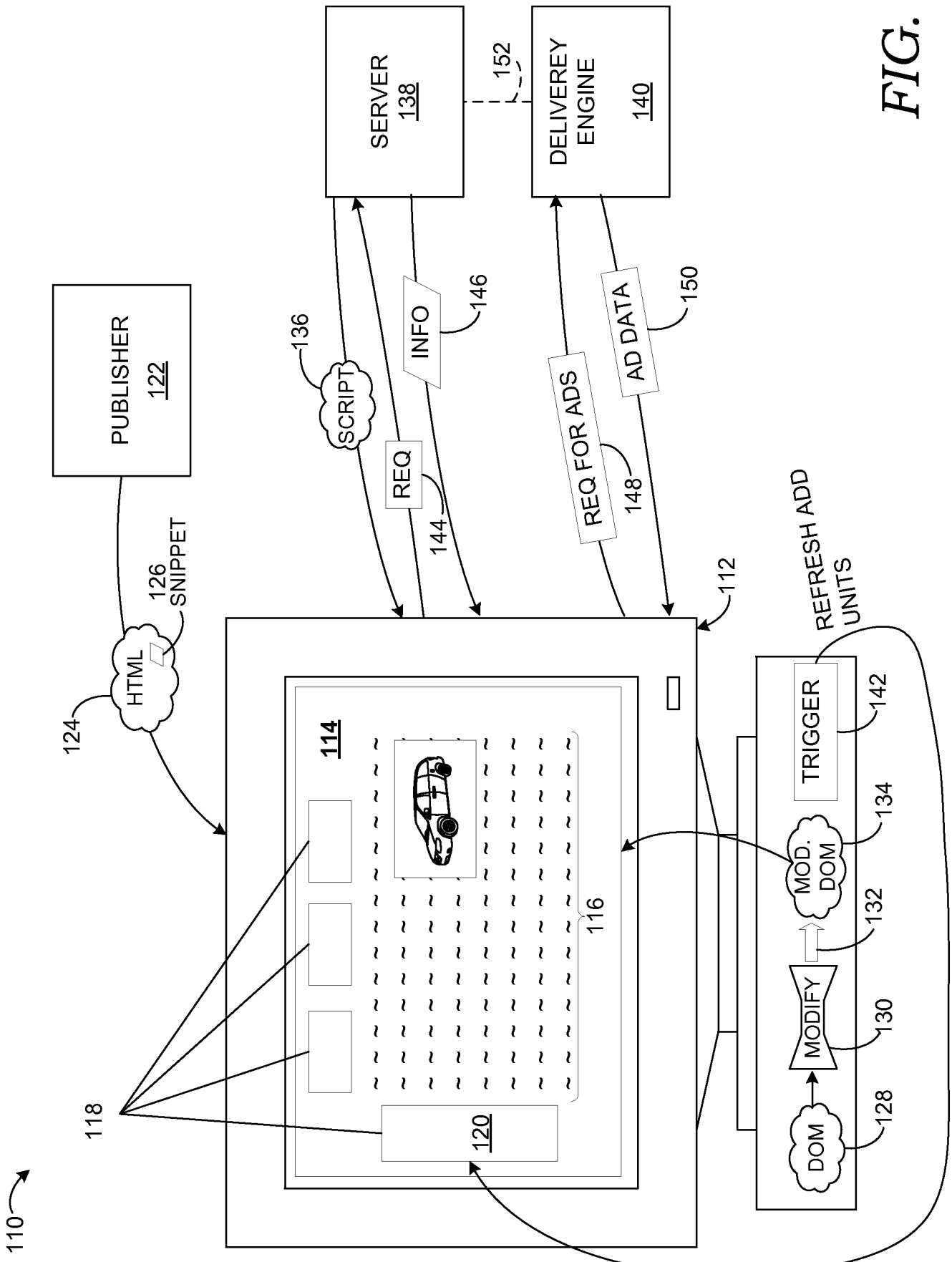

110
PUBLISHER
122
SERVER
138
152
DELIVEREY
ENGINE
140
SCRIPT
136
INFO
146
REQ
144
REQ FOR ADS
148
AD DATA
150
HTML
124
126
SNIPPET
112
REFRESH ADD
UNITS
114
116
118
120
TRIGGER
142
MOD.
DOM
134
132
MODIFY
130
DOM
128

FIG. 1.

