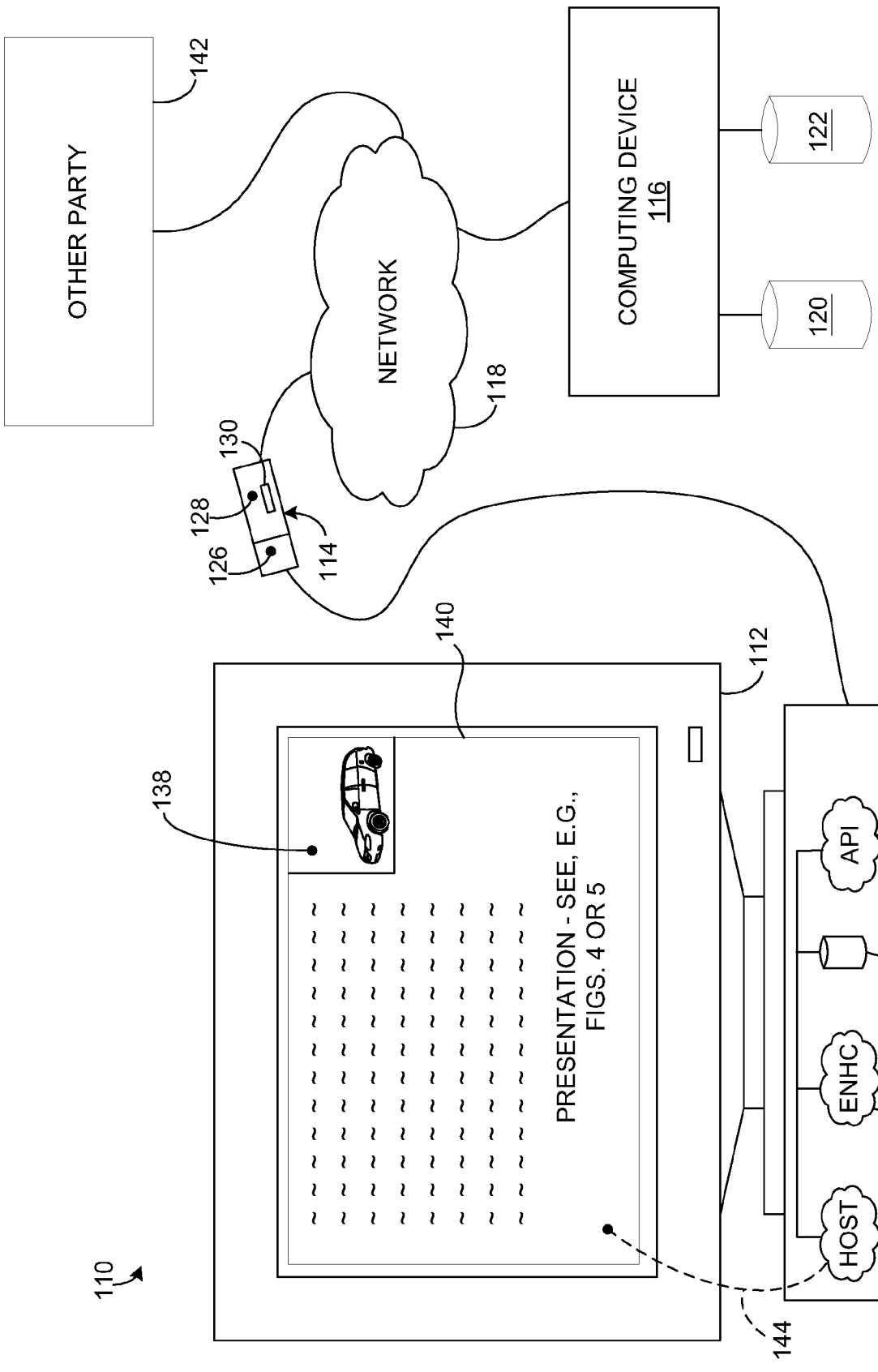

OTHER PARTY
142
NETWORK
118
COMPUTING DEVICE
116
122
120
130
128
126
114
140
112
138
PRESENTATION - SEE, E.G.,
FIGS. 4 OR 5
API
136
134
ENHC
132
HOST
124
110
144

FIG. 1.

