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United States Patent [19]

Merriman et al.

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[54] **METHOD OF DELIVERY, TARGETING, AND MEASURING ADVERTISING OVER NETWORKS**

[75] Inventors: **Dwight Allen Merriman**; **Kevin Joseph O'Connor**, both of New York, N.Y.

[73] Assignee: **Double Click, Inc.**, New York, N.Y.

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[52] **U.S. Cl.** **709/219**; 705/14; 707/501

[58] **Field of Search** 395/200.36, 200.33, 395/200.47, 200.48, 200.49; 705/26, 10, 14, 27, 1; 707/10, 501, 513

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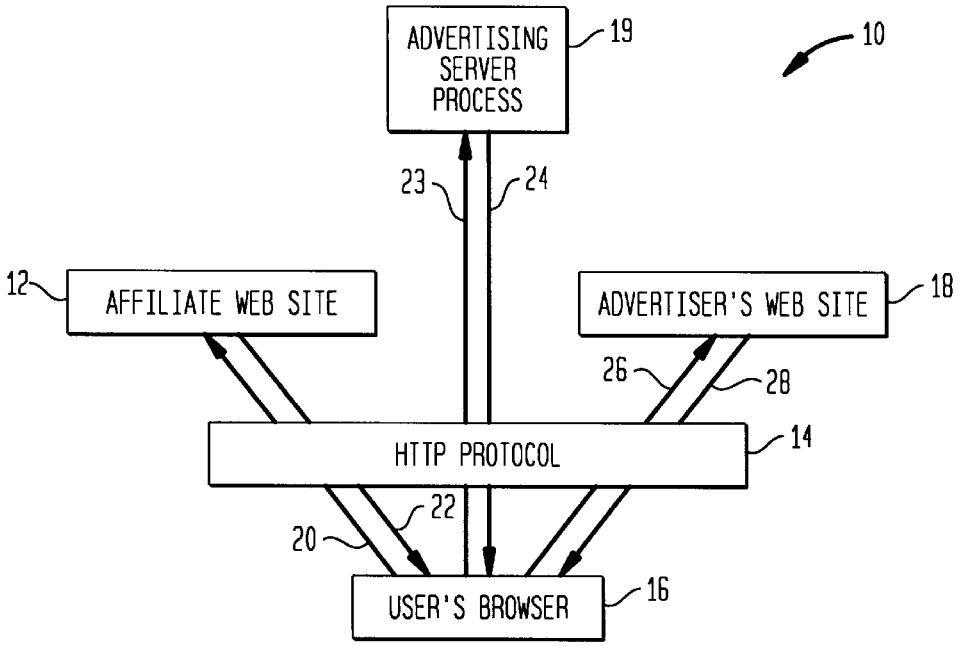
Primary Examiner—Dung C. Dinh
Attorney, Agent, or Firm—Allan Jacobson

[57] **ABSTRACT**

Methods and apparatuses for targeting the delivery of advertisements over a network such as the Internet are disclosed. Statistics are compiled on individual users and networks and the use of the advertisements is tracked to permit targeting of the advertisements of individual users. In response to requests from affiliated sites, an advertising server transmits to people accessing the page of a site an appropriate one of the advertisement based upon profiling of users and networks.

50 Claims, 2 Drawing Sheets