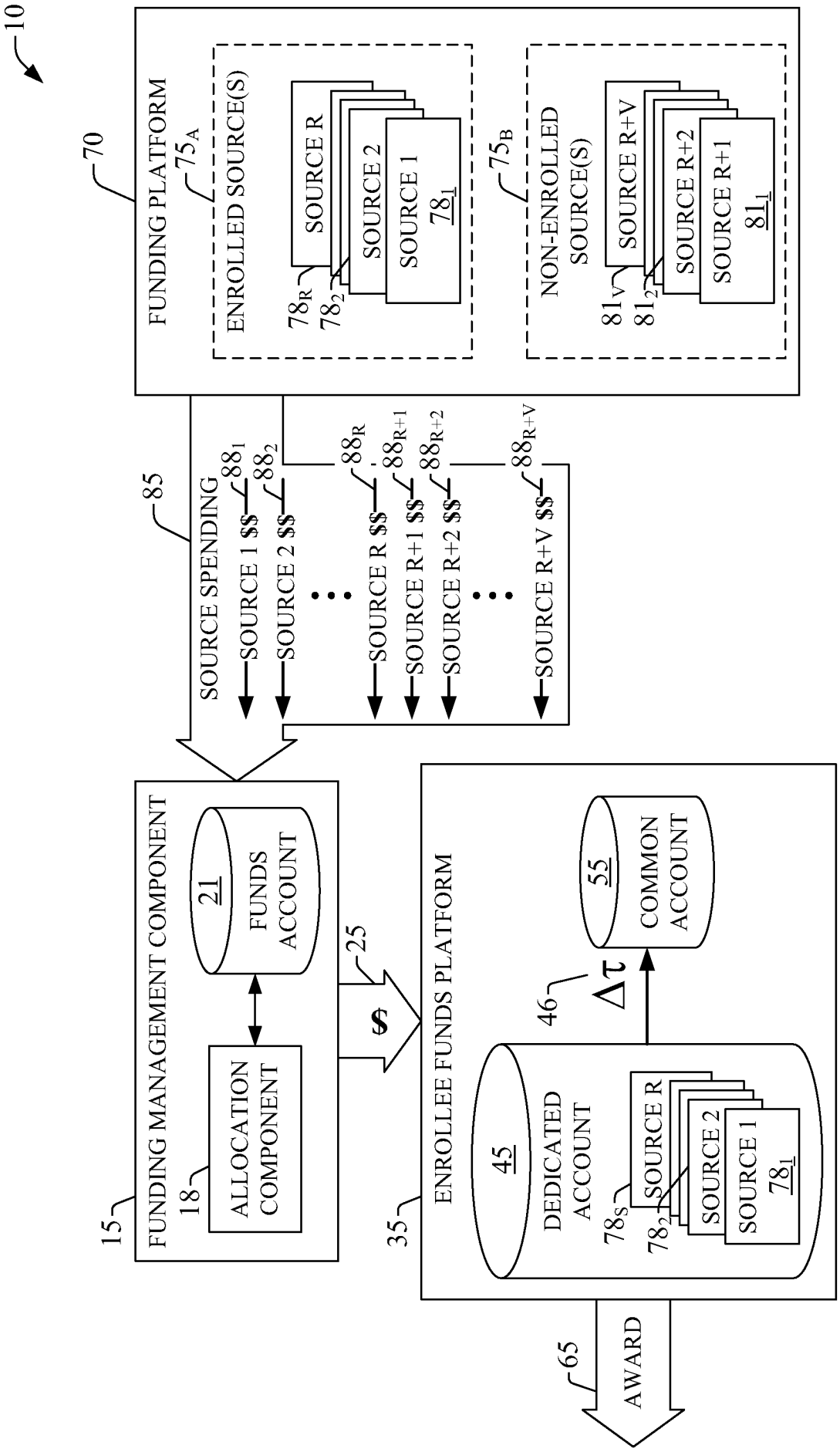

10
70
FUNDING PLATFORM
75A
ENROLLED SOURCE(S)
78R SOURCE R
782 SOURCE 2
781 SOURCE 1
75B
NON-ENROLLED SOURCE(S)
81V SOURCE R+V
812 SOURCE R+2
811 SOURCE R+1
85
SOURCE SPENDING
881 SOURCE 1 $$
882 SOURCE 2 $$
88R SOURCE R $$
88R+1 SOURCE R+1 $$
88R+2 SOURCE R+2 $$
88R+V SOURCE R+V $$
15
FUNDING MANAGEMENT COMPONENT
18
ALLOCATION COMPONENT
21
FUNDS ACCOUNT
25
$
35
ENROLLEE FUNDS PLATFORM
45
DEDICATED ACCOUNT
78S SOURCE R
782 SOURCE 2
781 SOURCE 1
46
Δτ
55
COMMON ACCOUNT
65
AWARD

