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

(19) World Intellectual Property Organization
International Bureau

(43) International Publication Date
14 March 2002 (14.03.2002)

PCT

(10) International Publication Number
WO 02/21238 A3

(51) International Patent Classification[7]: G06F 15/00

(21) International Application Number: PCT/US01/28265

(22) International Filing Date:
10 September 2001 (10.09.2001)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
60/231,404 8 September 2000 (08.09.2000) US
60/257,634 21 December 2000 (21.12.2000) US

(71) Applicant *(for all designated States except US)*: **UNITED VIRTUALITIES, INC.** [US/US]; 116 West 23rd Street, New York, NY 10011 (US).

(72) Inventors; and

(75) Inventors/Applicants *(for US only)*: **DAYAN, Diego** [AR/AR]; Minones 2021, Buenos Aires 1428 (AR). **GORDON, Abel, A.** [AR/AR]; Minones 2021, Buenos Aires 1428 (AR). **ESTAVEZ, Jorge, A.** [AR/AR]; Minones 2021, Buenos Aires 1428 (AR). **ALVAREZ, Federico, M.** [AR/AR]; Minones 2021, Buenos Aires 1428 (AR). **ENTEL, Ivan, S.** [AR/AR]; Minones 2021, Buenos Aires 1428 (AR). **TENENBAUM, Samuel, S.** [AR/UY]; Edificio Centro Lafayette, Calle 24 Esquina 21, 1 Piso 104, Punta Del Este (UY).

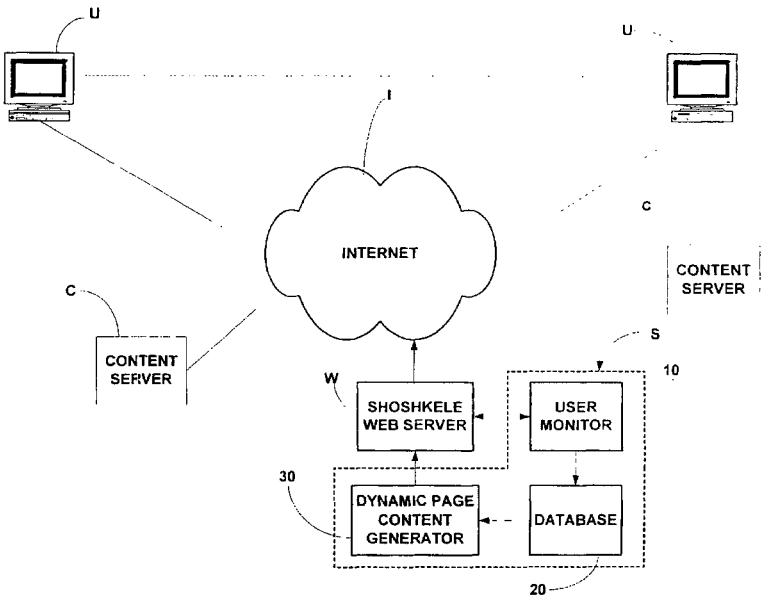
(74) Agents: **LERCH, Joseph, B.** et al.; Darby & Darby, P.C., 805 Third Avenue, New York, NY 10022-7513 (US).

(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, NO, NZ, PH, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, TZ, UA, UG, US, 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

[Continued on next page]

(54) Title: COMPUTERIZED ADVERTISING METHOD AND SYSTEM



(57) Abstract: Advertising is presented on a computer screen of user monitor (10) in a form of an animated multimedia character that will be referred to here as a "Shoshkele™" stored in the shoshkele web server (W). The shoshkele appears on the screen of the use monitor (10) in an intrusive way at times which, to the user, are unpredictable, and it is entirely out of his control. the shoshkele can move over the entire screen of the user monitor (20) and is in the top layer of the display of the browser program, so it is not covered up by any window or object. It can also provide sound, including speech, music and sound effects stored in database (20) so that based on that data, the dynamic page content generator (3) can generate a dynamic web page with shoshkele and its entertainment value to draw user's attention.

WO 02/21238 A3

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).

Published:

— *with international search report*

— *before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments*

(88) Date of publication of the international search report:
25 April 2002

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.