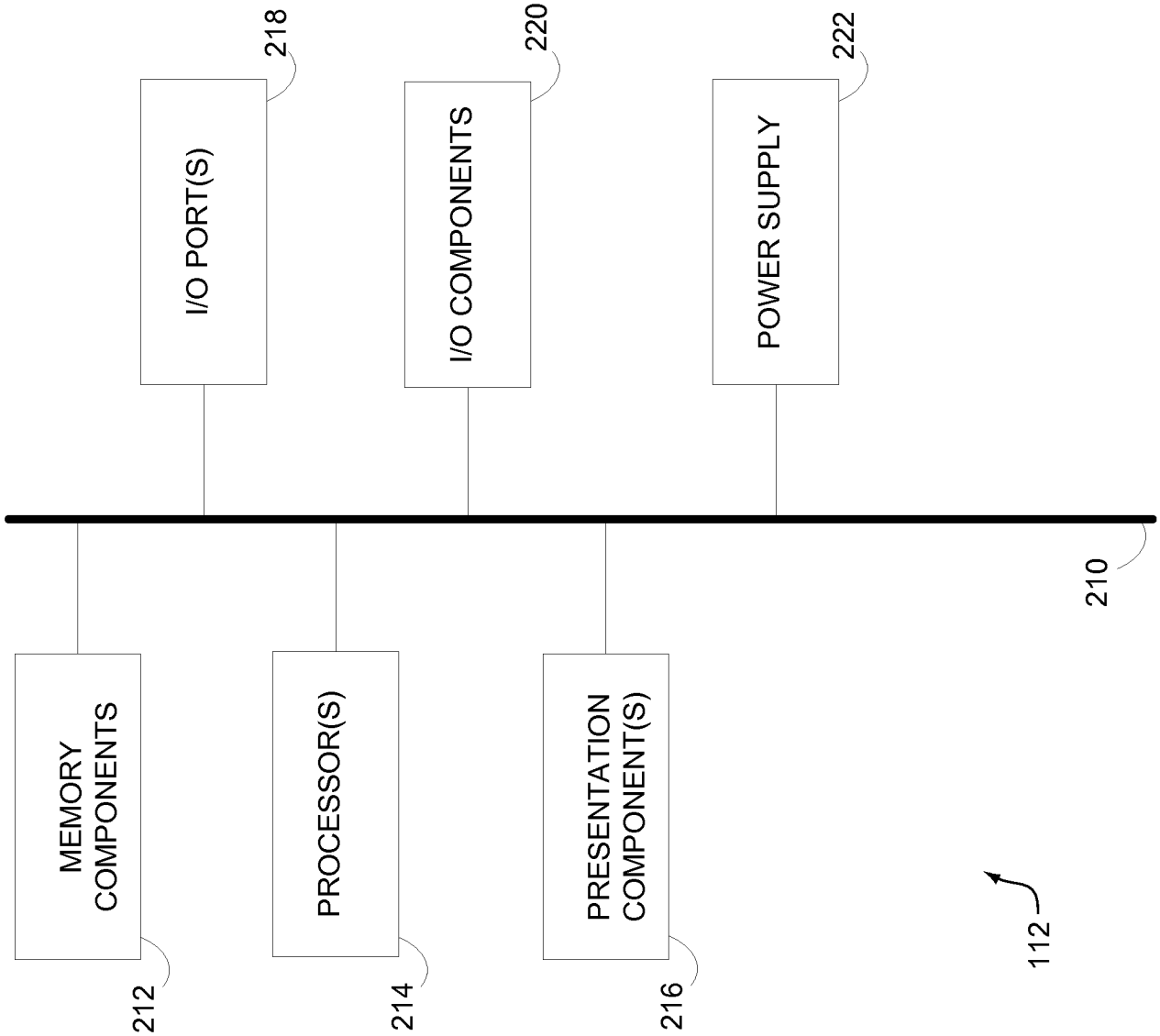

I/O PORT(S)
218
I/O COMPONENTS
220
POWER SUPPLY
222
210
MEMORY COMPONENTS
212
PROCESSOR(S)
214
PRESENTATION COMPONENT(S)
216
112

FIG. 2.