FIG. 1A

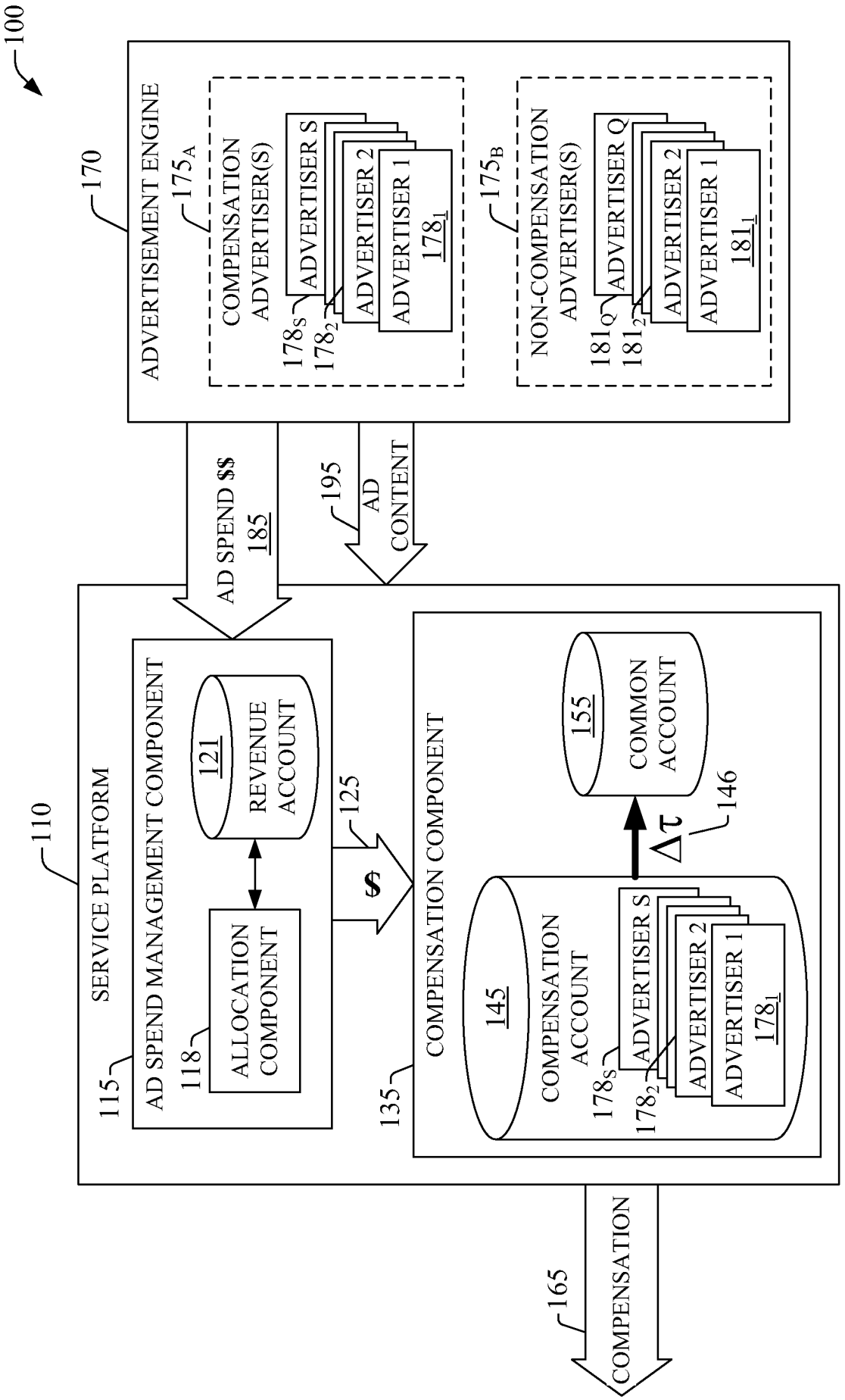

100
ADVERTISEMENT ENGINE
170
175_A
COMPENSATION ADVERTISER(S)
178_S ADVERTISER S
178_2 ADVERTISER 2
ADVERTISER 1 178_1
175_B
NON-COMPENSATION ADVERTISER(S)
181_Q ADVERTISER Q
181_2 ADVERTISER 2
ADVERTISER 1 181_1
AD SPEND $$ 185
195
AD CONTENT
110
SERVICE PLATFORM
115
AD SPEND MANAGEMENT COMPONENT
118
ALLOCATION COMPONENT
121
REVENUE ACCOUNT
125
$
135
COMPENSATION COMPONENT
145
COMPENSATION ACCOUNT
178_S ADVERTISER S
178_2 ADVERTISER 2
ADVERTISER 1 178_1
$\Delta\tau$
146
155
COMMON ACCOUNT
165
COMPENSATION

