(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization
International Bureau

(43) International Publication Date
7 December 2006 (07.12.2006)

PCT

(10) International Publication Number
WO 2006/130258 A2

(51) International Patent Classification: Not classified

(21) International Application Number:
PCT/US2006/015054

(22) International Filing Date: 21 April 2006 (21.04.2006)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
11/139,750 27 May 2005 (27.05.2005) US

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(81) Designated States *(unless otherwise indicated, for every kind of national protection available)*: AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, LY, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NG, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SM, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

(84) Designated States *(unless otherwise indicated, for every kind of regional protection available)*: ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IS, IT, LT, LU, LV, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

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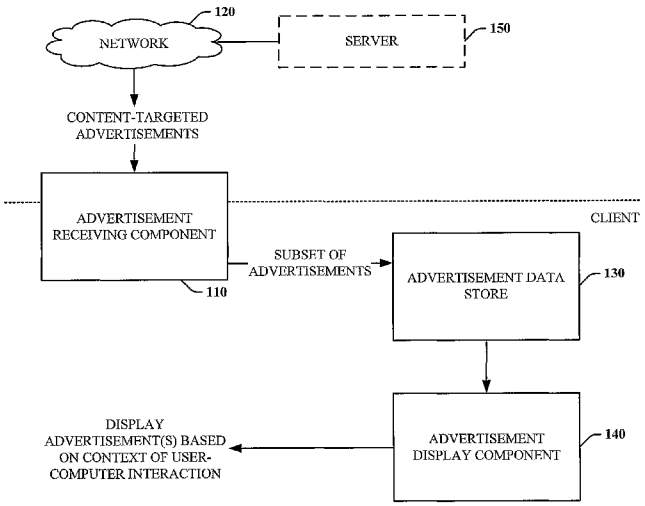
— *as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii))*

Published:

— *without international search report and to be republished upon receipt of that report*

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(54) **Title:** ADVERTISING IN APPLICATION PROGRAMS



(57) **Abstract:** The invention provides a unique system and method that facilitates displaying content-targeted advertisements within applications running on an end-user or client computer. To mitigate privacy concerns, one or more advertisements can be stored on a client computer. At least one advertisement can be displayed on the client based at least in part on the context relating to the user's interaction with the client. By doing so, the user's private data is not passed to the server - meanwhile content-targeted advertising processing can be run on the user's content to determine which advertisements to display. Different forms of advertisements can be displayed to the user when the client is offline or online to facilitate optimizing use interaction with the advertisements and billing capabilities. To ensure that advertisements are displayed when content is displayed on a client, various encryption and decryption techniques can be employed to mitigate tampering of advertisement display code.

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