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(54) **AD-BEARING BOOKMARKS FOR ELECTRONIC MEDIA DOCUMENTS**

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(52) **U.S. Cl.**

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USPC **705/29**

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USPC 705/29

See application file for complete search history.

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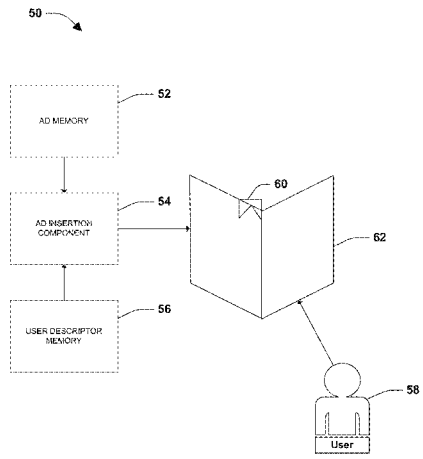
(57) **ABSTRACT**

An electronic bookmark can be used to render an advertisement at a bookmark insertion point (e.g., a stopping point) determined by a user when reading an electronic media document, such as an electronic book, newspaper, magazine, audiobook, and video, among others. Some of the variations provided herein include providing notice to an outside source providing the advertisement when user interaction with the bookmark occurs, as well as selecting advertisements based upon one or more criteria, including criteria related to the electronic media document and demographic information of the user.

20 Claims, 9 Drawing Sheets