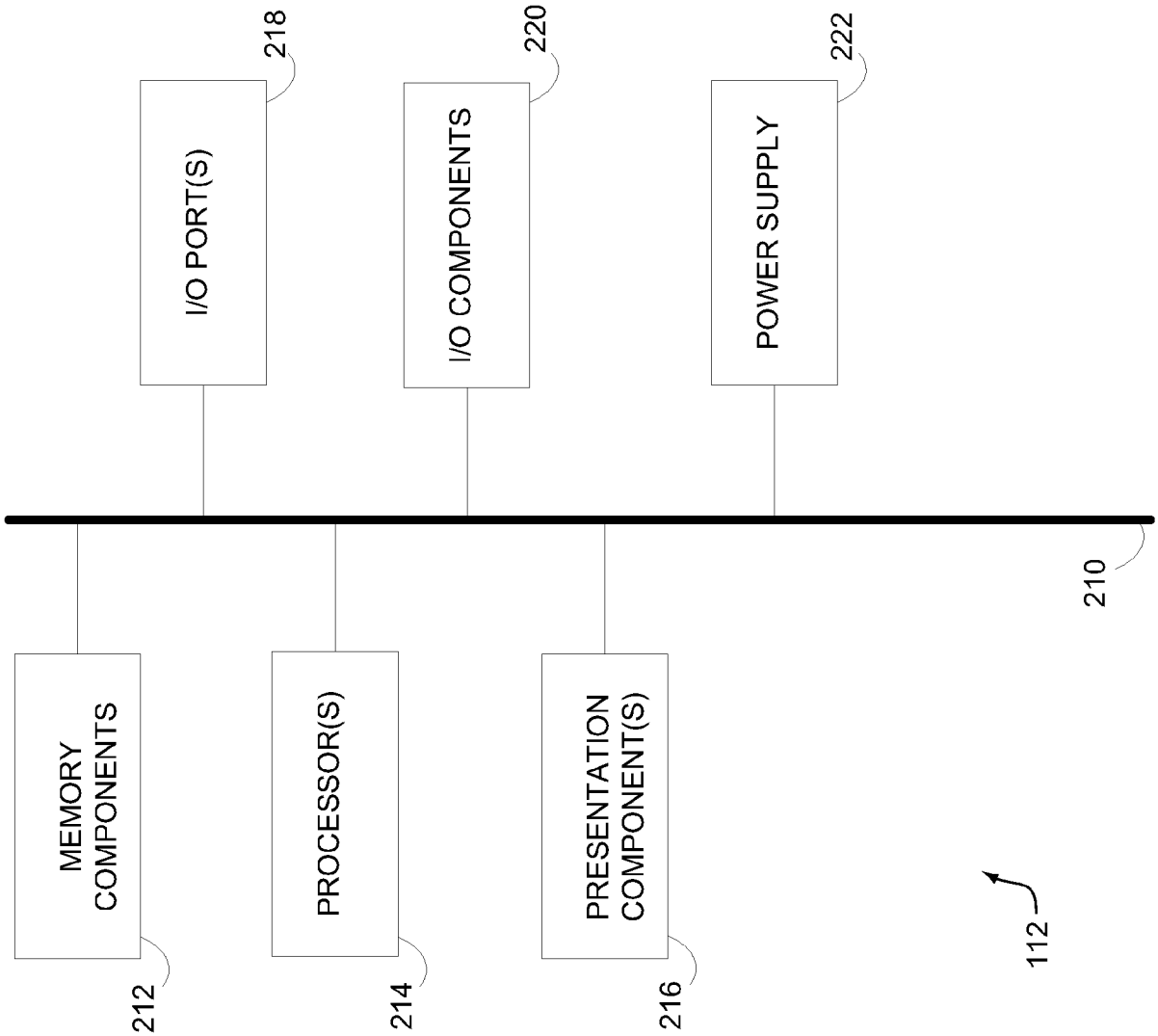

I/O PORT(S)
218
I/O COMPONENTS
220
POWER SUPPLY
222
210
MEMORY COMPONENTS
212
PROCESSOR(S)
214
PRESENTATION COMPONENT(S)
216
112

FIG. 2.

