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[Continued on next page]

(54) Title: METHOD AND SYSTEM FOR CREATING AND DISTRIBUTING USER-CREATED REVENUE-GENERATING 3D MODELS

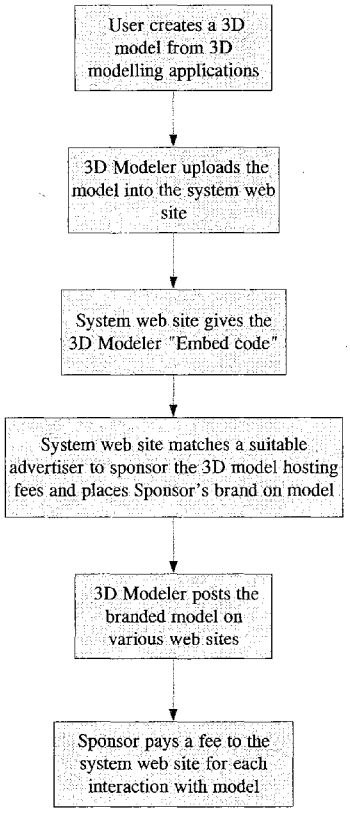

FIG. 2

(57) Abstract: A method is provided for creating and distributing user-created revenue-generating three-dimensional (3D) models to Internet web sites. A user creates and uploads an interactive 3D model file to a system server which gives the user embed code for embedding the 3D model in third party web sites. The system server selects an advertiser to sponsor the 3D model and adds the advertiser's branding to the interactive 3D model. The user can then post the branded model on one or more web sites and the advertiser pays the system server advertising fees based on the level of interaction with the branded model.

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METHOD AND SYSTEM FOR CREATING AND DISTRIBUTING USER-CREATED REVENUE-GENERATING 3D MODELS

Cross Reference To Related Application

The present application claims the benefits, under 35 U.S.C.§119(e), of U.S. Provisional Application Serial No. 61/047,696 filed April 24, 2008 which is incorporated herein by this reference.

Technical Field

The invention relates to methods and systems of advertising over computer networks in which advertisements are displayed on a user terminal, and more particularly to methods and system for Internet advertising in which advertisements are displayed on a user terminal in response to clicking an advertisement displayed on a web site.

Background

Internet advertisements are becoming an increasingly important part of advertisers' budgets due to the popularity of Internet use. Typically such advertising takes the form of banner advertisements, that is, an advertisement space that appears on a web site being viewed by a user. This advertisement space displays the advertising content to the user, and also allows the user to click a part of the space to link to the advertiser's web site, thereby displaying an advertisement page on the user terminal.

A banner advertisement is created by embedding the HTML code for the banner within the HTML code for the web page in which it is to appear. The user's web browser compiles and executes the embedded code for the banner ad and displays it as part of a rendered web page at the specified location.

Operators of web sites that post banner advertisements generally earn revenue from advertisers, which can be calculated in various ways. Generally a web site operator can apply for affiliation with an advertiser who provides an advertisement for placement by the operator. Once the advertiser has agreed, the web site operator

places the banner advertisement onto its web site, and is then paid fees from the advertiser based upon one of a number of methods. One common method is the "Cost Per Thousand Impressions" or CPM model, in which revenue is based on the number of times a banner advertisement is displayed to a user. A second method is the "Cost Per- Click" or CPC model, in which revenue is based on the number of clicks a banner advertisement receives. A third method is the "Cost-Per-Transaction" model, which compensates the web site operator based on the actual transactions conducted through a banner advertisement, such as a product purchase.

Due to the increasing importance of Internet advertising, there is a need for new vehicles for advertisers to effectively direct their advertising messages over the Internet.

The foregoing examples of the related art and limitations related thereto are intended to be illustrative and not exclusive. Other limitations of the related art will become apparent to those of skill in the art upon a reading of the specification and a study of the drawings.

Summary

The following embodiments and aspects thereof are described and illustrated in conjunction with systems, tools and methods which are meant to be exemplary and illustrative, not limiting in scope. In various embodiments, one or more of the above-described problems have been reduced or eliminated, while other embodiments are directed to other improvements.

