

Title (en)

SYSTEM AND METHOD FOR BRAND AFFINITY CONTENT DISTRIBUTION AND OPTIMIZATION

Title (de)

SYSTEM UND VERFAHREN FÜR MARKENAFFINITÄTS-INHALTSVERTEILUNG UND OPTIMIERUNG

Title (fr)

SYSTÈME ET PROCÉDÉ DE DISTRIBUTION ET D'OPTIMISATION DE CONTENU À AFFINITÉ DE MARQUE

Publication

**EP 2310999 A4 20110810 (EN)**

Application

**EP 09770528 A 20090623**

Priority

- US 2009003725 W 20090623
- US 14419408 A 20080623

Abstract (en)

[origin: WO2009157989A1] An endorsed advertising engine, system and method, which includes at least one vault having media assets, a recommendation engine that matches the media assets from the vault with at least one requested creative, and a delivery engine that integrates the requested creative with the matched media assets from the vault.

IPC 8 full level

**G06Q 30/00** (2012.01)

CPC (source: EP)

**G06Q 30/02** (2013.01); **G07F 17/16** (2013.01)

Citation (search report)

- [L] The technical aspects identified in the present application (Art. 56 EPC) are considered part of common general knowledge. Due to their notoriety no documentary evidence is found to be required. For further details see the accompanying Opinion and the reference below. XP002456414
- See references of WO 2009157989A1

Designated contracting state (EPC)

AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HR HU IE IS IT LI LT LU LV MC MK MT NL NO PL PT RO SE SI SK TR

DOCDB simple family (publication)

**WO 2009157989 A1 20091230**; AU 2009263015 A1 20091230; CA 2728654 A1 20091230; EA 201170077 A1 20110630; EP 2310999 A1 20110420; EP 2310999 A4 20110810; JP 2011526025 A 20110929

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**US 2009003725 W 20090623**; AU 2009263015 A 20090623; CA 2728654 A 20090623; EA 201170077 A 20090623; EP 09770528 A 20090623; JP 2011516288 A 20090623