

Title (en)  
ADVERTISING AND PROMOTIONAL SYSTEM

Title (de)  
WERBE- UND ANGEBOTSSYSTEM

Title (fr)  
SYSTÈME PUBLICITAIRE ET PROMOTIONNEL

Publication  
**EP 2666132 A4 20141112 (EN)**

Application  
**EP 09718357 A 20090304**

Priority  
• US 3333408 P 20080303  
• US 2009036069 W 20090304

Abstract (en)  
[origin: WO2009111589A1] Advertising networks are described that enable the provision of offers to a user device in response to activation of an installation package. One embodiment of the invention includes a user device connected to a network, an advertising server system connected to the network, where the advertising server system stores information concerning a plurality of offers, and a partner server connected to the network. In addition, the user device is configured to execute an installation package to perform a predetermined operation, where the execution of the installation package triggers execution of a client application configured to collect information concerning the user device and to forward the collected information to the advertising server system as the installation package performs the predetermined operation.

IPC 8 full level  
**G06Q 30/00** (2012.01)

CPC (source: CN EP)  
**G06Q 30/02** (2013.01 - CN EP)

Citation (search report)  
• [I] US 6282567 B1 20010828 - FINCH II CURTIS L [US], et al  
• [I] US 2007255576 A1 20071101 - PATTERSON JAMES [US]  
• [I] WO 9952056 A1 19991014 - PREVIEW SOFTWARE [US]  
• [A] JP 2004185083 A 20040702 - FUJI PHOTO FILM CO LTD  
• See references of WO 2009111589A1

Cited by  
US11256491B2; US11829186B2; US10430502B2; US11010538B2; US11347826B2; US11741183B2

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 2009111589 A1 20090911**; CN 102016899 A 20110413; CN 107016558 A 20170804; EP 2666132 A1 20131127; EP 2666132 A4 20141112

DOCDB simple family (application)  
**US 2009036069 W 20090304**; CN 200980115718 A 20090304; CN 201610819296 A 20090304; EP 09718357 A 20090304