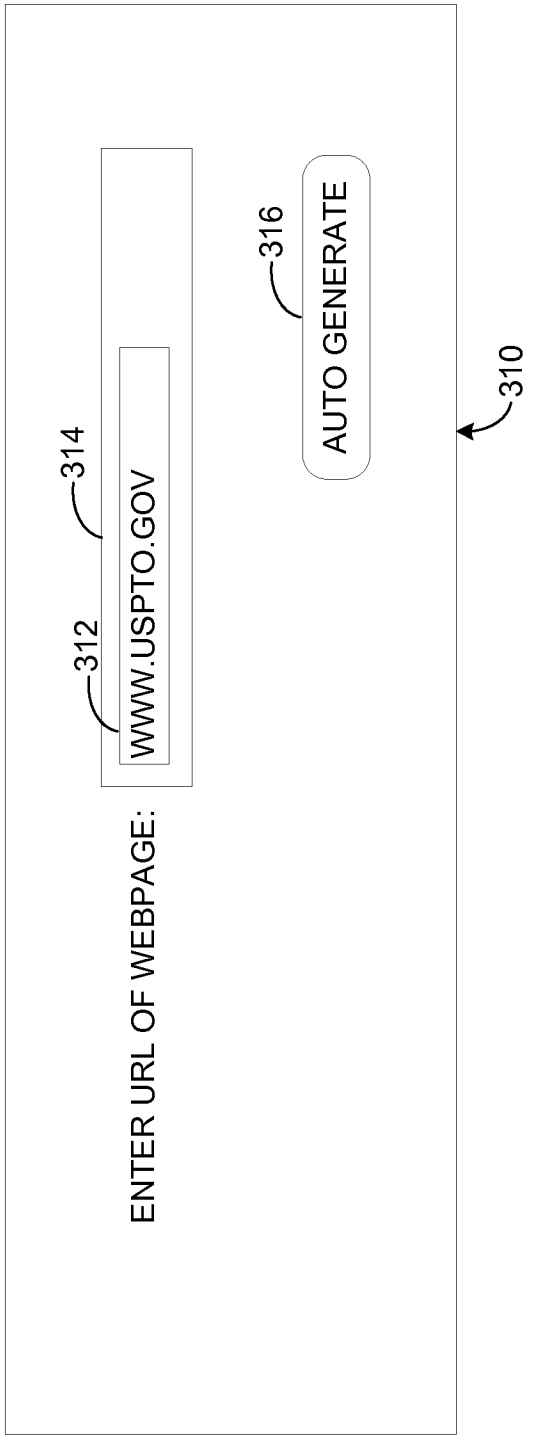

ENTER URL OF WEBPAGE:
WWW.USPTO.GOV
AUTO GENERATE
310
312
314
316

FIG. 3.


KEYWORDS ON PAGE:
CAR
410
DESCRIPTORS:
MODEL T
414
412
TRIGGERS:
HOVER
ON CLICK
416
ACTIONS:
SEND DESCRIPTORS AND TEXT
418
AD PREFERENCES:
MAGAZINES FOR ANTIQUES
422
420

FIG. 4.

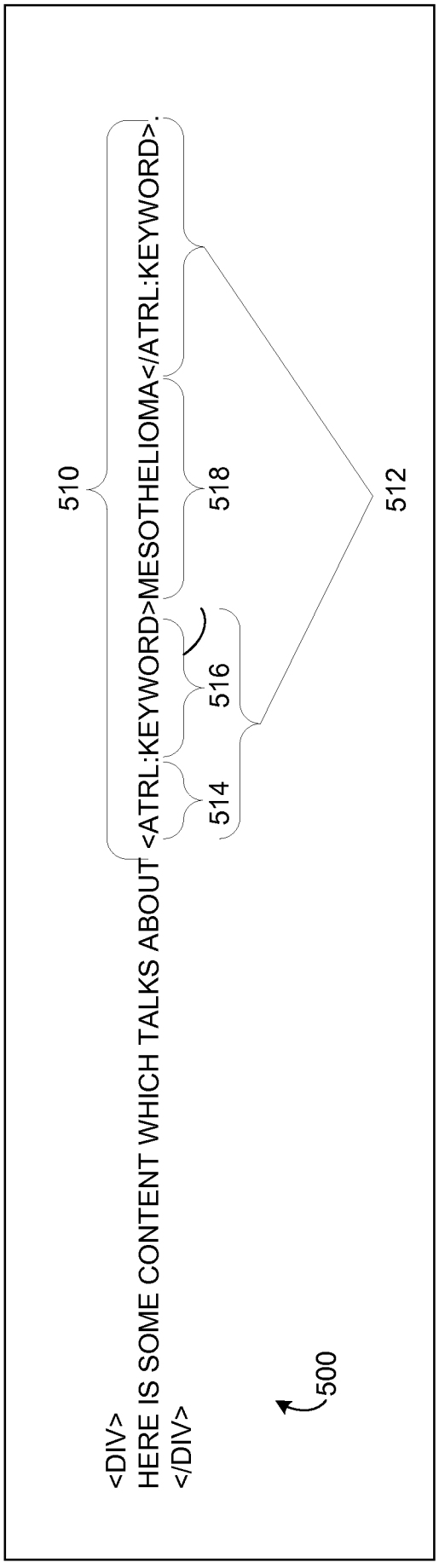

500
<DIV>
HERE IS SOME CONTENT WHICH TALKS ABOUT <ATRL:KEYWORD>MESOTHELIOMA</ATRL:KEYWORD>.
</DIV>
510
512
514
516
518

FIG. 5.