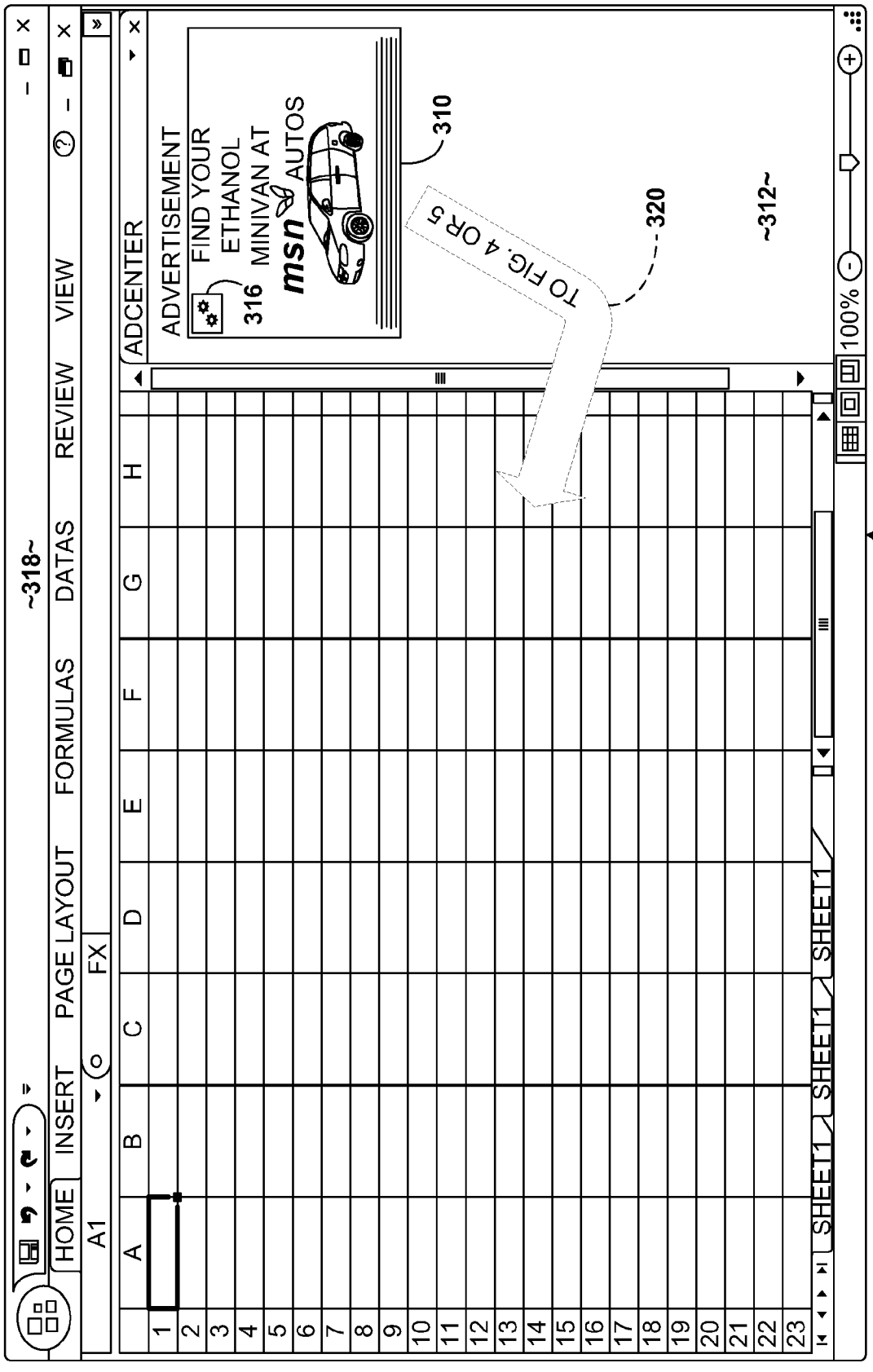

~318~
HOME
INSERT
PAGE LAYOUT
FORMULAS
DATAS
REVIEW
VIEW
A1
FX
ADCENTER
ADVERTISEMENT
FIND YOUR
ETHANOL
MINIVAN AT
msn AUTOS
316
310
TO FIG. 4 OR 5
320
~312~
SHEET1
SHEET1
SHEET1
100%
314

FIG. 3.

