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Declarations under Rule 4.17:

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

[Continued on next page]

(54) **Title**: METHOD AND SYSTEM FOR PERFORMING ONLINE ADVERTISEMENT MONITORING

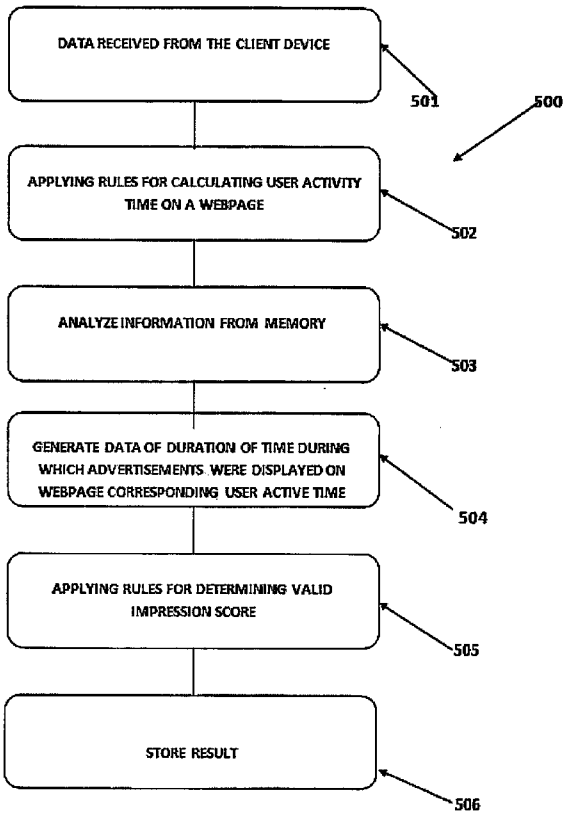


Figure 5

(57) **Abstract**: The present invention generally relates to the field of online advertising. More specifically, the present invention provides a method and system for monitoring and collecting user responses to advertisements when multiple advertisements are aggregated as slides in a single banner space rendered on user's display device. The method and system according to the present invention determines a valid impression score (VIS) by analyzing user active time on webpage, which further enables the advertisers to monitor whether the advertisements are viewed by the users or not. Also, the determined VIS enables removal/insertion/repositioning of one or multiple advertisements/slides in a banner advertisement. Generating accurate insights and results of effectiveness of advertisement for advertiser.

WO 2016/016904 A1

— *of inventorship (Rule 4.17(iv))*

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