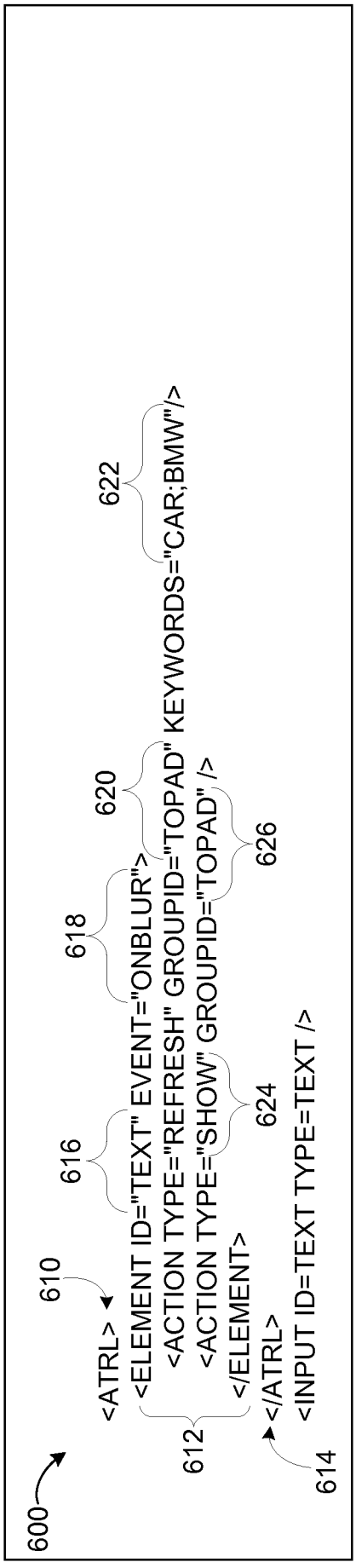

600
610
612
614
616
618
620
622
624
626
<ATRL>
<ELEMENT ID="TEXT" EVENT="ONBLUR">
<ACTION TYPE="REFRESH" GROUPID="TOPAD" KEYWORDS="CAR;BMW"/>
<ACTION TYPE="SHOW" GROUPID="TOPAD" />
</ELEMENT>
</ATRL>
<INPUT ID=TEXT TYPE=TEXT />

FIG. 6.

```
<ATRL>
  <ELEMENT ID="TEXT" EVENT="ONBLUR">
    <ACTION TYPE="REFRESH" GROUPID="TOPAD" KEYWORDS="DOCUMENT.GETELEMENTBYID('TEXT').VALUE"
    <ACTION TYPE="SHOW" GROUPID="TOPAD" />
  </ELEMENT>
</ATRL>
<INPUT ID=TEXT TYPE=TEXT />
```

714 712 710

FIG. 7.


```
STRINGBUILDER SB = NEW STRINGBUILDER();
SB.APPEND("<ATRL>");
SB.APPEND("<ELEMENT ID='TEXT' EVENT='ONBLUR'>");
SB.APPEND("<ACTION TYPE='REFRESH'")
SB.APPEND("GROUPID='TOPAD' KEYWORDS='CAR;BMW;'/>");
SB.APPEND("<ACTION TYPE='SHOW' GROUPID='TOPAD' />");
SB.APPEND("</ELEMENT>");
SB.APPEND("</ATRL>");
RESPONSE.WRITE(SB.TOSTRING());
```

800

FIG. 8.

