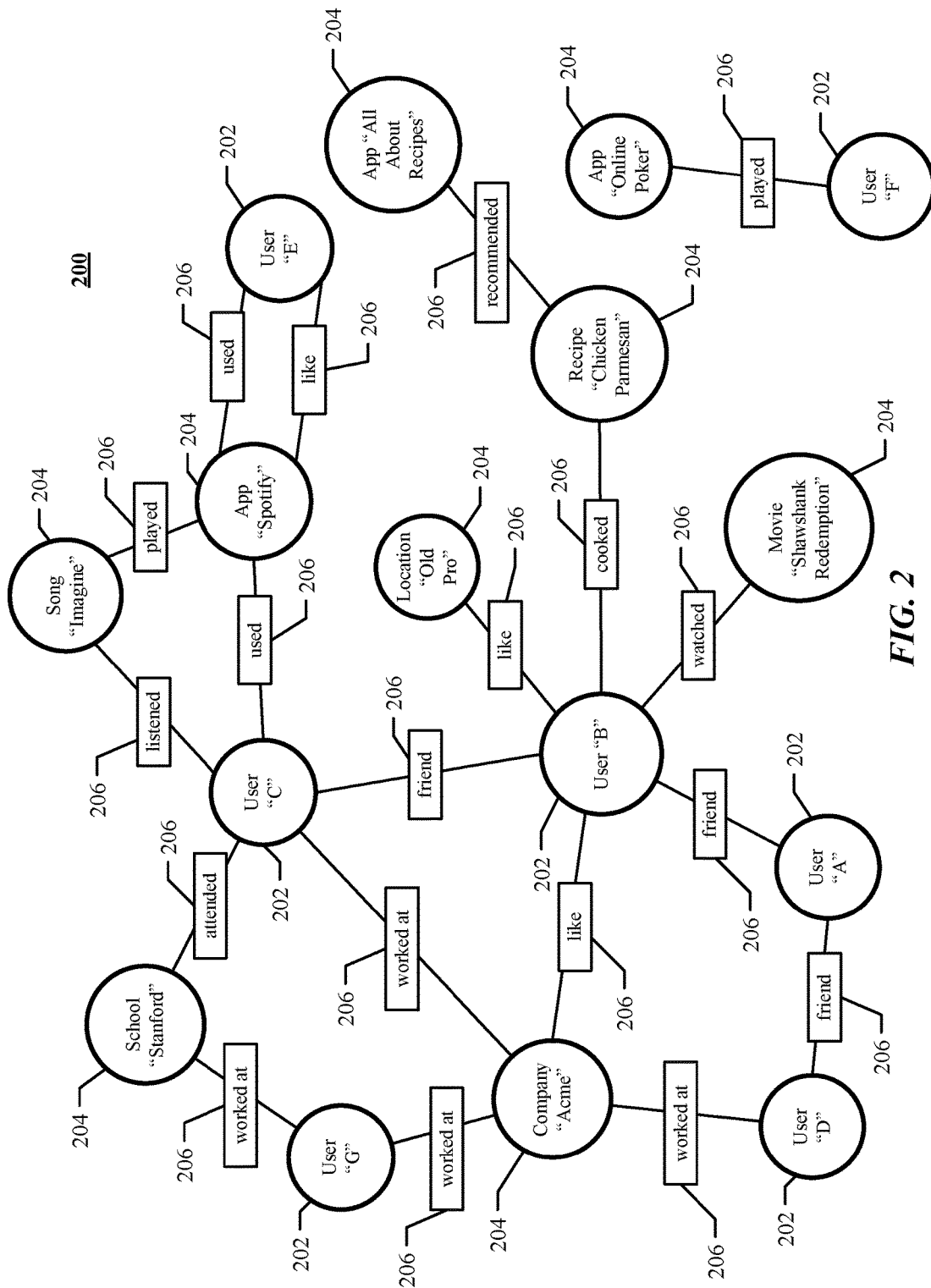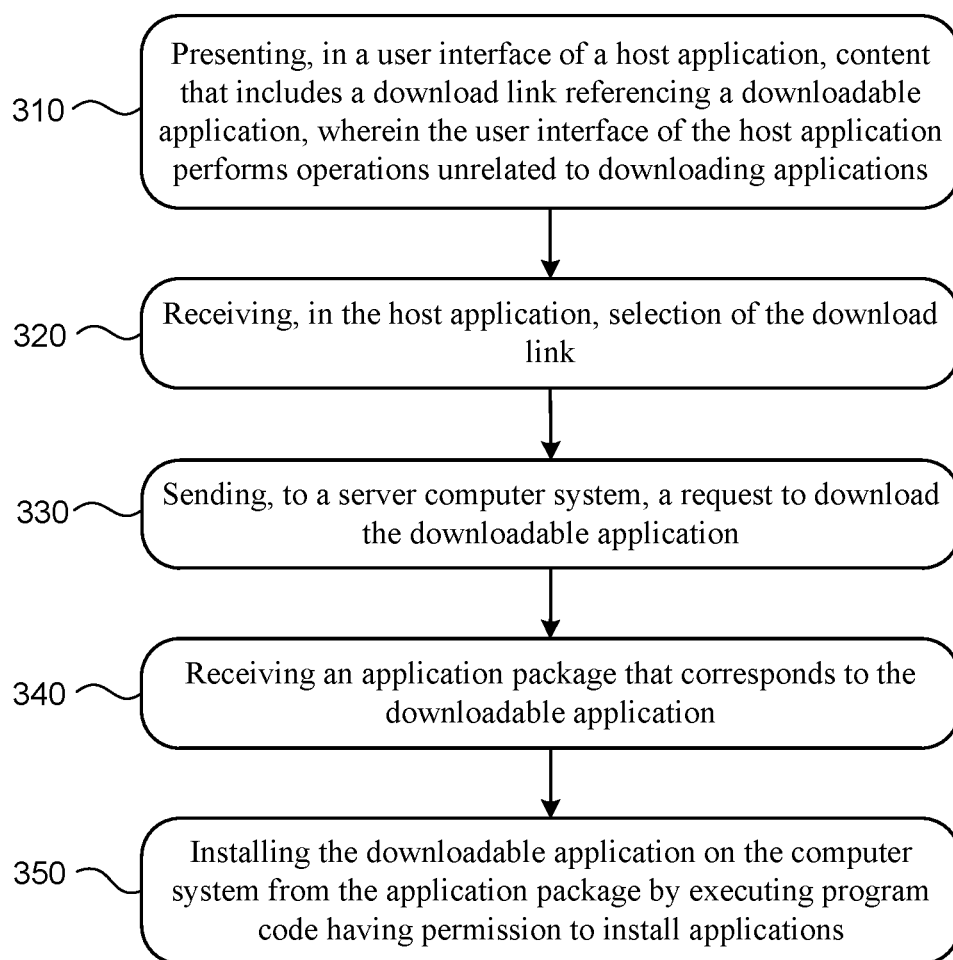
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FIG. 1

200

FIG. 2

<u>300</u>

310 — Presenting, in a user interface of a host application, content that includes a download link referencing a downloadable application, wherein the user interface of the host application performs operations unrelated to downloading applications

320 — Receiving, in the host application, selection of the download link

330 — Sending, to a server computer system, a request to download the downloadable application

340 — Receiving an application package that corresponds to the downloadable application

350 — Installing the downloadable application on the computer system from the application package by executing program code having permission to install applications

FIG. 3

DOCKET ALARM

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