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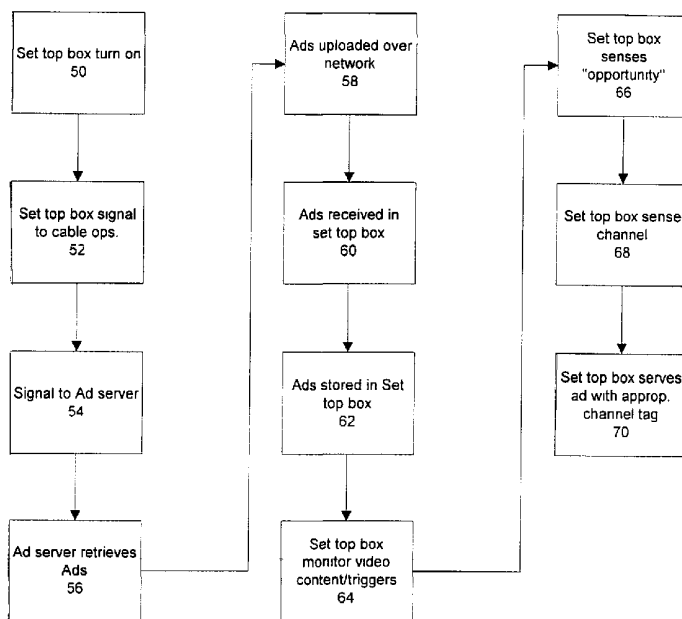
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- (74) Agents: ROBERTS, Jon, L. et al.; Roberts Abokhair & Mardula, LLC, Suite 1000, 11800 Sunrise Valley Drive, Reston, VA 20191 (US).
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- (71) Applicant: ROAD RUNNER [US/US]; 13241 Woodland Park Road, Herndon, VA 20171 (US).
- (72) Inventors: NICHOLSON, Robert, D.; 10704 Hunters Valley Road, Vienna, VA 22181 (US). SAUNDERS, Barrie, A.; 9705 Digging Road, Montgomery Village, MD 20886 (US).

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[Continued on next page]

(54) Title: SYSTEM AND METHOD OF SELECTIVE ADVERTISING ON A TV CHANNEL



(57) Abstract: A method and system for providing selective advertising on a television channel is accomplished by downloading appropriate advertisements from an advertising server to a subscriber's set top box over an out-of-band channel. The set top box monitors for triggers to provide advertisement to the subscribers's television. The advertisements can be downloaded in advance of any ad opportunity triggers to a local storage means associated with the set top box, if available.

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

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## INTERNATIONAL SEARCH REPORT

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**B. FIELDS SEARCHED**

Minimum documentation searched (classification system followed by classification symbols)

U.S. : 725/32-36, 37-93, 114,116

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y,E	US 6,357,042 B2 (SRINIVASAN et al.) 12 March 2002 column 31, line 58 - col. 35, line 36	1-8
Y	US 5,260,778 A (KAUFFMAN et al.) 09 November 1993 column 4, lines 16-35 and column 5, lines 12-66	1-8
A	US 5,515,098 A (CARLES) 07 May 1996 whole document	1-8

 Further documents are listed in the continuation of Box C.  See patent family annex.

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"A" document defining the general state of the art which is not considered to be of particular relevance	"X"	document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
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"O" document referring to an oral disclosure, use, exhibition or other means		
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Name and mailing address of the ISA/US  
Commissioner of Patents and Trademarks  
Box PCT  
Washington, D.C. 20231

Facsimile No. (703) 305-3230

Authorized officer

CHRISTOPHER GRANT

Telephone No. (703) 305-4755