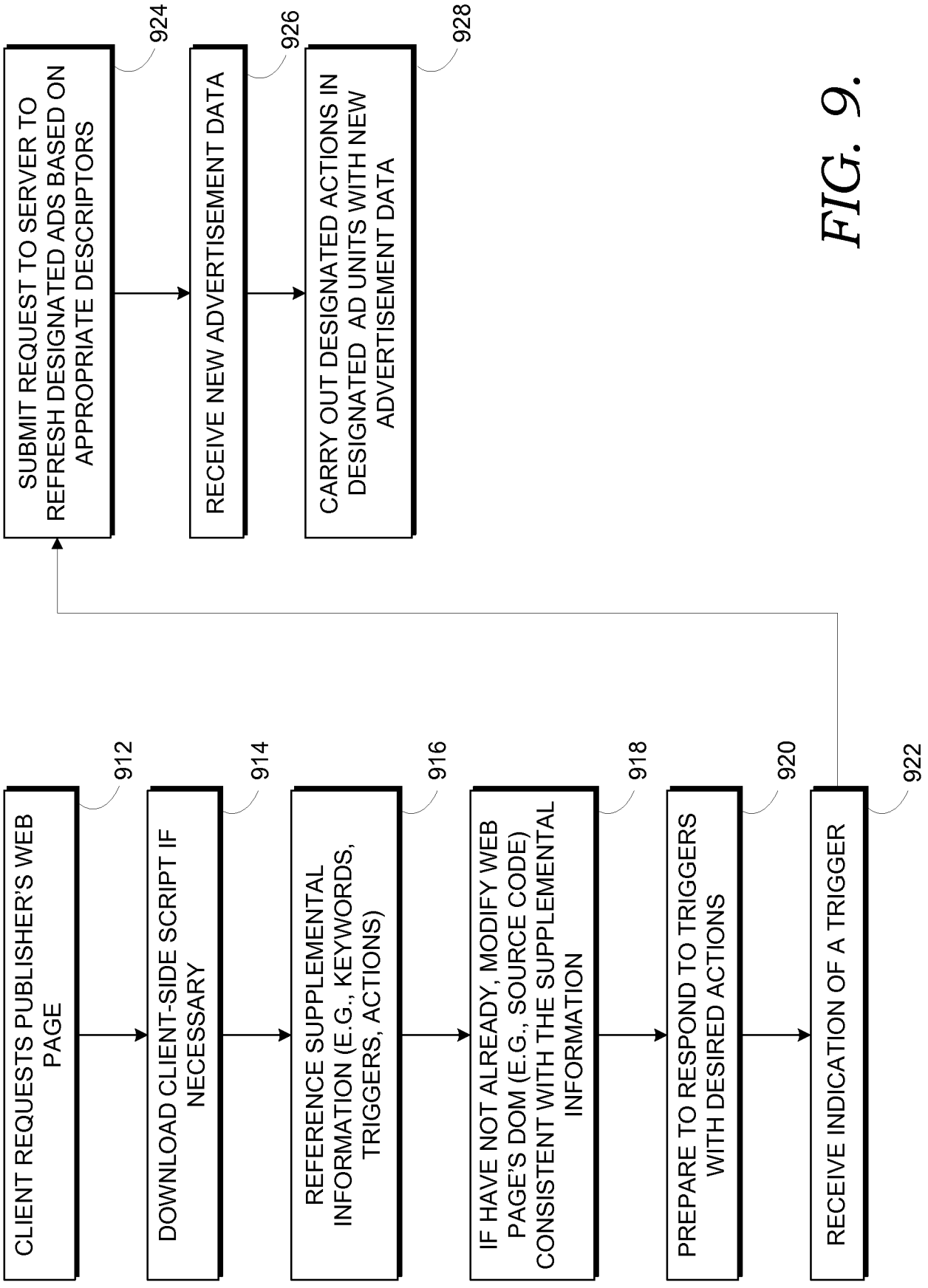
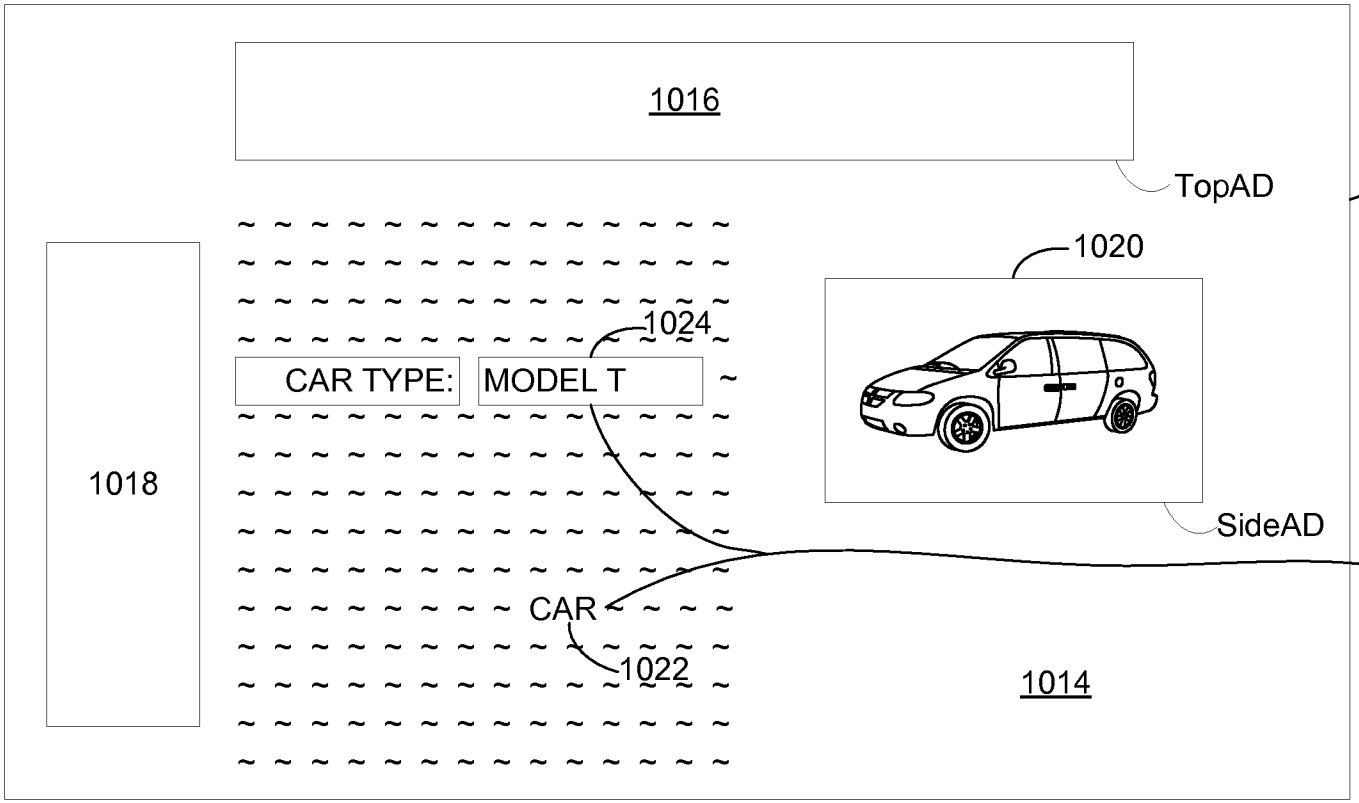

