11/04/03
2003020583

162162

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

(19) World Intellectual Property Organization
International Bureau

(43) International Publication Date
18 April 2002 (18.04.2002)

PCT

(10) International Publication Number
WO 02/31698 A1

(51) International Patent Classification[7]: G06F 17/30

(21) International Application Number: PCT/SG01/00202

(22) International Filing Date: 5 October 2001 (05.10.2001)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
09/686,902 12 October 2000 (12.10.2000) US

(71) Applicant: **E-BOOK SYSTEMS PTE. LTD.** [SG/SG]; Block 13, Lorong 8 Toa Payoh #06-03, Bradell Tech Park, Singapore 319261 (SG).

(72) Inventors: **SEET, Chern, Hway**; 72 Medway Drive, Singapore 556572 (SG). **CHOW, Chee, Kwan**; 6 Lorong 1 Realty Part, Singapore 536930 (SG). **TAN, Eugene, Eng, Khian**; 10 Sennett Drive, Singapore 466988 (SG). **WAN, Hong, Khoon**; 27 Jalan Intan, Singapore 668787 (SG). **HO, Seng, Beng**; 4 Lorong 37 Geylang #04-01, Singapore 387902 (SG).

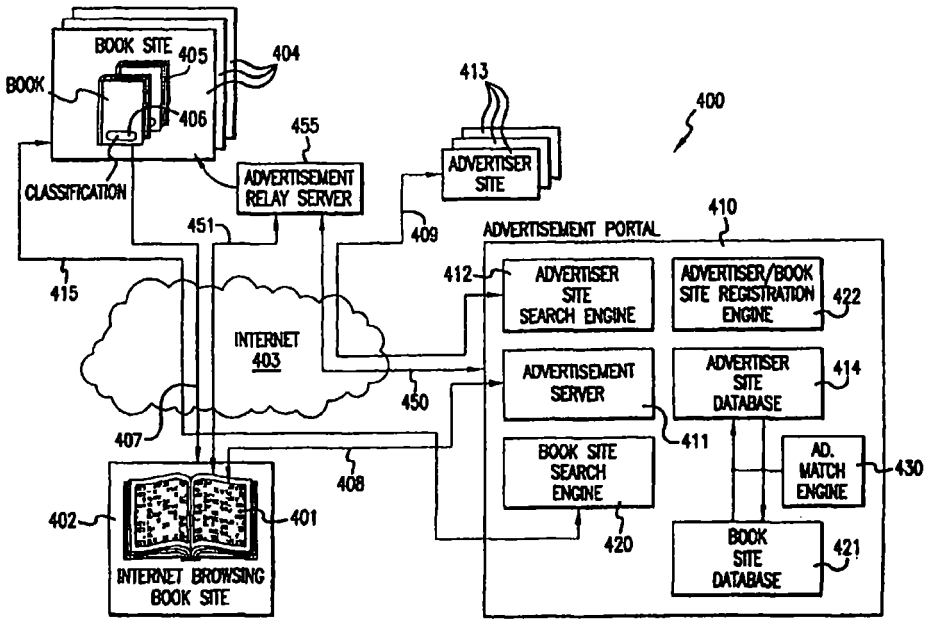
(74) Agent: **ELLA CHEONG MIRANDAH & SPRUSONS PTE LTD**; 111 North Bridge Road, #22-01/02/03, Peninsula Plaza, Singapore 179098 (SG).

(81) Designated States *(national)*: AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NO, NZ, PH, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, TZ, UA, UG, UZ, VN, YU, ZA, ZW.

(84) Designated States *(regional)*: ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

[Continued on next page]

(54) Title: METHOD AND SYSTEM FOR ADVERTISEMENT USING INTERNET BROWSER WITH BOOK-LINE INTERFACE



(57) Abstract: An electronic advertisement method and system for an Internet browser with a book-like page-based flipping interface. Full pages of electronic advertisements presented on the computer screen are possible without obstructing the viewing and reading of other contents. This benefits both the viewer as well as the advertiser. An advertisement matching/delivery system provides a novel method of inserting advertisements into content as well as a novel method for revenue sharing among the parties involved.

WO 02/31698 A1

ACTION

Published:
— *with international search report*

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