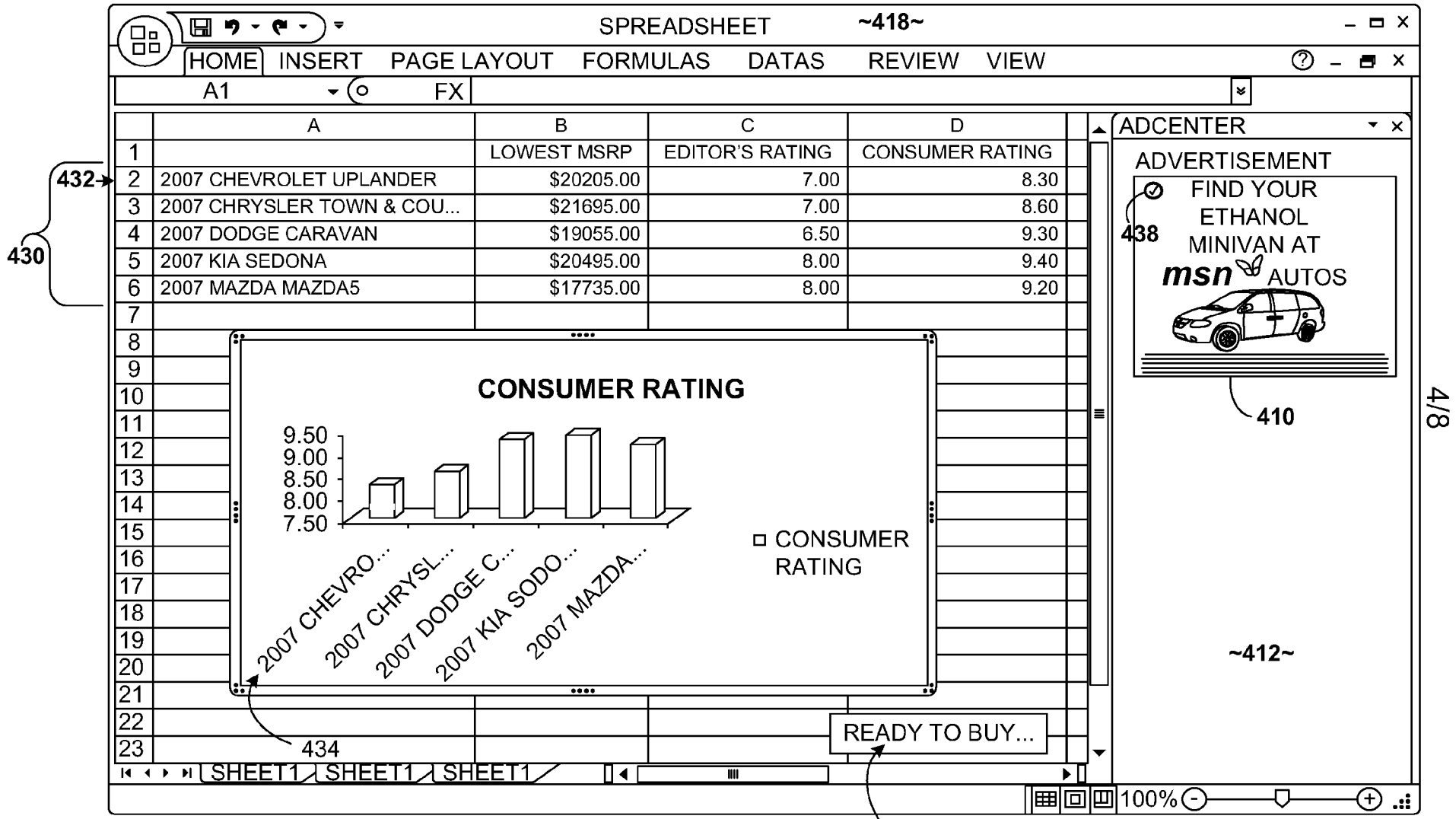

SPREADSHEET
~418~
HOME
INSERT
PAGE LAYOUT
FORMULAS
DATAS
REVIEW
VIEW
A1
FX
A
B
C
D
1
LOWEST MSRP
EDITOR'S RATING
CONSUMER RATING
2
2007 CHEVROLET UPLANDER
$20205.00
7.00
8.30
3
2007 CHRYSLER TOWN & COU...
$21695.00
7.00
8.60
4
2007 DODGE CARAVAN
$19055.00
6.50
9.30
5
2007 KIA SEDONA
$20495.00
8.00
9.40
6
2007 MAZDA MAZDA5
$17735.00
8.00
9.20
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
CONSUMER RATING
9.50
9.00
8.50
8.00
7.50
2007 CHEVRO...
2007 CHRYSL...
2007 DODGE C...
2007 KIA SODO...
2007 MAZDA...
CONSUMER RATING
434
READY TO BUY...
436
SHEET1
SHEET1
SHEET1
100%
ADCENTER
ADVERTISEMENT
FIND YOUR ETHANOL MINIVAN AT msn AUTOS
438
410
~412~
432
430
4/8

FIG. 4.

