



US007698165B1

(12) **United States Patent**
Tawakol et al.

(10) **Patent No.:** **US 7,698,165 B1**
(45) **Date of Patent:** **Apr. 13, 2010**

(54) **ACCEPTING BIDS TO ADVERTISE TO USERS PERFORMING A SPECIFIC ACTIVITY**

6,247,021 B1 * 6/2001 Himmel et al. 707/104.1
6,266,649 B1 * 7/2001 Linden et al. 705/26
6,317,761 B1 11/2001 Landsman et al.
6,324,519 B1 11/2001 Eldering
6,356,879 B2 * 3/2002 Aggarwal et al. 705/26

(75) Inventors: **Omar Tawakol**, Bellevue, WA (US);
Basem Nayfeh, Mercer Island, WA (US)

(73) Assignee: **AudienceScience Inc.**, Bellevue, WA (US)

(Continued)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 1137 days.

FOREIGN PATENT DOCUMENTS
EP 1 026 610 A2 8/2000

(Continued)

(21) Appl. No.: **11/049,411**

OTHER PUBLICATIONS

(22) Filed: **Feb. 1, 2005**

John Garafalakis et al., "Web site optimization using page popularity", IEEE: Jul.-Aug. 1999.*

(Continued)

Related U.S. Application Data

(63) Continuation of application No. 10/830,874, filed on Apr. 23, 2004, now abandoned, which is a continuation of application No. 10/653,703, filed on Sep. 2, 2003.

Primary Examiner—Jean Janvier

(74) *Attorney, Agent, or Firm*—Perkins Coie LLP

(51) **Int. Cl.**
G06Q 30/00 (2006.01)

(57) **ABSTRACT**

(52) **U.S. Cl.** **705/14.4**; 705/26; 705/37;
709/203; 709/223; 709/224; 709/218; 707/1;
707/16; 707/100; 707/104.1

A facility for Performing on-line advertising at a subject web site relative to a selected user activity is described. The facility receives a plurality of bids. Each bid is submitted on behalf of an advertiser, and specifies an advertising rate that the advertiser will pay to display an advertising messages to users performing the selected activity with respect to the subject web site. When a request for any web page of the subject web site containing advertising space is received from a user that has previously performed the selected activity, irrespective of the identity of the requested web page, the facility both (1) identifies the received bid specifying the largest advertising rate, and (2) causes an advertising message to be displayed in the advertising space of the requested web page for the advertiser on whose behalf the identified bid was submitted.

(58) **Field of Classification Search** 705/14.4,
705/26, 37; 709/203, 223, 218, 224; 707/16,
707/1, 100, 104.1

See application file for complete search history.

(56) **References Cited**

U.S. PATENT DOCUMENTS

5,918,014 A * 6/1999 Robinson 709/219
5,974,398 A * 10/1999 Hanson et al. 705/14
5,974,451 A 10/1999 Simmons
6,078,866 A 6/2000 Buck et al.
6,085,229 A * 7/2000 Newman et al. 709/203

13 Claims, 5 Drawing Sheets