FIG. 1B

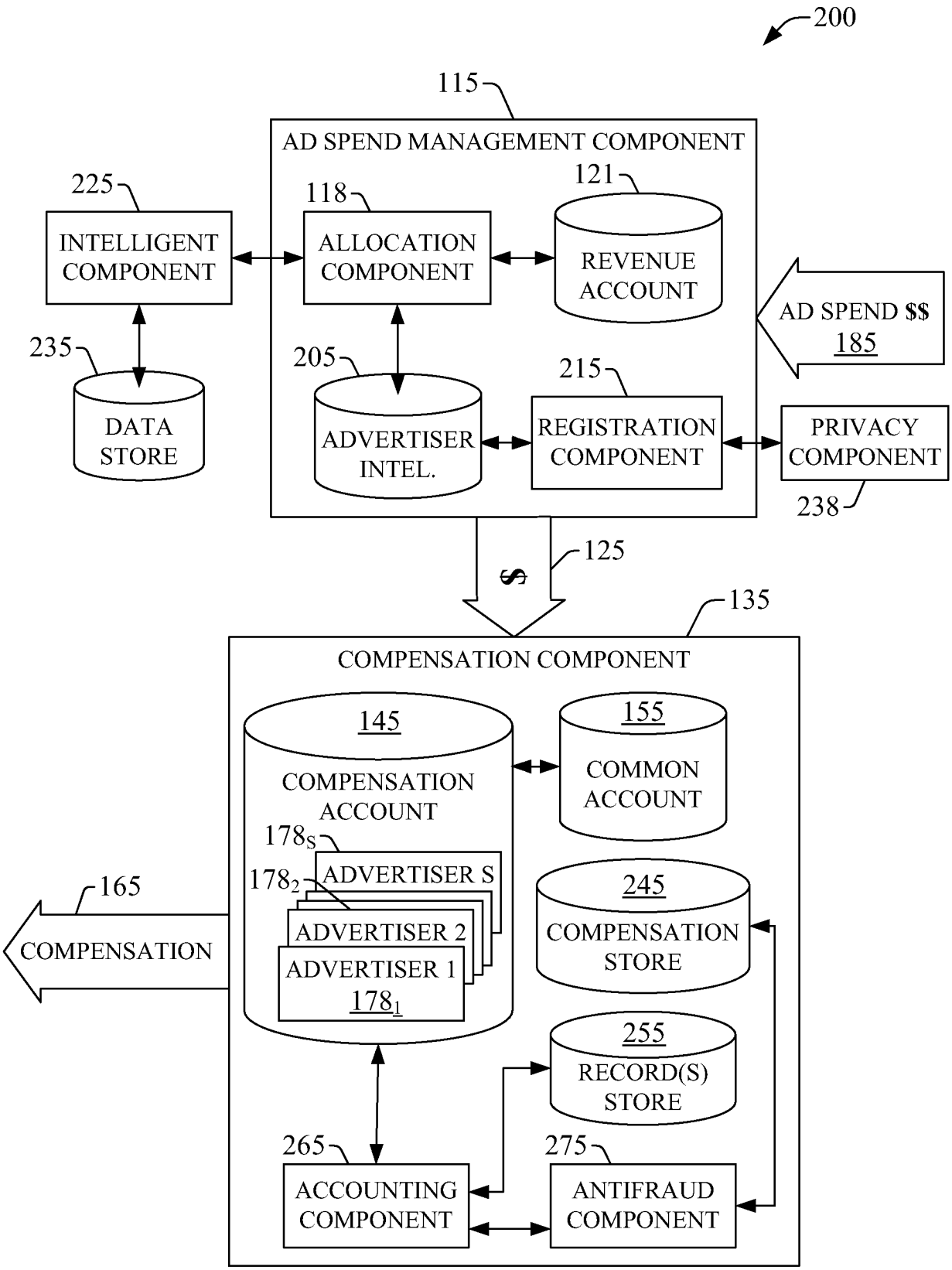

200
115
AD SPEND MANAGEMENT COMPONENT
225
INTELLIGENT COMPONENT
118
ALLOCATION COMPONENT
121
REVENUE ACCOUNT
AD SPEND $$ 185
235
DATA STORE
205
ADVERTISER INTEL.
215
REGISTRATION COMPONENT
PRIVACY COMPONENT
238
$
125
135
COMPENSATION COMPONENT
145
COMPENSATION ACCOUNT
155
COMMON ACCOUNT
178S
178₂
ADVERTISER S
ADVERTISER 2
ADVERTISER 1
178₁
165
COMPENSATION
245
COMPENSATION STORE
255
RECORD(S) STORE
265
ACCOUNTING COMPONENT
275
ANTIFRAUD COMPONENT