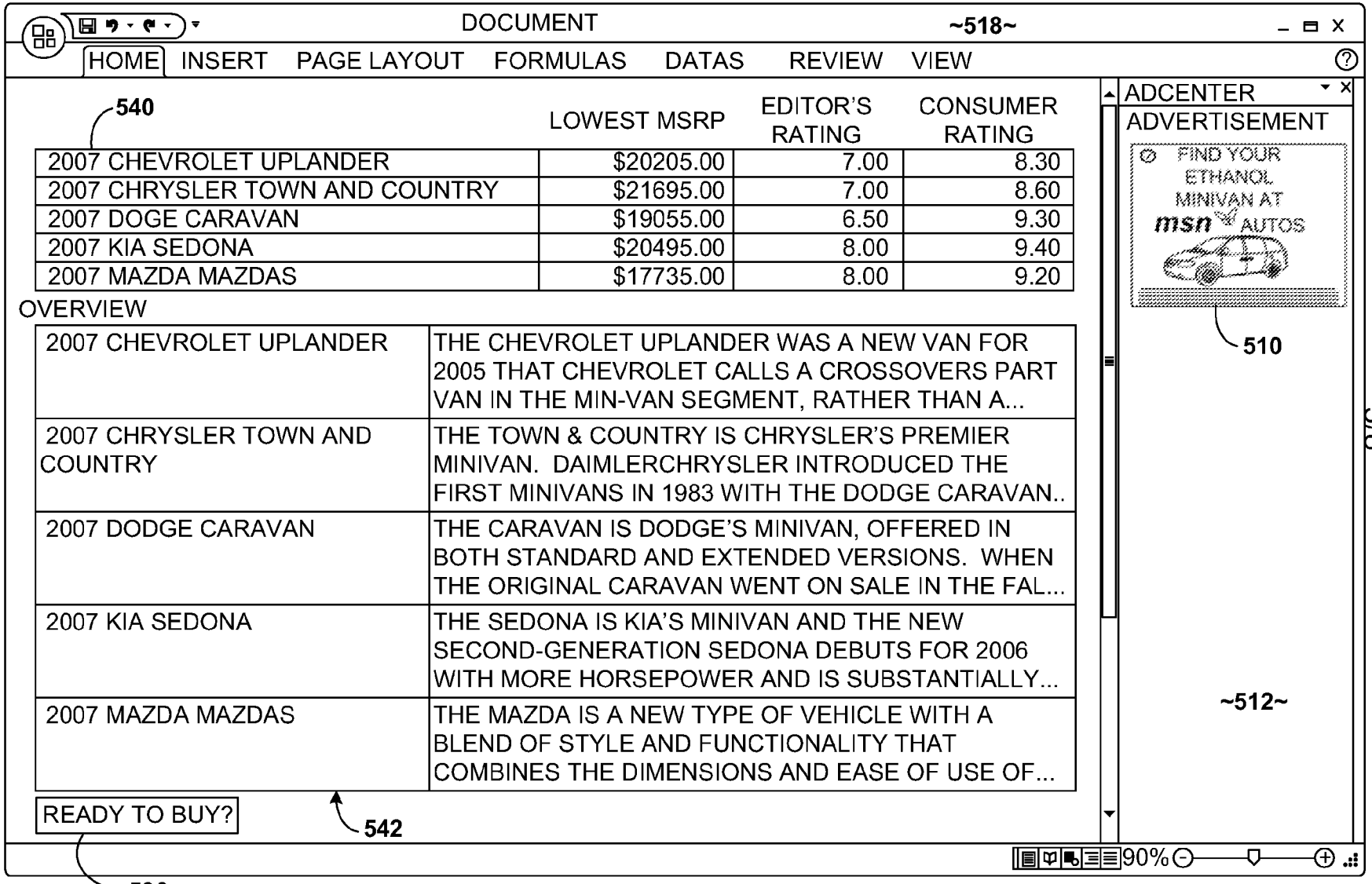

DOCUMENT
~518~
HOME
INSERT
PAGE LAYOUT
FORMULAS
DATAS
REVIEW
VIEW
540
LOWEST MSRP
EDITOR'S RATING
CONSUMER RATING
2007 CHEVROLET UPLANDER
$20205.00
7.00
8.30
2007 CHRYSLER TOWN AND COUNTRY
$21695.00
7.00
8.60
2007 DOGE CARAVAN
$19055.00
6.50
9.30
2007 KIA SEDONA
$20495.00
8.00
9.40
2007 MAZDA MAZDAS
$17735.00
8.00
9.20
OVERVIEW
2007 CHEVROLET UPLANDER
THE CHEVROLET UPLANDER WAS A NEW VAN FOR 2005 THAT CHEVROLET CALLS A CROSSOVERS PART VAN IN THE MIN-VAN SEGMENT, RATHER THAN A...
2007 CHRYSLER TOWN AND COUNTRY
THE TOWN & COUNTRY IS CHRYSLER'S PREMIER MINIVAN. DAIMLERCHRYSLER INTRODUCED THE FIRST MINIVANS IN 1983 WITH THE DODGE CARAVAN..
2007 DODGE CARAVAN
THE CARAVAN IS DODGE'S MINIVAN, OFFERED IN BOTH STANDARD AND EXTENDED VERSIONS. WHEN THE ORIGINAL CARAVAN WENT ON SALE IN THE FAL...
2007 KIA SEDONA
THE SEDONA IS KIA'S MINIVAN AND THE NEW SECOND-GENERATION SEDONA DEBUTS FOR 2006 WITH MORE HORSEPOWER AND IS SUBSTANTIALLY...
2007 MAZDA MAZDAS
THE MAZDA IS A NEW TYPE OF VEHICLE WITH A BLEND OF STYLE AND FUNCTIONALITY THAT COMBINES THE DIMENSIONS AND EASE OF USE OF...
READY TO BUY?
542
536
ADCENTER
ADVERTISEMENT
FIND YOUR ETHANOL MINIVAN AT msn AUTOS
510
~512~
90%

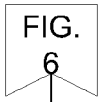
FIG. 5.

