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

(19) World Intellectual Property Organization
International Bureau

(43) International Publication Date
19 February 2004 (19.02.2004)

PCT

(10) International Publication Number
WO 2004/015519 A2

(51) International Patent Classification[7]: G06F

(21) International Application Number:
PCT/US2003/022502

(22) International Filing Date: 8 August 2003 (08.08.2003)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
60/402,052 9 August 2002 (09.08.2002) US

(71) Applicant and
(72) Inventor: **BIES, Richard, J.** [US/US]; c/o Jennifer Whitelaw, 3838 Tamiami Trail North, Third Floor, Naples, FL 34103 (US).

(74) Agents: **MANDIR, William, H.** et al.; Sughrue Mion, PLLC, 2100 Pennsylvania Avenue, N.W., Suite 800, Washington, DC 20037-3213 (US).

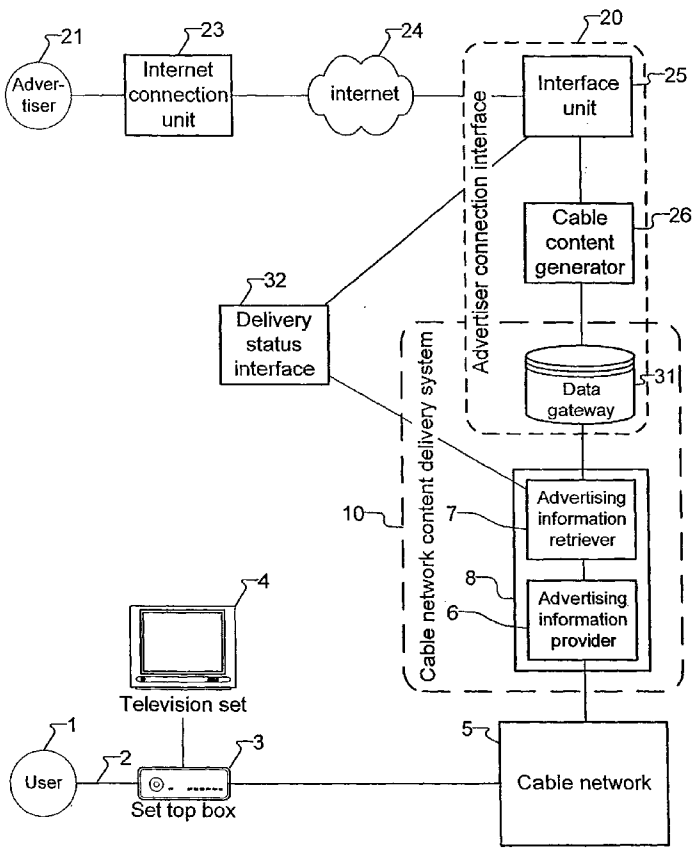
(81) Designated States *(national)*: AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NI, NO, NZ, OM, PG, PH,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

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

Published:
— *without international search report and to be republished upon receipt of that report*

[Continued on next page]

(54) Title: INTERNET-BASED SUBMISSION OF CABLE NETWORK CONTENT



(57) Abstract: A cable network content delivery system providing advertising information via a cable network and an advertising content interface are described. An advertiser submits advertising content over an internet which is then adapted for a cable network. A data gateway stores the advertising information. The system processes a user command received via the cable network, including an advertising information search command, and provides advertising information retrieved via the cable network.

WO 2004/015519 A2

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.