The present invention provides a computer-implemented method for creating and distributing user-created revenue-generating three-dimensional (3D) models. More particularly the invention provides a computer-implemented method of creating and distributing user-created revenue-generating three-dimensional (3D) models wherein a user has a client computer provided with three-dimensional interactive model creation application software and web browser software for accessing and

interactively communicating via a computer network with a system server provided with data storage to store three-dimensional interactive image files, comprising: a) the user creating and uploading an interactive 3D model file to the system server; b) the system server giving the user embed code for embedding the 3D model in third party web sites; c) the system server selecting an advertiser to sponsor the 3D model; d) the system server adding the advertiser's branding to the interactive 3D model and returning same to the user; e) the user embedding the branded model in one or more web sites; f) the advertiser paying the system server advertising fees based on the level of interaction with the branded model.

The present invention provides a computer readable storage medium having program code stored thereon, wherein the program code, when executed by a computer, performs the following tasks: a) receiving a user-created and uploaded interactive 3D model file to a system server; b) the system server giving the user embed code for embedding the 3D model in one or more web sites; c) the system server selecting an advertiser to sponsor the 3D model; d) the system server adding the advertiser's branding to said interactive 3D model and returning same to the user; e) receiving from the advertiser advertising fees based on the level of interaction with the branded model. The invention further provides computer program code for displaying a branded interactive 3D model which generates advertising revenue for a system web server.

In addition to the exemplary aspects and embodiments described above, further aspects and embodiments will become apparent by reference to the drawings and by study of the following detailed descriptions.

Brief Description of Drawings

Exemplary embodiments are illustrated in referenced figures of the drawings. It is intended that the embodiments and figures disclosed herein are to be considered illustrative rather than restrictive.

Fig. 1 is a schematic diagram illustrating the network or system used to carry out the invention;

Fig. 2 is a flowchart illustrating the method of the invention; and

Fig. 3 is a diagram illustrating a sample of a branded interactive 3D model.

Description

Throughout the following description specific details are set forth in order to provide a more thorough understanding to persons skilled in the art. However, well known elements may not have been shown or described in detail to avoid unnecessarily obscuring the disclosure. Accordingly, the description and drawings are to be regarded in an illustrative, rather than a restrictive, sense.

With reference to Figure 1, the method of the invention is carried out by users via a plurality of user computer terminals 10, whether desktop, laptop, mobile device or the like. In referring herein to a "mobile device", reference is to a two-way communication device with advanced data communication capabilities including the capability to communicate with other mobile devices or computer systems through a network of transceiver stations. The mobile device may also have the capability to allow voice communication. Examples are a data messaging device, a two-way pager, a cellular telephone with data messaging capabilities, a wireless Internet appliance, or a data communication device (with or without telephony capabilities). Computer terminals 10 are provided with 3D content creation application software like 3ds Max, Maya, SoftImage and other applications, and web browser client software capable of accessing the system web site maintained by a web server 12 via the Internet 14 or other computer network. The user may, as an example, wish to create a custom 3D model for delivery to a social network hosting server 22. The user may post the 3D model on a blog, email or web site via a web hosting server 24. An advertising server 16 also accesses web server 12 via the Internet 14 .

With reference to Figure 2, as a first step, a user at computer terminal 10 who is providing a 3D model ("3d Modeler") creates a 3D model from 3D interactive

modelling applications like 3ds Max, Maya, SoftImage and other applications. It may for example be a 3D interactive model suitable for gaming, virtual worlds and simulations, for example a Statue of Liberty model 32 as shown in Fig. 3. The 3D Modeler uploads the interactive model into the system web site 12 for immediate display and the ability to embed the interactive 3D model on other web sites such as Facebook and MySpace to display the model to the user's friends and family or potential employers.

As one method of custom creating the 3D model, the system may use the METHOD AND SYSTEM FOR DELIVERING AND INTERACTIVELY DISPLAYING THREE-DIMENSIONAL GRAPHICS as disclosed in the present applicant's co-pending International patent application publication no. WO08040123 published April 10, 2008, which is incorporated herein by reference.

The system web site 12 is preferably a free 3D model hosting service that receives advertising revenue from its activities. The system web site 12 gives the 3D Modeler "Embed code" similar to what is currently provided by web-based services such as YouTube, allowing the user to embed the code in many other sites 22, 24. By providing the embed code, the system web site 12 allows the 3D Modeler to post the model on sites such as Facebook, MySpace, on the user's own web site etc.

