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

(19) World Intellectual Property Organization
International Bureau

(43) International Publication Date
25 November 2010 (25.11.2010)

PCT

(10) International Publication Number
WO 2010/135001 A3

(51) International Patent Classification:
G06Q 30/00 (2006.01) *G06F 21/24* (2006.01)
G06Q 50/00 (2006.01)

(21) International Application Number:
PCT/US2010/001509

(22) International Filing Date:
21 May 2010 (21.05.2010)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
61/180,359 21 May 2009 (21.05.2009) US

(71) Applicant *(for all designated States except US)*: **INTERTRUST TECHNOLOGIES CORPORATION** [US/US]; 955 Stewart Drive, Sunnyvale, California 94085 (US).

(72) Inventors; and

(75) Inventors/Applicants *(for US only)*: **MAHER, David P.** [US/US]; 1566 Wetmore Road, Livermore, California 94550 (US). **KHAMBETE, Prasad M.** [IN/US]; 20200 Lucille Avenue #113, Cupertino, California 95014 (US). **SANAGAVARAPU, Prasad** [US/US]; 3786 Pinewood Place, Santa Clara, California 95054 (US). **TENNETI, Sanjeev** [US/US]; 247 Michigan Road, Milpitas, California 95035 (US). **GRADHOMME, Laurent** [FR/US]; 330 Sierra Vista Avenue #22, Mountain View, California 94043 (US).

(74) Agent: **THAYER, Linda J.**; Finnegan, Henderson, Farabow, Garrett & Dunner LLP, 901 New York Avenue, N.W., Washington, D.C., District of Columbia 20001-4413 (US).

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

[Continued on next page]

(54) Title: CONTENT DELIVERY SYSTEMS AND METHODS

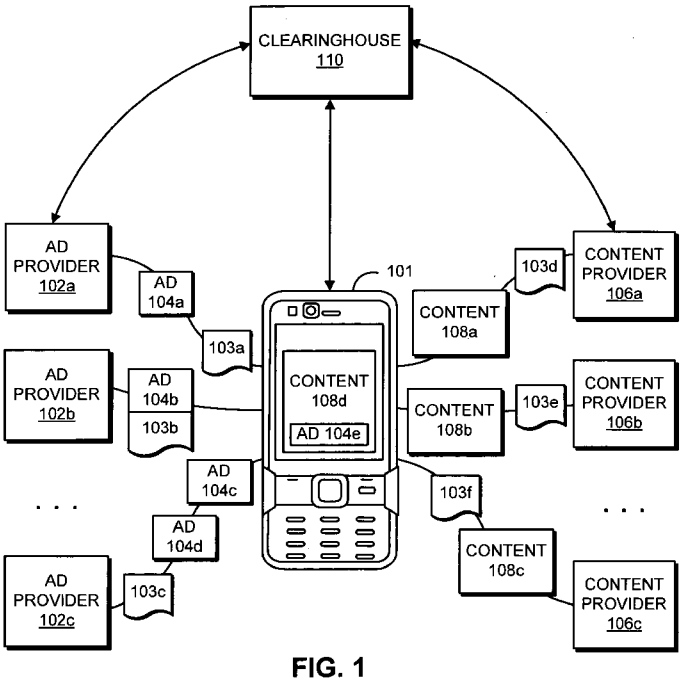


FIG. 1

(57) Abstract: A method for distributing an electronic content item for consumption with advertisements is provided. In one embodiment, a content provider creates a license identifying one or more slots within an electronic content item at which advertisements are to be inserted. The license specifies one or more types of advertisements that are not permitted to be inserted into the slots, and also specifies criteria for dynamically selecting advertisements to insert into the one or more slots. The content provider securely associates the electronic license with the electronic content item and distributes the electronic content item and the electronic license to a third party for consumption or subsequent transfer to an end user.

WO 2010/135001 A3

(84) Designated States *(unless otherwise indicated, for every kind of regional protection available)*: ARIPO (BW, GH, GM, KE, LR, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AL, AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, SE, SI, SK, SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Declarations under Rule 4.17:

— *as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))*

Published:

— *with international search report (Art. 21(3))*

— *before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments (Rule 48.2(h))*

(88) Date of publication of the international search report:
3 February 2011