FIG. 2

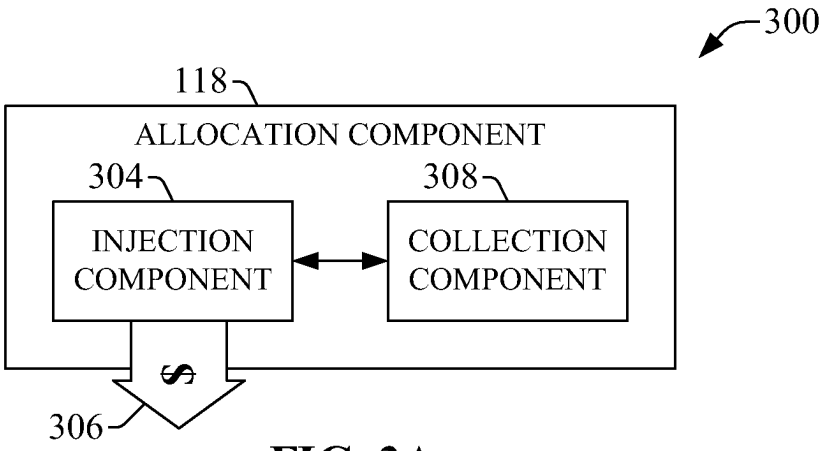


FIG. 3A

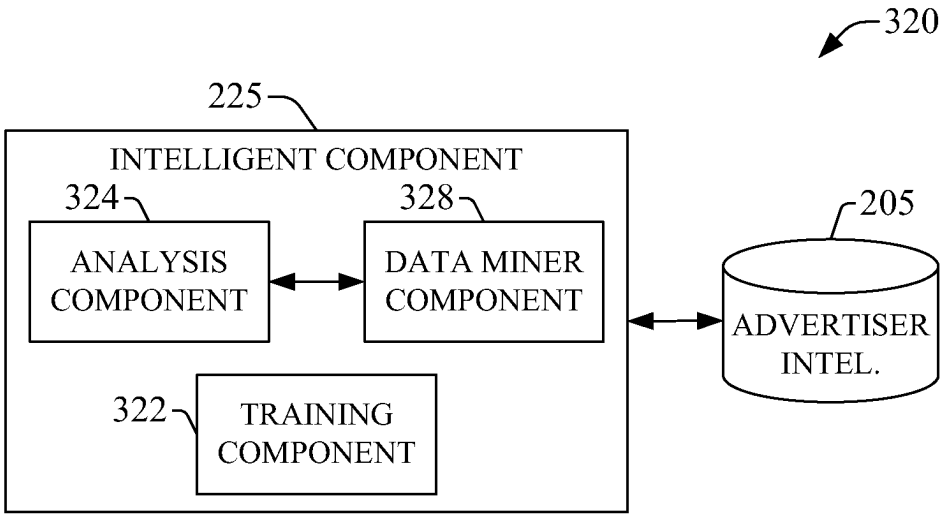


FIG. 3B

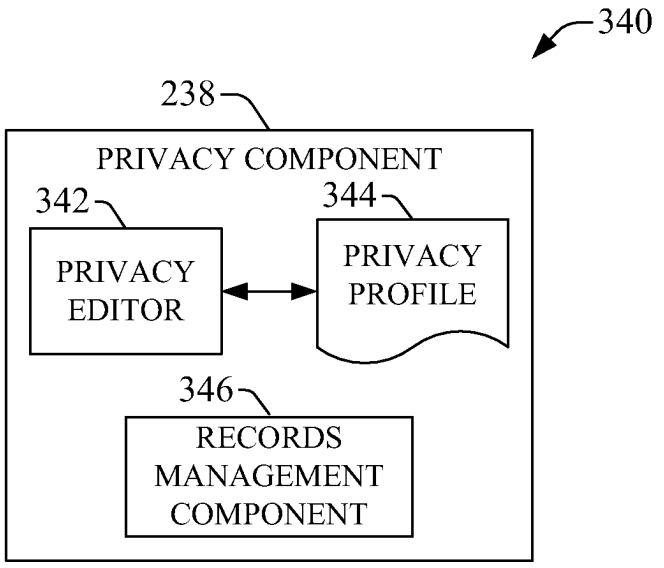


FIG. 3C

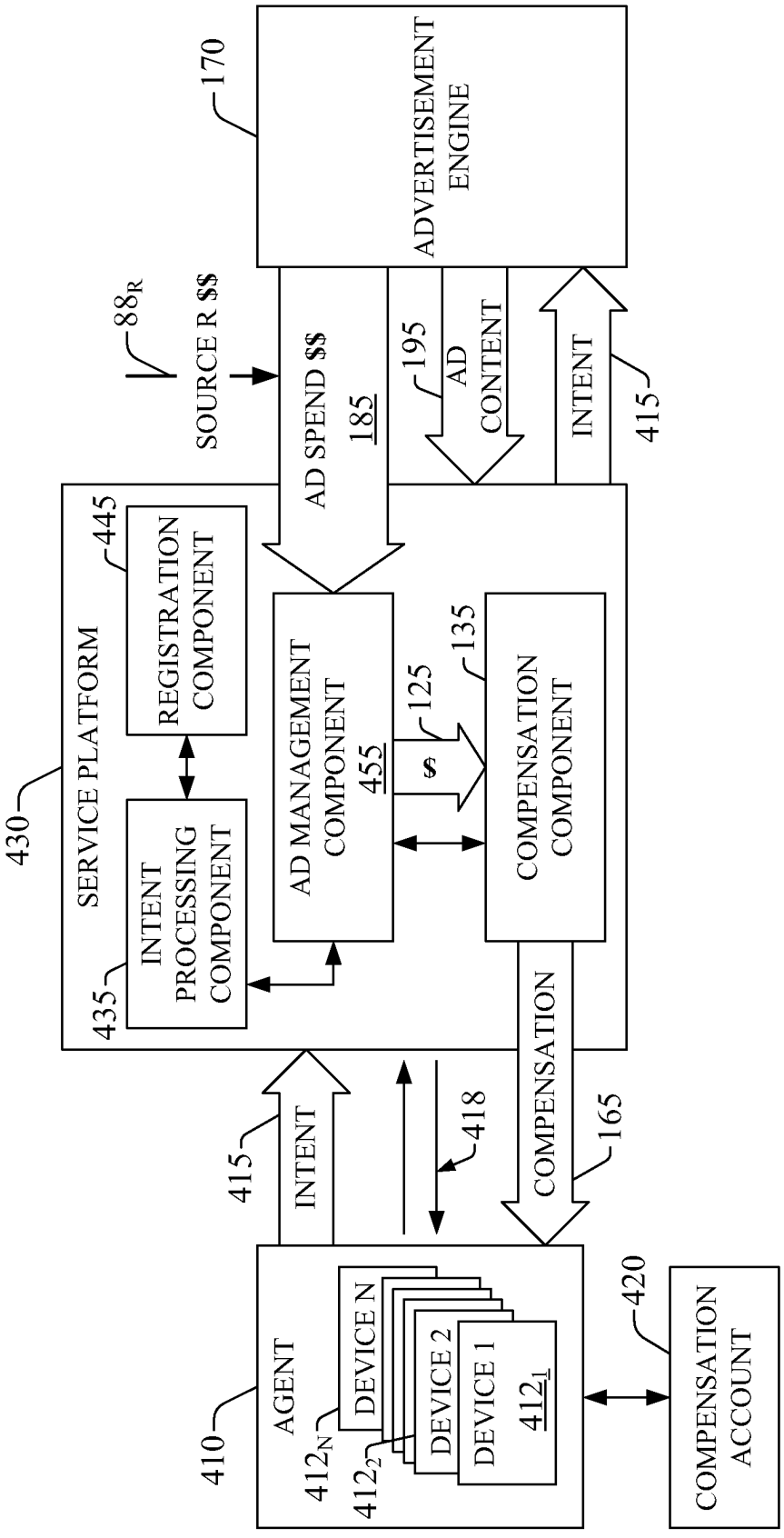

400
170
ADVERTISEMENT ENGINE
88R
SOURCE R $$
AD SPEND $$
185
195
AD CONTENT
INTENT
415
445
REGISTRATION COMPONENT
430
SERVICE PLATFORM
INTENT PROCESSING COMPONENT
435
AD MANAGEMENT COMPONENT
455
125
135
COMPENSATION COMPONENT
415
INTENT
418
COMPENSATION
165
410
AGENT
DEVICE N
DEVICE 2
DEVICE 1
412N
412 2
412 1
420
COMPENSATION ACCOUNT

