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

(19) World Intellectual Property Organization
International Bureau

(43) International Publication Date
17 May 2001 (17.05.2001)

PCT

(10) International Publication Number
WO 01/35302 A1

(51) International Patent Classification[7]: G06F 17/60

(21) International Application Number: PCT/US00/30987

(22) International Filing Date:
13 November 2000 (13.11.2000)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
60/164,985 11 November 1999 (11.11.1999) US

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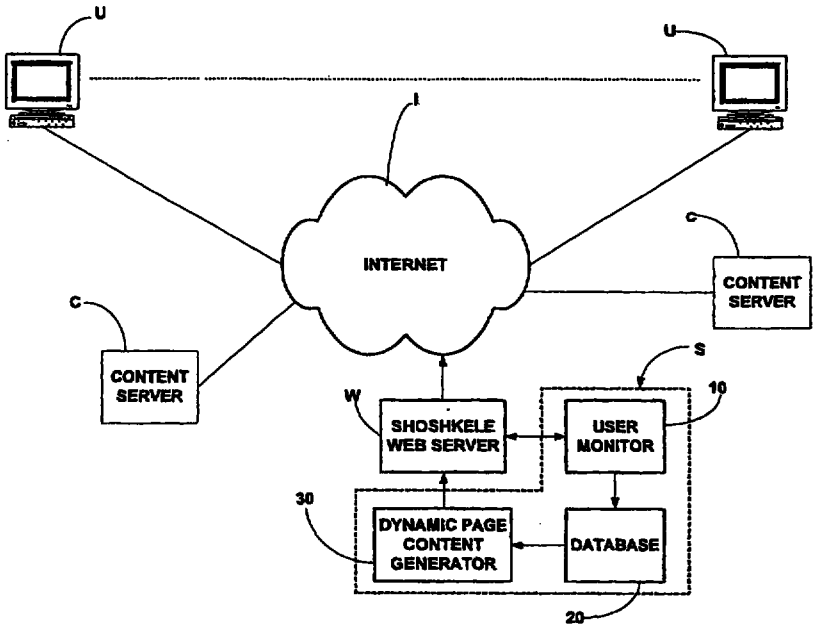
(81) Designated States *(national)*: AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CR, CU, CZ, DE, DK, DM, EE, ES, FI, GB, GD, GE, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, TZ, UA, UG, US, UZ, VN, YU, ZA, ZW.

(84) Designated States *(regional)*: ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).

Published:
— *With international search report.*
— *Before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments.*

[Continued on next page]

(54) Title: COMPUTERIZED ADVERTISING METHOD AND SYSTEM



(57) Abstract: Advertising is presented on a computer screen (10) in the form of an animated multimedia character (30) that will be referred to here as a "Shoshkele". The Shoshkele appears on the screen in an intrusive way at times which, to the user, are unpredictable, and it is entirely out of his control. The Shoshkele can move over the entire screen and is in the top layer of the display of the browser program, so it is not covered up by any window or object. It can also provide sound, including speech, music and sound effects. The sporadic appearance of the shoshkele and its entertainment value draw the attention of the user. The present advertising concept and shoshkeles can be realized with existing technologies (20).

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