An example of embed code for a web site / blog is as follows:

<object classid="clsid:d27cdb6e-ae6d-11cf-96b8-444553540000" codebase="http://fpdownload.macromedia.com/pub/shockwave/cabs/flash/swflash.cab#version=8,0,0,0" width="400" height="300" id="renderjam" align="middle"><param name="allowScriptAccess" value="sameDomain" /><param name="movie" value="http://renderjam.online.aftercad.com/realworld2.swf" /><param name="flashvars" value="f=4&h=renderjam.online.aftercad.com&cm=obj" /><param name="quality" value="high" /><param name="bgcolor"

value="#000000" /><embed
src="http://renderjam.online.aftercad.com/realworld2.swf" id="renderjam"
flashvars="f=4&h=renderjam.online.aftercad.com&cm=obj"
swliveconnect="true" quality="high" bgcolor="#000000" width="400"
height="300" name="renderjam" align="middle"
allowScriptAccess="sameDomain" type="application/x-shockwave-flash"
pluginspage="http://www.macromedia.com/go/getflashplayer" /></embed></object>

Next, the system web site 12 selects a suitable advertiser to "sponsor" the 3D model hosting fees. Every hosted model gets matched up with an Advertising "Sponsor", for example Google as shown in Fig. 3. The Sponsor is charged a base hosting fee to host the model. For every view (CPM) and interaction (CPC) with the posted model 32, the Sponsor pays a fee to the system web site 12. The Sponsor's logo or brand 34 is positioned in frame with the 3D model as shown in Fig. 3 and includes a hyperlink to the advertiser's web site 16. Alternatively the Sponsor's brand may be placed at the bottom of the 3D model display. Every time someone interacts with the 3D model somewhere, the system web site 12 gets paid by the Sponsor for those clicks. This can be done in the same manner as presently done with banner advertising. When the branded model gets posted on the user's Facebook profile, for example, for every view (CPM or cost per thousand views) or click (CPC or cost per click), the advertiser pays a fee to the system operator. A number of existing methods of click tracking are possible but a preferred method uses the same method employed to monitor how a user manipulates the model. When a user clicks on the model, whether to rotate it or click on the sponsor link, code is created and monitored by the system.

Like popular keywords and Google Adwords, or like sponsored athletes, some branded models will be popular and many others not. Some models may become integrated into games etc. Popular 3D models will be pasted into multiple web pages and blogs all across the Internet and attract a large number of clicks. The advertising model may involve the usual CPC Ranking system whereby a Sponsor has an account

and a budget and once their daily model sponsoring budget is exhausted, the next sponsor on the list gets to sponsor the popular models.

The present method is particularly effective because the system benefits from users distributing their created models to their network of friends, relatives and associates, and it also takes advantage of the attraction of interactive 3D models to computer users.

While a number of exemplary aspects and embodiments have been discussed above, those of skill in the art will recognize certain modifications, permutations, additions and sub-combinations thereof. It is therefore intended that the invention be interpreted to include all such modifications, permutations, additions and sub-combinations as are within its true spirit and scope.

WHAT IS CLAIMED IS:

1. A computer-implemented method of creating and distributing user-created revenue-generating three-dimensional (3D) models wherein a user has a client computer provided with three-dimensional interactive model creation application software and web browser software for accessing and interactively communicating via a computer network with a system server provided with data storage to store three-dimensional interactive image files, comprising:

a) said user creating and uploading an interactive 3D model file to said system server;

b) said system server giving the user embed code for embedding said 3D model in third party web sites;

c) said system server selecting an advertiser to sponsor said 3D model;

d) said system server adding said advertiser's branding to said interactive 3D model and returning same to the user;

e) said user embedding the branded model in one or more web sites;

f) said advertiser paying said system server advertising fees based on the level of interaction with said branded model at said one or more web sites.

2. The method of claim 1 wherein said branding comprises a hyperlink.

3. The method of claim 2 wherein said hyperlink is used to calculate payments by said advertiser.

4. The method of claim 1 wherein said level of interaction is measured by click tracking.

5. The method of claim 1 wherein said level of interaction is measured by monitoring a user's manipulation of the 3D model whereby when a user clicks

on the 3D model, or on the branding, code is created and monitored by the system.