FIG. 4

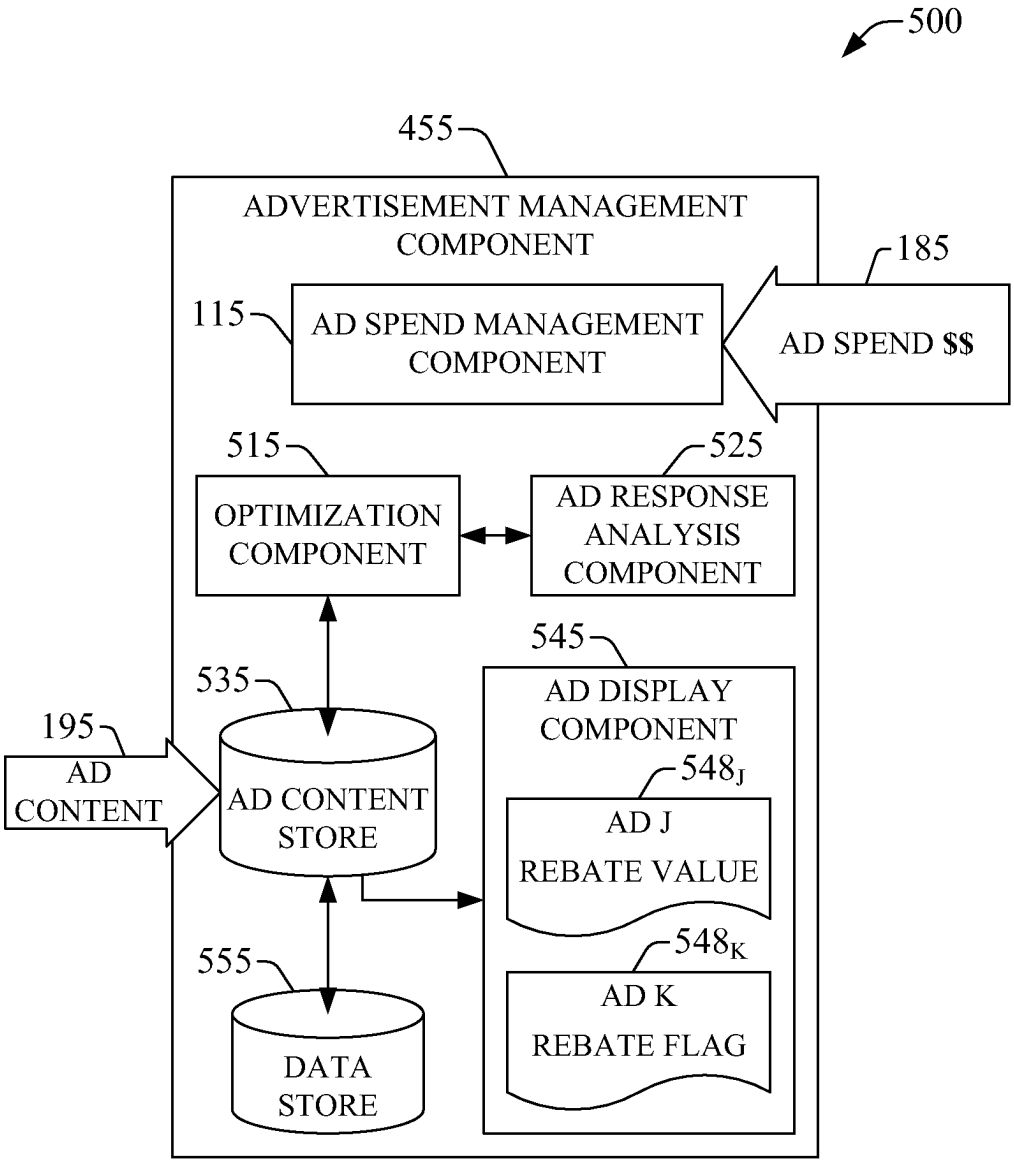

500
455
ADVERTISEMENT MANAGEMENT COMPONENT
185
115
AD SPEND MANAGEMENT COMPONENT
AD SPEND $$
515
525
OPTIMIZATION COMPONENT
AD RESPONSE ANALYSIS COMPONENT
545
535
AD DISPLAY COMPONENT
195
AD CONTENT
AD CONTENT STORE
548J
AD J REBATE VALUE
548K
AD K REBATE FLAG
555
DATA STORE

FIG. 5

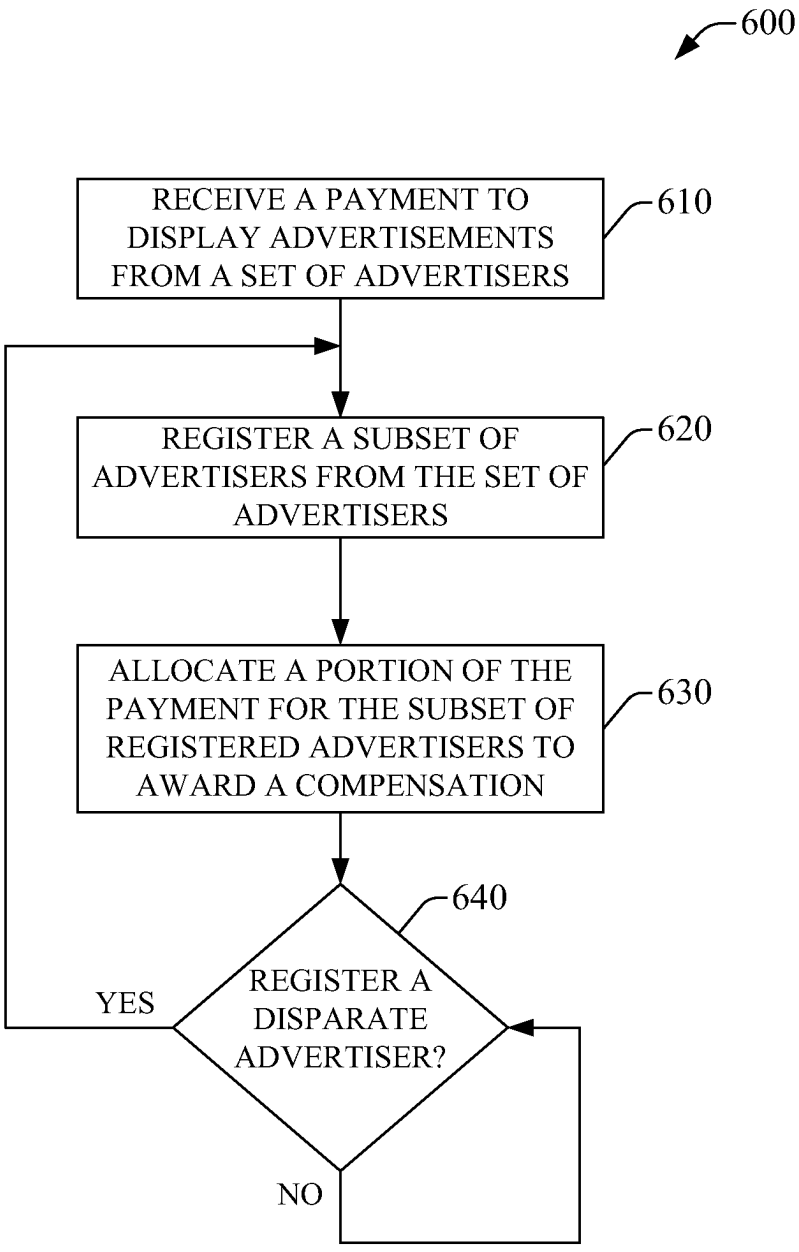

600
RECEIVE A PAYMENT TO DISPLAY ADVERTISEMENTS FROM A SET OF ADVERTISERS
610
REGISTER A SUBSET OF ADVERTISERS FROM THE SET OF ADVERTISERS
620
ALLOCATE A PORTION OF THE PAYMENT FOR THE SUBSET OF REGISTERED ADVERTISERS TO AWARD A COMPENSATION
630
640
REGISTER A DISPARATE ADVERTISER?
YES
NO