CLIENT REQUESTS PUBLISHER'S WEB PAGE
912
DOWNLOAD CLIENT-SIDE SCRIPT IF NECESSARY
914
REFERENCE SUPPLEMENTAL INFORMATION (E.G., KEYWORDS, TRIGGERS, ACTIONS)
916
IF HAVE NOT ALREADY, MODIFY WEB PAGE'S DOM (E.G., SOURCE CODE) CONSISTENT WITH THE SUPPLEMENTAL INFORMATION
918
PREPARE TO RESPOND TO TRIGGERS WITH DESIRED ACTIONS
920
RECEIVE INDICATION OF A TRIGGER
922
SUBMIT REQUEST TO SERVER TO REFRESH DESIGNATED ADS BASED ON APPROPRIATE DESCRIPTORS
924
RECEIVE NEW ADVERTISEMENT DATA
926
CARRY OUT DESIGNATED ACTIONS IN DESIGNATED AD UNITS WITH NEW ADVERTISEMENT DATA
928

FIG. 9.

FIG. 10.




```
<ATRL>
  <ELEMENT ID="TEXT" EVENT="ONBLUR">
    <ACTION TYPE="REFRESH" GROUPID="TOPAD" KEYWORDS="DOCUMENT.GETELEMENTBYID('TEXT').VALUE"
    <ACTION TYPE="SHOW" GROUPID="SIDEAD" />
  </ELEMENT>

<ELEMENT ID="CAR" EVENT="HOVER">
    <ACTION TYPE="REFRESH" GROUPID="SIDEAD" KEYWORDS="CAR;BMW"/>
  </ELEMENT>
</ATRL>
<INPUT ID=TEXT TYPE=TEXT />
```

