Title: ADVERTISEMENT SELECTION AND PRICING BASED IN PART ON USER INTEREST INFERRED FROM USER INTERACTION

Abstract: A client device presents one or more advertisements via a user interface presented by a client device. When the client device receives input from the user interacting with the user interface, a direction of motion of the input is determined and used to determine the user's measure of interest in various advertisements. For example, a direction of movement of the input relative to an advertisement determines the user's measure of interest in the advertisement. Based on the measure of interest in various advertisements, one or more additional advertisements are selected and prices charged to one or more advertisers associated with presented advertisements are determined.
Declarations under Rule 4.17:
— of inventorship (Rule 4.17(v))

Published:
— with international search report (Art. 21(3))

Date of publication of the international search report: 8 October 2015
INTERNATIONAL SEARCH REPORT

International application No.
PCT/IB 14/02939

A. CLASSIFICATION OF SUBJECT MATTER

IPC(8): A61Q 30/00 (2015.01)
CPC: A61Q 30/00 (2015.01); CPC: A61Q30/00, A61Q30/02, A61Q30/0277, A61Q30/0275, A61Q30/0254

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)
IPC(8): A61Q 30/00 (2015.01); CPC: A61Q30/00, A61Q30/02, A61Q30/0277, A61Q30/0275, A61Q30/0254

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
USPC: 705/14.69, 705/14.4, 705/14.48

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
PatBase, ProQuest Dialog, Google Web, Google Patents (Search terms: track, monitor, measure, analyze, movement, motion, mouse, cursor, pointer, ad, advertisement, interest, intent, speed, velocity, distance, proportional, linear, inverse, price function, bid, charge, normalize, metrics, statistics, etc.)

C. DOCUMENTS CONSIDERED TO BE RELEVANT

<table>
<thead>
<tr>
<th>Category*</th>
<th>Citation of document, with indication, where appropriate, of the relevant passages</th>
<th>Relevant to claim No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>X</td>
<td>US 2008/01681 19 A (Van Der Helm et al.) 10 July 2008 (10.07.2008), para. (0005), (0016), [0030]-[0031], [0033], [0035]-[0036], [0057], and [0061], and Figs. 1-7B.</td>
<td>1, 4, 6-8, 10</td>
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<td>US 2009/0240561 A1 (Aitberg et al.) 24 September 2009 (24.09.2009), para. (0041), (0050), [0063], [0076], [0090], [0104], [0107], [0109], [0115], [0128], [0175], [0238], [0247], [0262], [0264], [0315], [0327], [0330], and [0343], and Fig. 20.</td>
<td>9, 11-17</td>
</tr>
</tbody>
</table>

Further documents are listed in the continuation of Box C.

* Special categories of cited documents:
  - "A" document defining the general state of the art which is not considered to be of particular relevance
  - "E" earlier application or patent but published on or after the international filing date
  - "L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)
  - "O" document referring to an oral disclosure, use, exhibition or other means
  - "P" document published prior to the international filing date but later than the priority date claimed
  - "V" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
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  - "X" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art
  - "Y" document member of the same patent family

Date of the actual completion of the international search
17 May 2015 (17.05.2015)

Date of mailing of the international search report
15 JUN 2015

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