FIG. 6

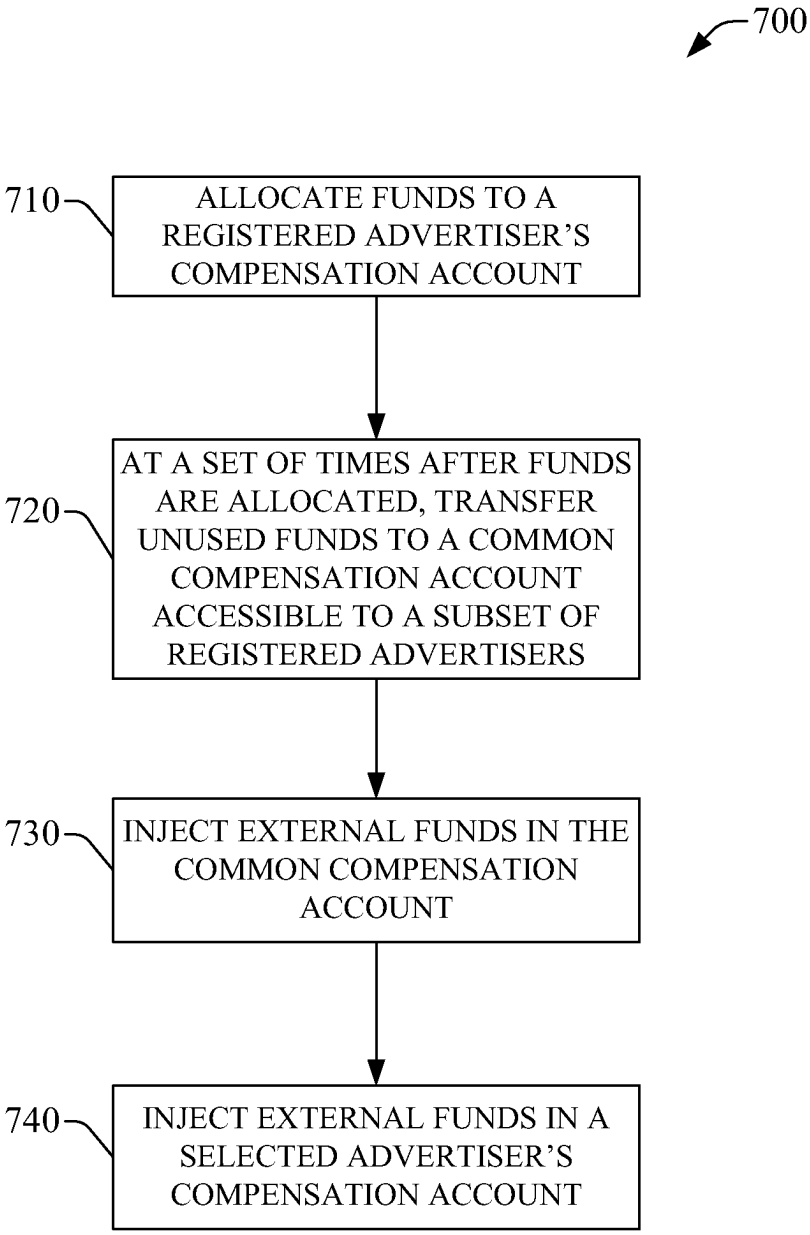

700
710
ALLOCATE FUNDS TO A REGISTERED ADVERTISER'S COMPENSATION ACCOUNT
720
AT A SET OF TIMES AFTER FUNDS ARE ALLOCATED, TRANSFER UNUSED FUNDS TO A COMMON COMPENSATION ACCOUNT ACCESSIBLE TO A SUBSET OF REGISTERED ADVERTISERS
730
INJECT EXTERNAL FUNDS IN THE COMMON COMPENSATION ACCOUNT
740
INJECT EXTERNAL FUNDS IN A SELECTED ADVERTISER'S COMPENSATION ACCOUNT

FIG. 7

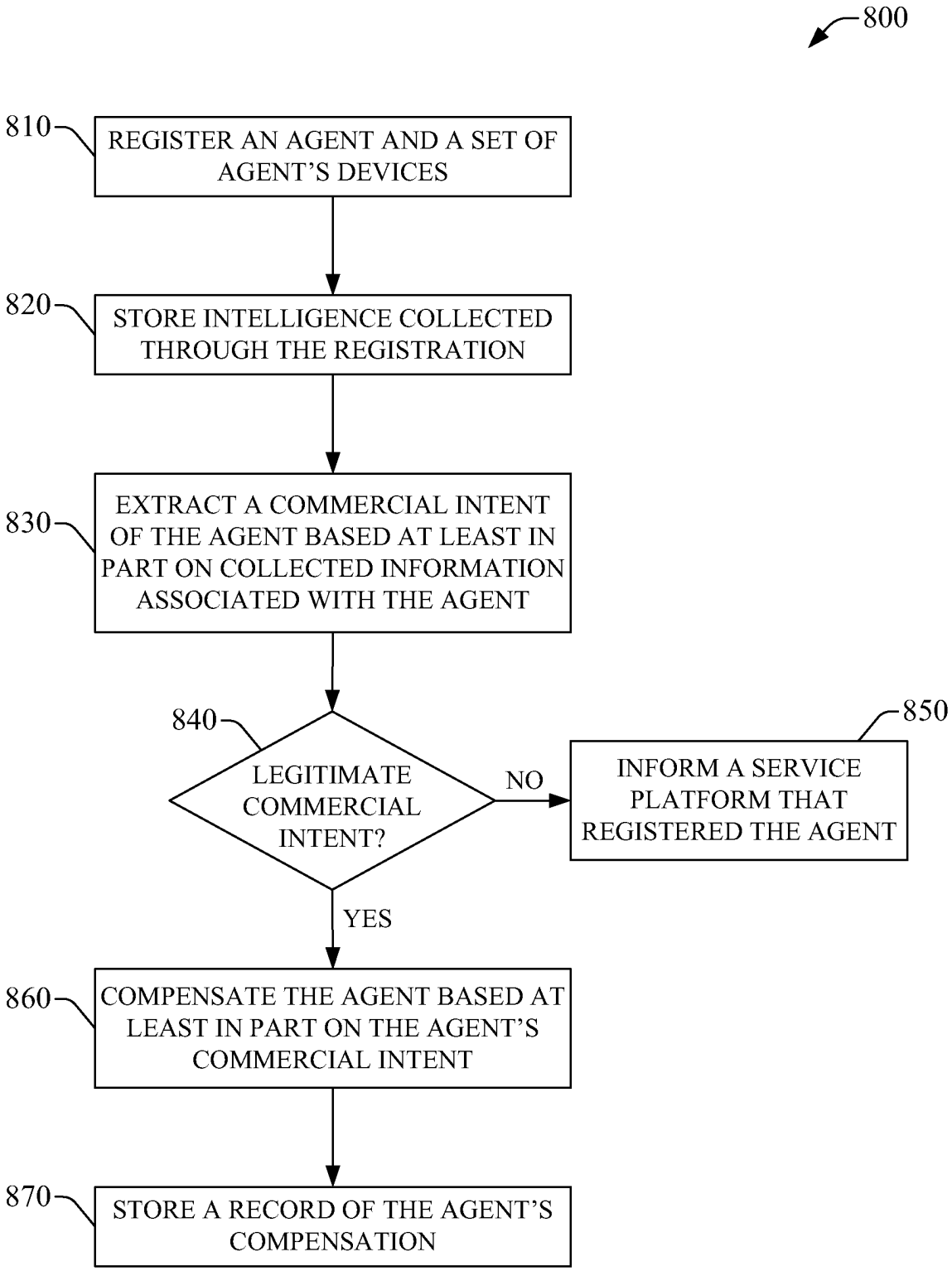

800
810
REGISTER AN AGENT AND A SET OF AGENT'S DEVICES
820
STORE INTELLIGENCE COLLECTED THROUGH THE REGISTRATION
830
EXTRACT A COMMERCIAL INTENT OF THE AGENT BASED AT LEAST IN PART ON COLLECTED INFORMATION ASSOCIATED WITH THE AGENT
840
LEGITIMATE COMMERCIAL INTENT?
NO
850
INFORM A SERVICE PLATFORM THAT REGISTERED THE AGENT
YES
860
COMPENSATE THE AGENT BASED AT LEAST IN PART ON THE AGENT'S COMMERCIAL INTENT
870
STORE A RECORD OF THE AGENT'S COMPENSATION