1030 1028 1032 1042 1034 1036 1040 1038 1026

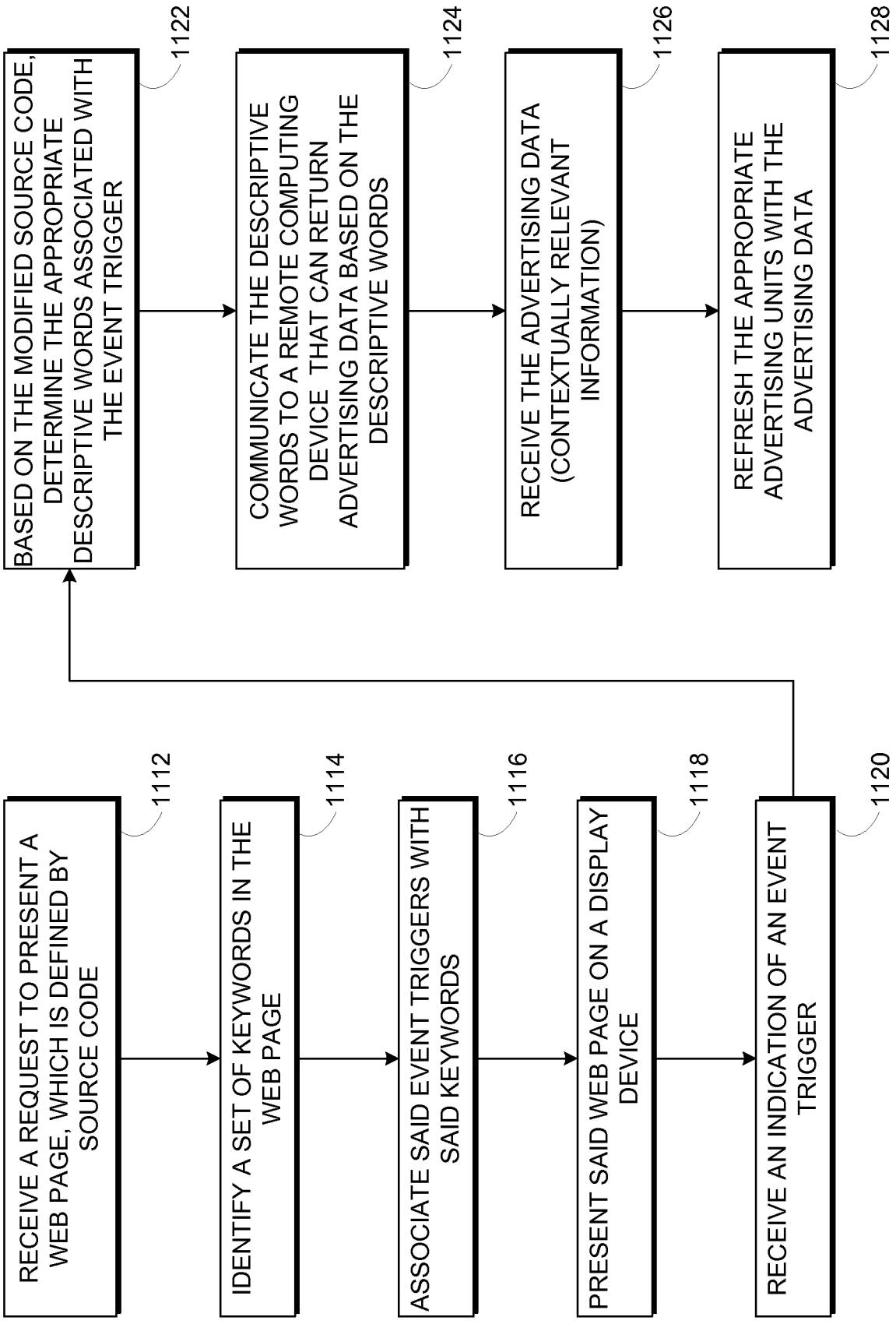

RECEIVE A REQUEST TO PRESENT A WEB PAGE, WHICH IS DEFINED BY SOURCE CODE
1112
IDENTIFY A SET OF KEYWORDS IN THE WEB PAGE
1114
ASSOCIATE SAID EVENT TRIGGERS WITH SAID KEYWORDS
1116
PRESENT SAID WEB PAGE ON A DISPLAY DEVICE
1118
RECEIVE AN INDICATION OF AN EVENT TRIGGER
1120
BASED ON THE MODIFIED SOURCE CODE, DETERMINE THE APPROPRIATE DESCRIPTIVE WORDS ASSOCIATED WITH THE EVENT TRIGGER
1122
COMMUNICATE THE DESCRIPTIVE WORDS TO A REMOTE COMPUTING DEVICE THAT CAN RETURN ADVERTISING DATA BASED ON THE DESCRIPTIVE WORDS
1124
RECEIVE THE ADVERTISING DATA (CONTEXTUALLY RELEVANT INFORMATION)
1126
REFRESH THE APPROPRIATE ADVERTISING UNITS WITH THE ADVERTISING DATA
1128

FIG. 11.

