

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
10 April 2008 (10.04.2008)

PCT

(10) International Publication Number
WO 2008/042804 A2

(51) International Patent Classification: **Not classified**

(21) International Application Number:
PCT/US2007/079974

(22) International Filing Date:
28 September 2007 (28.09.2007)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
60/848,116 29 September 2006 (29.09.2006) US

(71) Applicant (for all designated States except US): **NO-MADIX, INC.** [US/US]; 1100 Business Center Circle, Newbury Park, CA 91320 (US).

(72) Inventors; and

(75) Inventors/Applicants (for US only): **PITCHAIKANI, Balaji** [US/US]; 2053 Grant Road PMB 111, Los Altos, CA 94024 (US). **BRUSSEAU, Eric, Christopher** [US/US]; 230 Greenmeadow Avenue, Thousand Oaks, CA 91320 (US). **OLSHANSKY, Vadim** [US/US]; 18645 Hatteras Street, #248, Tarzana, CA 91356 (US). **FELDMAN, Peter, Matthew** [US/US]; 1320 Milagro Drive,

Austin, Texas 78733 (US). **ZUMBAHLEN, Charles, Scott** [US/US]; 2517 South St. Paul Street, Denver, CO 80210 (US). **SALEM, Elyas, Manzar** [AU/US]; 1 Olympic Drive, South Barrington, Illinois 60010 (US).

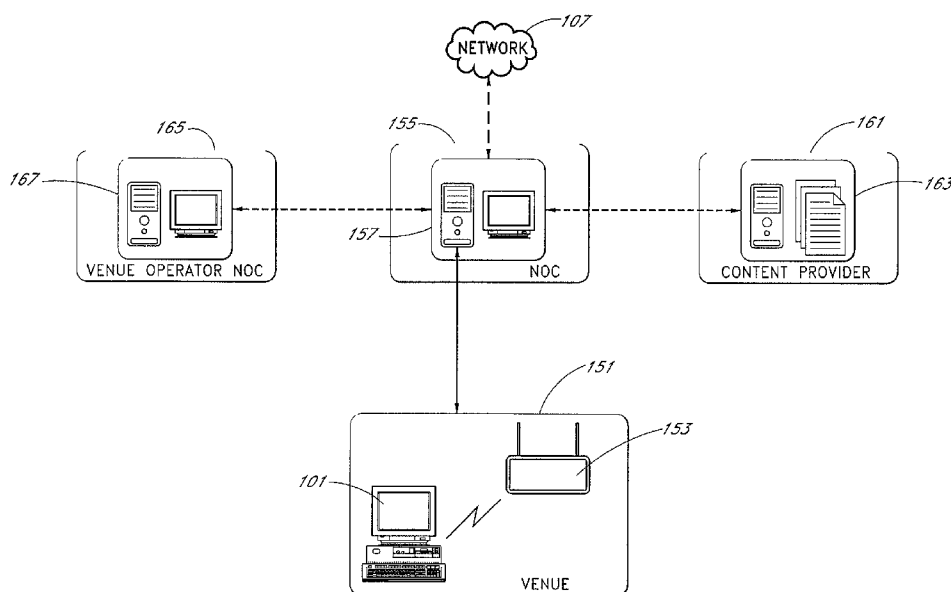
(74) Agent: **DELANEY, Karoline, A.**; Knobbe, Martens, Olson & Bear, LLP, 2040 Main Street, 14th Floor, Irvine, CA 92614 (US).

(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BH, BR, BW, BY, BZ, CA, CH, 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, PG, PH, PL, PT, RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, SV, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, 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, MT, NL, PL,

[Continued on next page]

(54) Title: SYSTEMS AND METHODS FOR INJECTING CONTENT



(57) Abstract: Aspects of the present disclosure include systems and methods for injecting content into a webpage at or local to a network access gateway. For example, in an embodiment, a network access gateway is provided for accessing the internet. A user logs onto the internet through the network access gateway and request a webpage. The gateway requests the webpage from the webpage provider. Before the gateway delivers the webpage to the user, the gateway, or a content injection engine local to the gateway, injects content, such as, for example, advertisements or other useful information, into the webpage and then sends the altered webpage to the user.

WO 2008/042804 A2



PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM,
GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

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

Declaration under Rule 4.17:

— *of inventorship (Rule 4.17(iv))*