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<?xml  version="1.0" encoding="utf-8"?>
<adget
   xmlns="urn:schemas-microsoft-com:advertisement:adget"
   xmlns:adx="urn: schemas-microsoft-com:advertisement:adget:extension">
   <Adgetproperties xmmlns="urn:schemas-mmicrosoft-com:office:office">
       <Author>Cars.com</ Author>
       <Company>Cars.com Inc</ Company>
       <Publisher>Microsoft</ Publisher>
       <Version>1.00</Version>
       <Ad  Id="DSS003" />
       <Signature  xmlns="http://www.w3.org/2000/09/ xmldsig#">
          . . .
       <Signature>
   </ AdgetProperties>

   <AdgetData>
       <XmlDataSrource  Id="main"  Type="inline">
          <Table  HeaderRow="0">
             <Row>
610          <Cell/ >
             <Cell><Data  Type="String">Lowest  MSRP<Data></ Cell>
             <Cell  ><Data  Type="String">Editor's Rating</Data></ Cell>
             <Cell><Data  Type="String">Consumer  Rating</Data></ Cell>
             </ Row>
             <Row>
612          <Cell><Data  Type="String">2007  Chevrolet Uplander</Data></ Cell>
             <Cell><Data  Type="Number">$20,205</Data></ Cell>
             <Cell><Data  Type="Number">7.0</ Data></ Cell>
             <Cell><Data  Type="Number">8.3</ Data></ Cell>
             </ Row> . . .
          <Table>
       </ XmlDataSrource>
```

FIG. 7

FIG. 6.