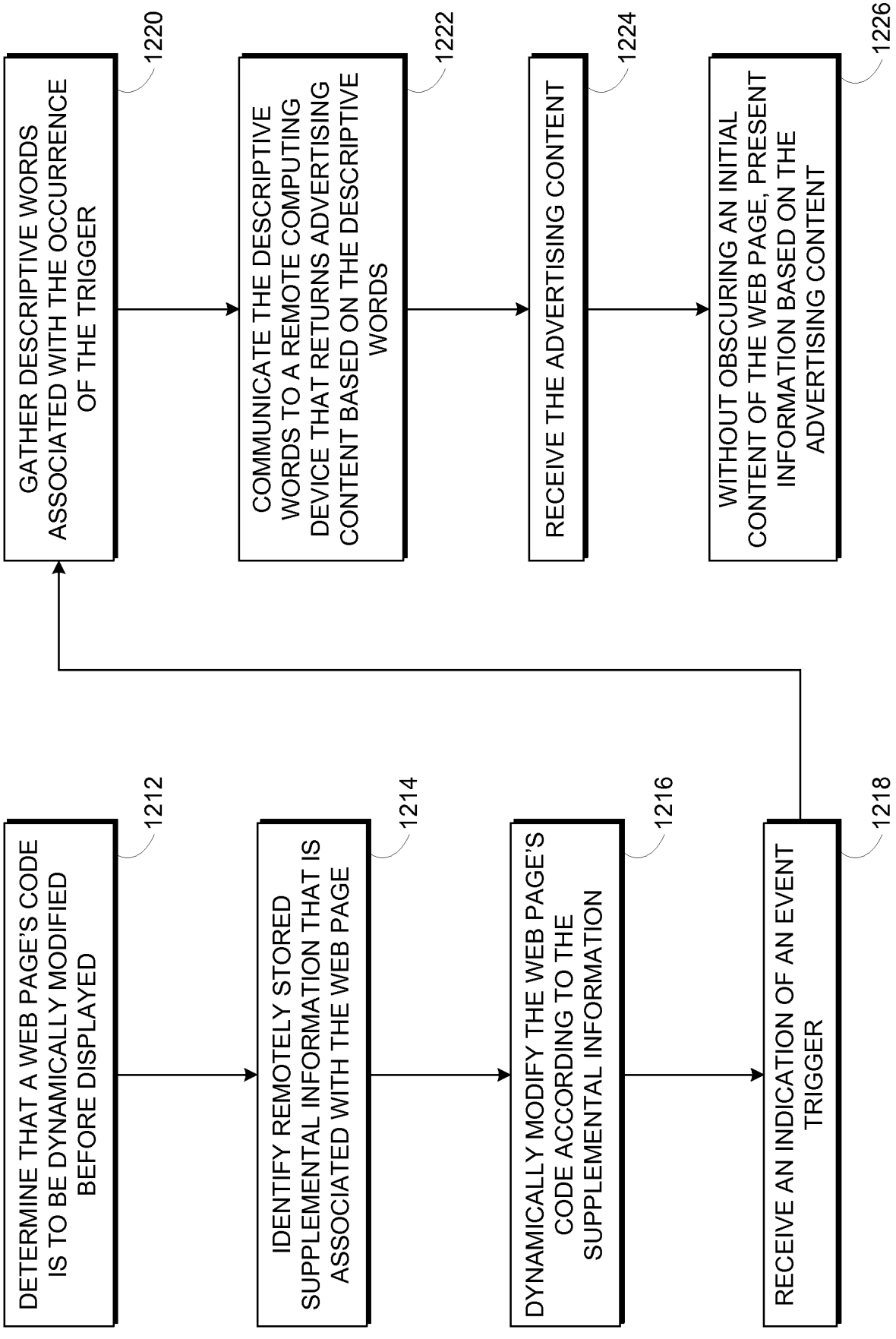

DETERMINE THAT A WEB PAGE'S CODE IS TO BE DYNAMICALLY MODIFIED BEFORE DISPLAYED
1212
IDENTIFY REMOTELY STORED SUPPLEMENTAL INFORMATION THAT IS ASSOCIATED WITH THE WEB PAGE
1214
DYNAMICALLY MODIFY THE WEB PAGE'S CODE ACCORDING TO THE SUPPLEMENTAL INFORMATION
1216
RECEIVE AN INDICATION OF AN EVENT TRIGGER
1218
GATHER DESCRIPTIVE WORDS ASSOCIATED WITH THE OCCURRENCE OF THE TRIGGER
1220
COMMUNICATE THE DESCRIPTIVE WORDS TO A REMOTE COMPUTING DEVICE THAT RETURNS ADVERTISING CONTENT BASED ON THE DESCRIPTIVE WORDS
1222
RECEIVE THE ADVERTISING CONTENT
1224
WITHOUT OBSCURING AN INITIAL CONTENT OF THE WEB PAGE, PRESENT INFORMATION BASED ON THE ADVERTISING CONTENT
1226
1210

FIG. 12.