FIG. 8

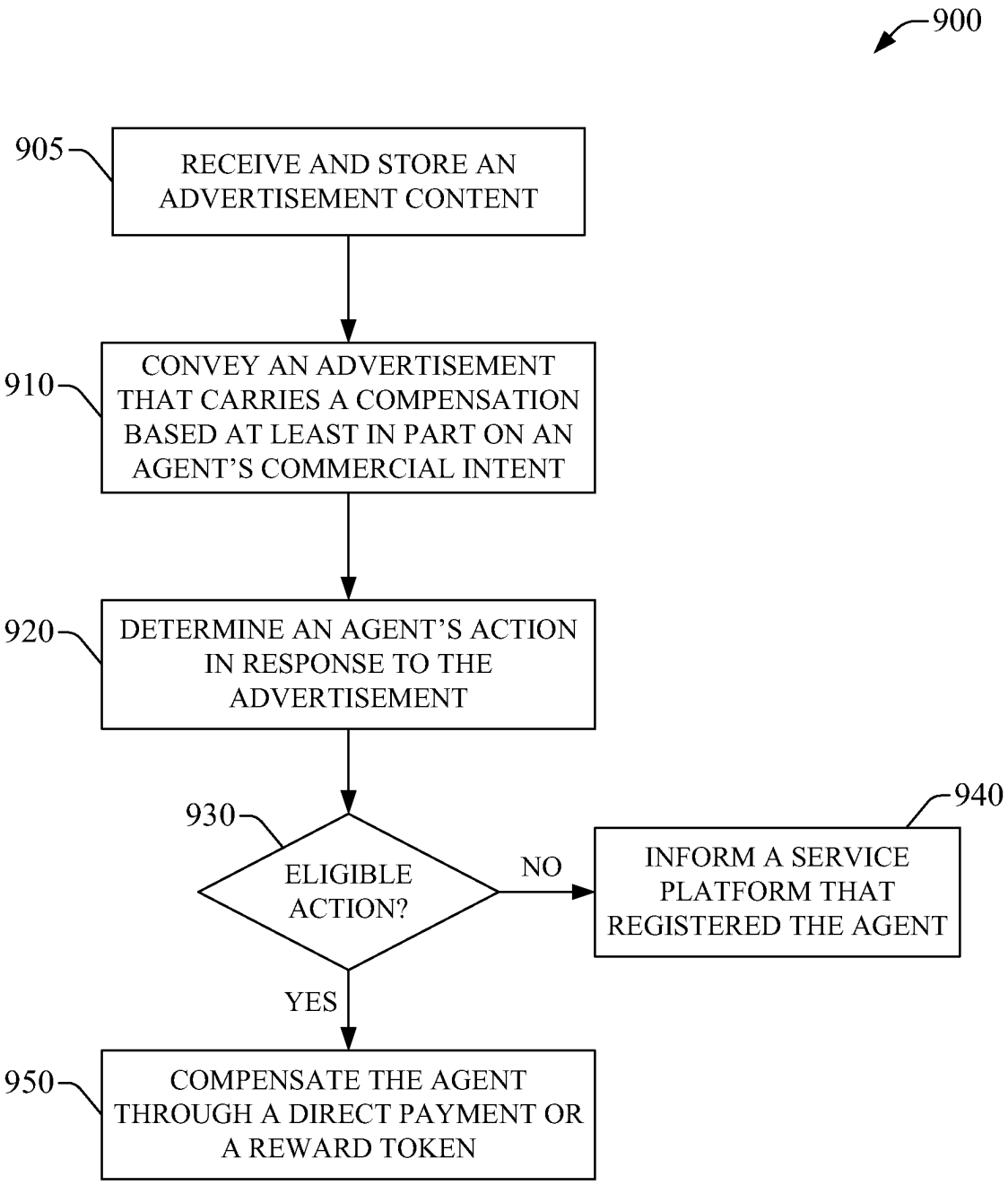

900
905
RECEIVE AND STORE AN ADVERTISEMENT CONTENT
910
CONVEY AN ADVERTISEMENT THAT CARRIES A COMPENSATION BASED AT LEAST IN PART ON AN AGENT'S COMMERCIAL INTENT
920
DETERMINE AN AGENT'S ACTION IN RESPONSE TO THE ADVERTISEMENT
930
ELIGIBLE ACTION?
NO
940
INFORM A SERVICE PLATFORM THAT REGISTERED THE AGENT
YES
950
COMPENSATE THE AGENT THROUGH A DIRECT PAYMENT OR A REWARD TOKEN