6. The method of claim 4 wherein said click tracking is used to calculate payments by said advertiser.

7. A computer readable storage medium having program code stored thereon, wherein the program code, when executed by a computer, performs the following tasks:

a) receiving a user-created and uploaded interactive 3D model file to a system server;

b) said system web site giving the user embed code for embedding said 3D model in one or more web sites;

c) said system web site selecting an advertiser to sponsor said 3D model;

d) said system web site adding said advertiser's branding to said interactive 3D model and returning same to the user;

e) receiving from said advertiser advertising fees based on the level of interaction with said branded model at said one or more web sites.

8. A computer readable storage medium having program code stored thereon, said code comprising I) an interactive 3D model file which when run displays a 3D interactive model and an advertiser's branding, ii) embed code for embedding said 3D model in a web site, and iii) code for signaling an interaction with said 3D model.

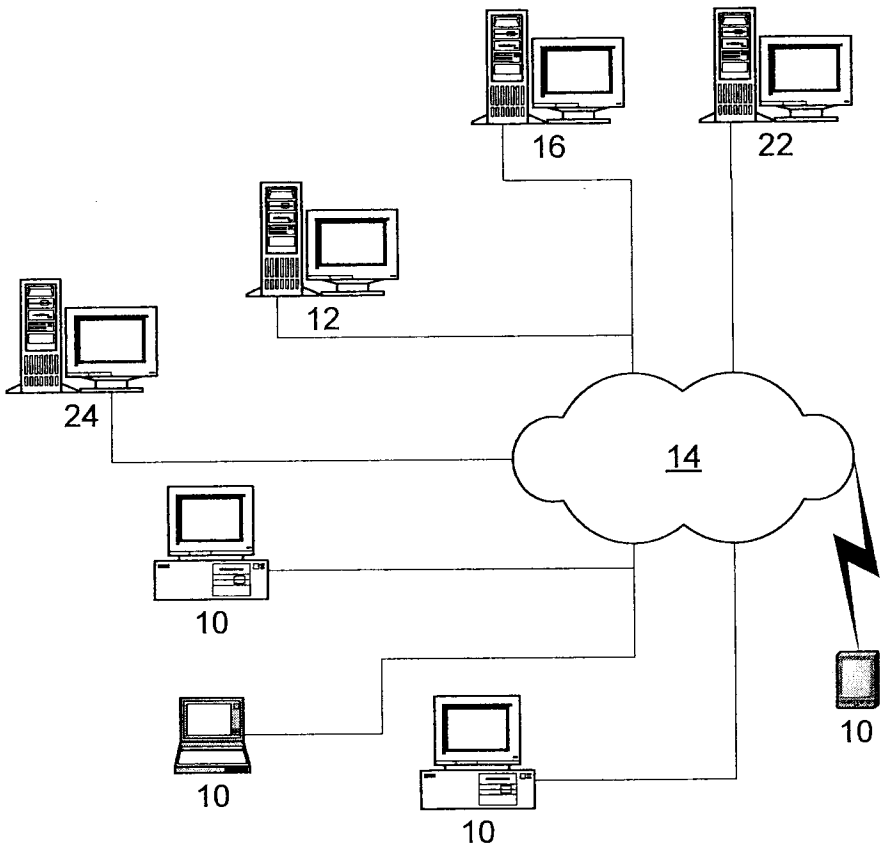

FIG. 1

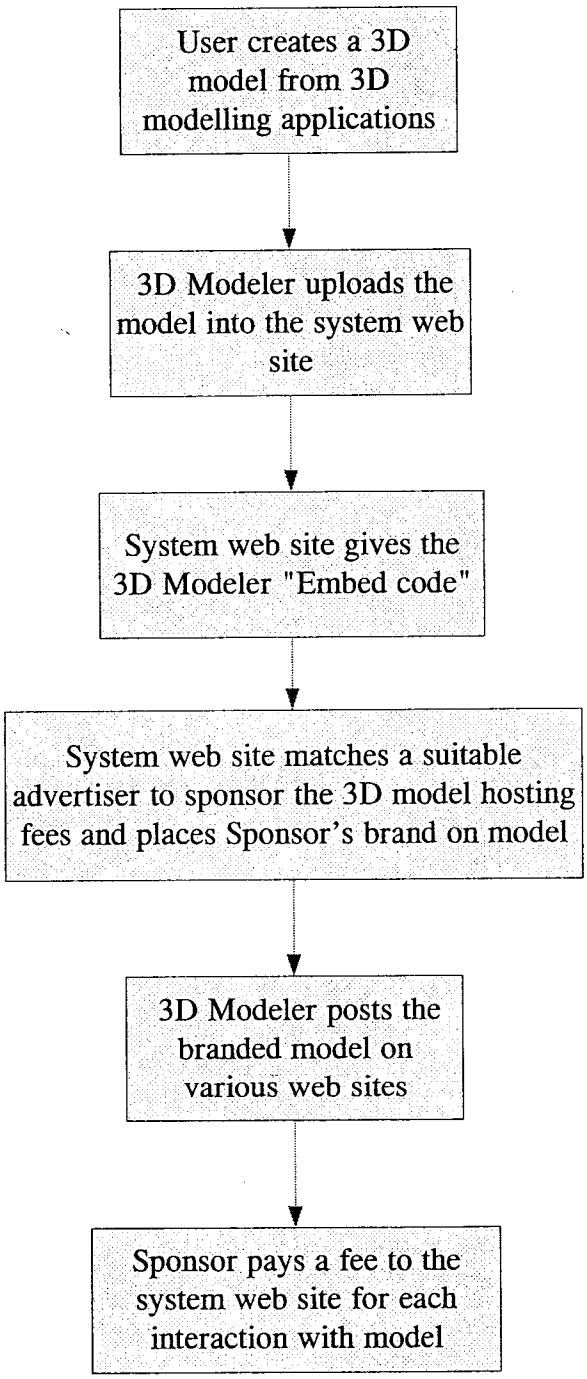
User creates a 3D model from 3D modelling applications
3D Modeler uploads the model into the system web site
System web site gives the 3D Modeler "Embed code"
System web site matches a suitable advertiser to sponsor the 3D model hosting fees and places Sponsor's brand on model
3D Modeler posts the branded model on various web sites
Sponsor pays a fee to the system web site for each interaction with model

FIG. 2

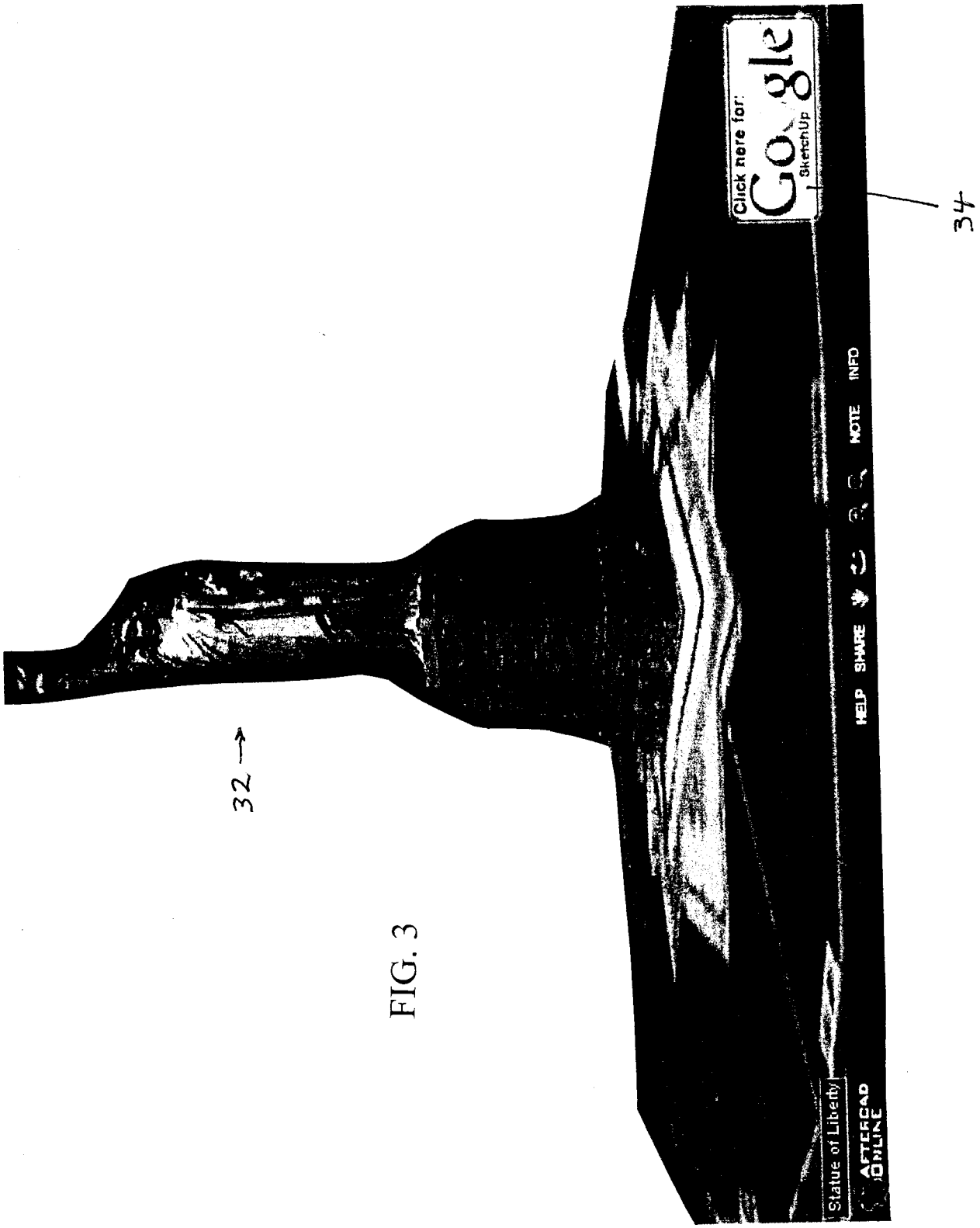
32
34
Click here for:
Google
SketchUp
HELP
SHARE
NOTE
INFO
Statue of Liberty
AUTODESK
AUTOCAD
ONLINE

