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(71) Applicant *(for all designated States except US)*: **MICROSOFT CORPORATION** [US/US]; One Microsoft Way, Redmond, Washington 98052-6399 (US).

(72) Inventors: **VAIDYANATHAN, Shankar**; c/o Microsoft Corporation, One Microsoft Way, Redmond, Washington 98052-6399 (US). **SINGH, Balbir**; c/o Microsoft Corporation, One Microsoft Way, Redmond, Washington 98052-6399 (US). **VADDADI, Phani, K.**; c/o Microsoft Corporation, One Microsoft Way, Redmond, Washington 98052-6399 (US).

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(54) **Title**: INTERACTIVE HOST-AWARE ADVERTISING

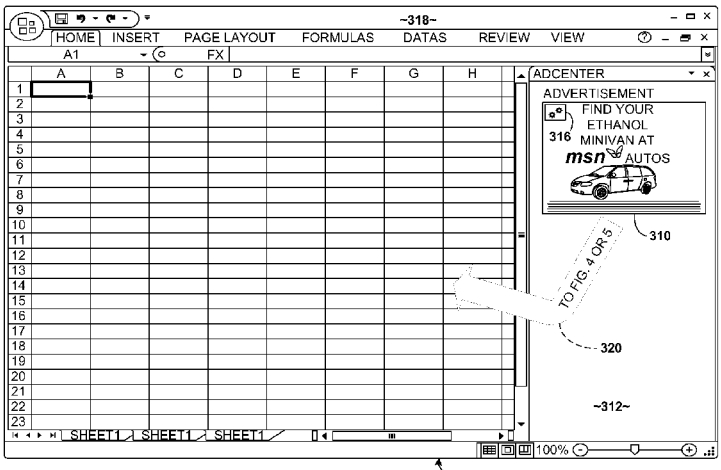


*FIG. 3.*

(57) **Abstract**: Embodiments of the invention provide methods, systems, and media for, among other thigns, enabling an advertisement to interact with a software application. This can include receiving advertising content that is to be hosted by a software application. The advertising content can include an advertisement to be presented as well as an object that includes product information. The object can be interacted with by the software application. The product information relates to a product offering that is being promoted by the advertisement. Methods further include presenting the advertisement within the software application, and enabling interaction with the software application such that the product information is utilized by the software application to present a presentation that becomes part of a work of the software application. The software application can then be used to modify imported product information.

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