```
<XmlDataSrource
    Id='liveData"
714 Type="live"
    Source="http://ads.msn.com/Adget.aspx?Ad=BSS003&amp;amp;Data=XDS033" />
  <AdgetData>
  <View>
      <FlowPanel>
          <GridPanel  Bind="AdgetData/Table[@id=main]"  />
          <Chart  type=Bar"  Title="Cars"  Name="Consumer  Rating">  ← 718
             <Series
                 Name="Consumer  Rating"
716 Source="adx:XmlDataSource ( 'main' )/Table/Row[Position>0] / Cell [Position=0] "
Xvalues="adx:XmlDataSource ( 'main' ) / Table/ Row[Position>0] / Cell[Position=3]"  />
          <Chart>
          <GridPanel  Title="Overview"  Bind="AdgetData/Table[@id=' liveData' ]  />  ← 720
      <FlowPanel>
  <View>
</ adget>
```


FIG. 7.

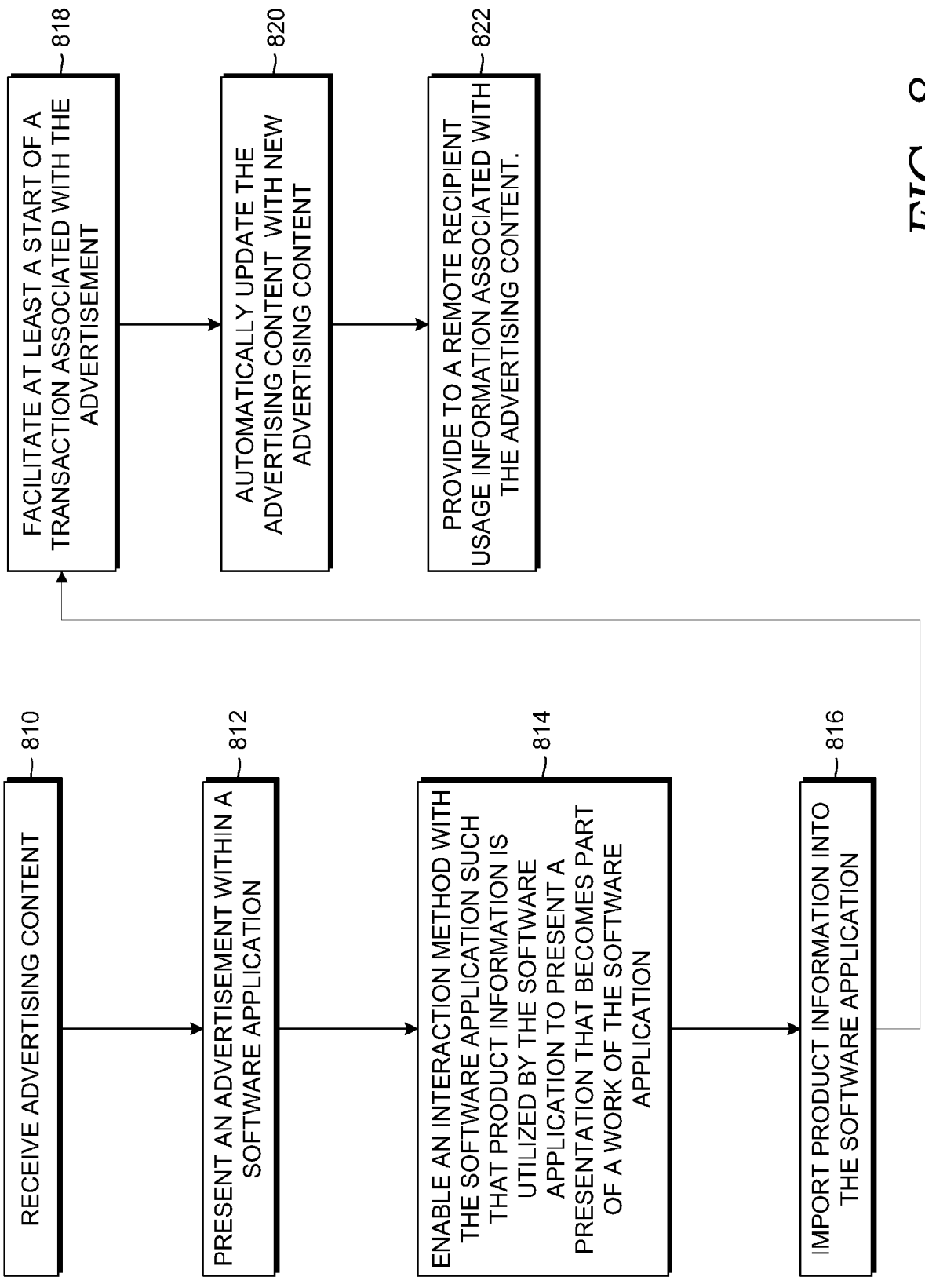

RECEIVE ADVERTISING CONTENT
810
PRESENT AN ADVERTISEMENT WITHIN A SOFTWARE APPLICATION
812
ENABLE AN INTERACTION METHOD WITH THE SOFTWARE APPLICATION SUCH THAT PRODUCT INFORMATION IS UTILIZED BY THE SOFTWARE APPLICATION TO PRESENT A PRESENTATION THAT BECOMES PART OF A WORK OF THE SOFTWARE APPLICATION
814
IMPORT PRODUCT INFORMATION INTO THE SOFTWARE APPLICATION
816
FACILITATE AT LEAST A START OF A TRANSACTION ASSOCIATED WITH THE ADVERTISEMENT
818
AUTOMATICALLY UPDATE THE ADVERTISING CONTENT WITH NEW ADVERTISING CONTENT
820
PROVIDE TO A REMOTE RECIPIENT USAGE INFORMATION ASSOCIATED WITH THE ADVERTISING CONTENT.
822

FIG. 8.