FIG. 3

INTERNATIONAL SEARCH REPORT

International application No.
PCT/CA2009/000549

A. CLASSIFICATION OF SUBJECT MATTER
IPC: ***G06Q 30/00*** (2006.01), ***G06F 19/00*** (2006.01)
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: ***G06Q 30/00*** (2006.01), ***G06F 19/00*** (2006.01)

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

Electronic database(s) consulted during the international search (name of database(s) and, where practicable, search terms used)
Databases: Delphion USPTO, Espacenet, Canadian Patent Database, Patentscope, Google.
key words: advertiser, web site, model, 3-D, dimensional, branded, fee, interaction, level, sponsor, click, track, pay-per-click, embed, code, advertisement, and related terms.

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	WO 2008/040123 A1 (After-CAD Software Inc.), 10 April 2008 (10-04-2008). Entire Document.	1 to 8
Y	US 2005/0097204 A1(Horowitz et al.), 05 May 2005 (05-05-2005). Entire Document.	1 to 8
A	US 6,009,410 (AT&T Corporation), 28 December 1999 (28-12-1999). Entire Document.	1 to 8
A	US 2007/0294664 A1 (Joshi), 20 December 2007 (20-12-2007). Entire Document.	1 to 8
A	WO 2004/068299 A2 (Conducive Corporation), 12 August 2004 (12-08-2004). Entire Document.	1 to 8
A	US 2007/0168924 A1 (Kirby, JR.), 19 July 2007 (19-07-2007). Entire Document.	1 to 8

[ ] Further documents are listed in the continuation of Box C.

[X] See patent family annex.

* Special categories of cited documents :

"A" document defining the general state of the art which is not considered to be of particular relevance

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"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

"T" 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

"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

"Y" 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

"&" document member of the same patent family

Date of the actual completion of the international search	Date of mailing of the international search report
29 June 2009 (29-06-2009)	20 July 2009 (20-07-2009)

Name and mailing address of the ISA/CA	Authorized officer
Canadian Intellectual Property Office Place du Portage I, C114 - 1st Floor, Box PCT 50 Victoria Street Gatineau, Quebec K1A 0C9 Facsimile No.: 001-819-953-2476	Enji Al-Saber 819- 934-5142

INTERNATIONAL SEARCH REPORT
Information on patent family members

International application No.
PCT/CA2009/000549

Patent Document Cited in Search Report	Publication Date	Patent Family Member(s)	Publication Date
WO 2008040123A1	10-04-2008	None	
US 2005097204A1	05-05-2005	WO 2005031589A1	07-04-2005
US 6009410A	28-12-1999	CA 2250450A1	16-04-1999
US 2007294664A1	20-12-2007	None	
WO 2004068299A2	12-08-2004	US 2004148222A1 WO 2004068299A3	29-07-2004 25-11-2004
US 2007168924A1	19-07-2007	None	