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

(19) World Intellectual Property Organization
International Bureau

(43) International Publication Date
22 July 2004 (22.07.2004)

PCT

(10) International Publication Number
WO 2004/061799 A3

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

(21) International Application Number:
PCT/US2003/034149

(22) International Filing Date: 28 October 2003 (28.10.2003)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
10/281,611 28 October 2002 (28.10.2002) US

(71) Applicant and
(72) Inventor: GOTFRIED, Bradley, L. [AU/US]; 8949 SE Bridge Road, Hobe Sound, FL 33455 (US).

(74) Agent: STEELE, Rodman, J., Jr.; Akerman, Senterfitt, P.O. Box 3188, West Palm Beach, FL 33402-3188 (US).

(81) Designated States *(national)*: AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, ES, FI, GB, GD, GE, GH, GM, 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, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, UZ, VC, VN, YU, ZA, ZM, ZW.

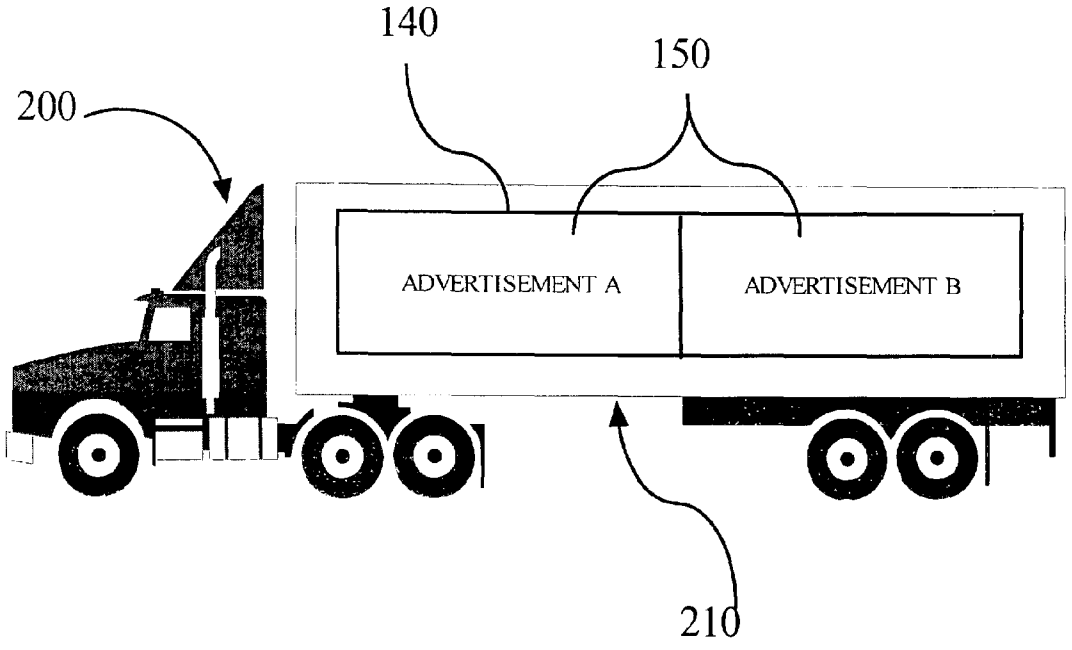
(84) Designated States *(regional)*: ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PT, RO, SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, 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*

(88) Date of publication of the international search report:
14 July 2005

*For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.*

(54) Title: STORAGE CONTAINER ADVERTISING METHOD




(57) Abstract: A method of generating advertising revenue includes purchasing from a prior owner (120) a portable display structure (130, 210) having at least one advertising surface (140) for displaying at least one advertisement (150), leasing the portable display structure to the prior owner (120), and selling at least a portion of the advertising surface (140) to at least one advertiser (180) thereby providing the at least one advertiser (180) with an advertising medium. The at least one advertiser can include a prior owner and a third party. The portable display structure can be a transportation vehicle (200) for transporting goods or passenger.

WO 2004/061799 A3