



- (51) **International Patent Classification:**
G06Q 90/00 (2006.01) *G06Q 30/02* (2012.01)
- (21) **International Application Number:**
PCT/AU2013/000367
- (22) **International Filing Date:**
10 April 2013 (10.04.2013)
- (25) **Filing Language:** English
- (26) **Publication Language:** English
- (30) **Priority Data:**
2012901391 10 April 2012 (10.04.2012) AU
- (71) **Applicant:** MARTIAN LOGIC PTY LIMITED
[AU/AU]; Level 2, 50 Clarence Street, Sydney NSW 2000 (AU).
- (72) **Inventor:** KHALIL, Anwar; c/o Level 2, 50 Clarence Street, Sydney NSW 2000 (AU).
- (74) **Agent:** COTTERS PATENT & TRADE MARK ATTORNEYS; GPO Box 469, Sydney NSW 2001 (AU).

(81) **Designated States** (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BN, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PA, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TH, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

(84) **Designated States** (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LR, LS, MW, MZ, NA, RW, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, RU, TJ, TM), European (AL, AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK, SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

[Continued on next page]

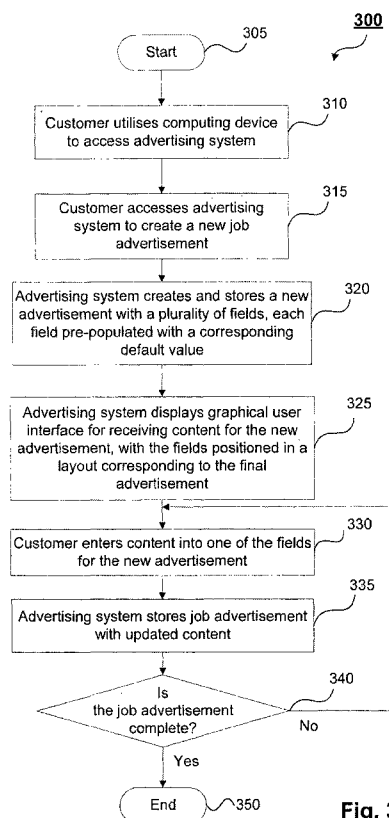
(54) **Title:** GRAPHICAL USER INTERFACE FOR ADVERTISING SYSTEM AND METHOD RELATING THERETO

Fig. 3

(57) **Abstract:** The present disclosure provides a computer-implemented graphical user interface for use in an advertising system. The computer-implemented graphical user interface for use in an advertising system comprises a template (500) having a plurality of fields (505, 510, 515, 520, 525) for receiving content relating to an advertisement, each field being prepopulated with a corresponding default value; wherein a first set of said fields is presented substantially in accordance with a layout of the advertisement. In one implementation, each of said default values is displayed in a default style and received values are displayed in a received style, said received style being different from said default style.

WO 2013/152390 A1



Published:

— *with international search report (Art. 21(3))*