FIG. 9

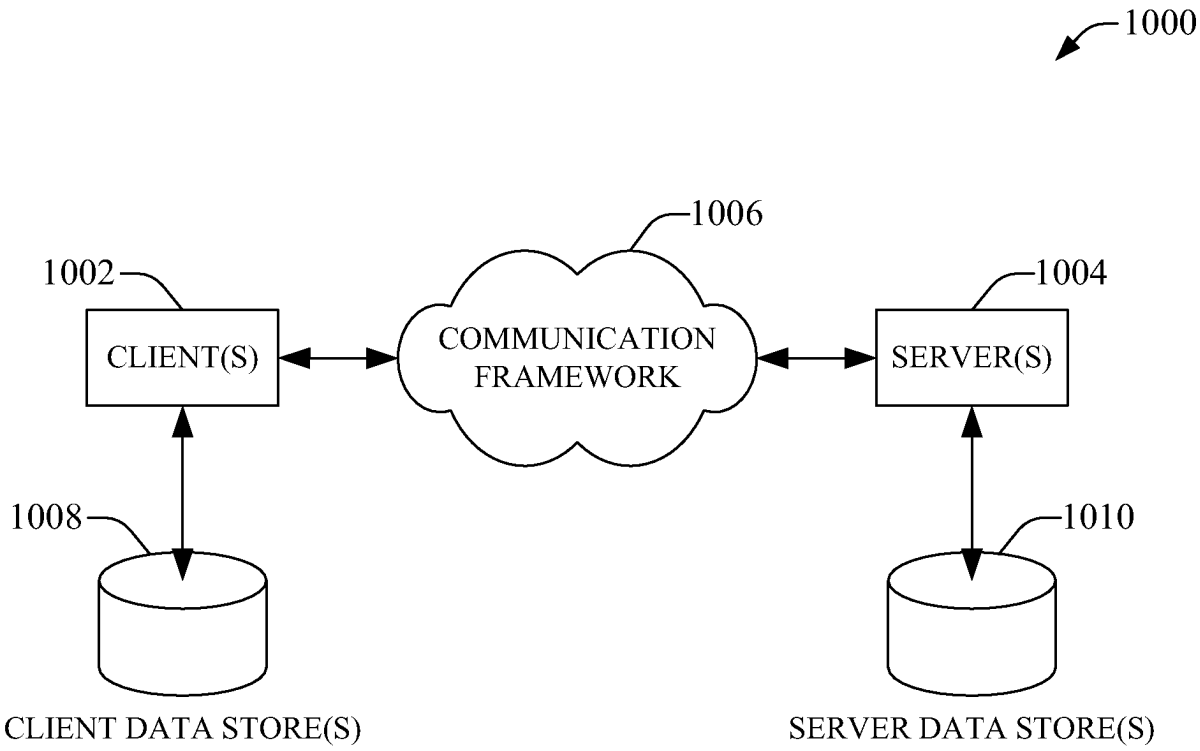

1000
1006
1002
1004
CLIENT(S)
COMMUNICATION FRAMEWORK
SERVER(S)
1008
1010
CLIENT DATA STORE(S)
SERVER DATA STORE(S)

FIG. 10

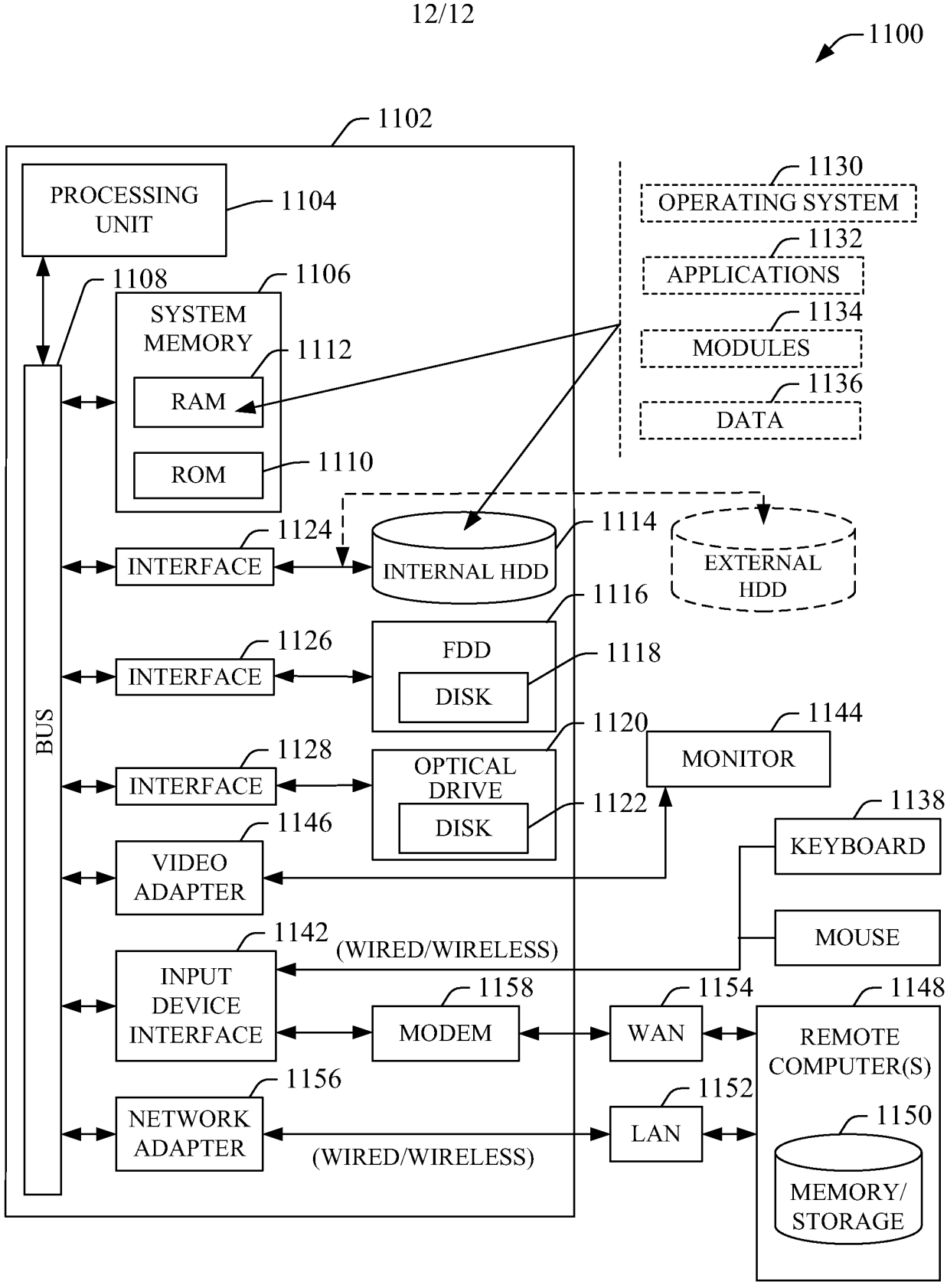

1100
1102
PROCESSING UNIT
1104
1108
1106
SYSTEM MEMORY
1112
RAM
ROM
1110
BUS
1130
OPERATING SYSTEM
1132
APPLICATIONS
1134
MODULES
1136
DATA
1124
INTERFACE
INTERNAL HDD
1114
EXTERNAL HDD
1116
1126
INTERFACE
FDD
DISK
1118
1128
INTERFACE
OPTICAL DRIVE
DISK
1120
1122
1144
MONITOR
1146
VIDEO ADAPTER
1138
KEYBOARD
MOUSE
1142
(WIRED/WIRELESS)
INPUT DEVICE INTERFACE
1158
MODEM
1154
WAN
1148
REMOTE COMPUTER(S)
1156
NETWORK ADAPTER
1152
LAN
1150
MEMORY/ STORAGE
(WIRED/WIRELESS)

FIG. 11