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(54) Title: NEWS PAPER AND MAGAZINE'S SPECIFIED/DISPLAY ADVERTISEMENT(S) REPORTING SYSTEM BY INDIVIDUAL READERS

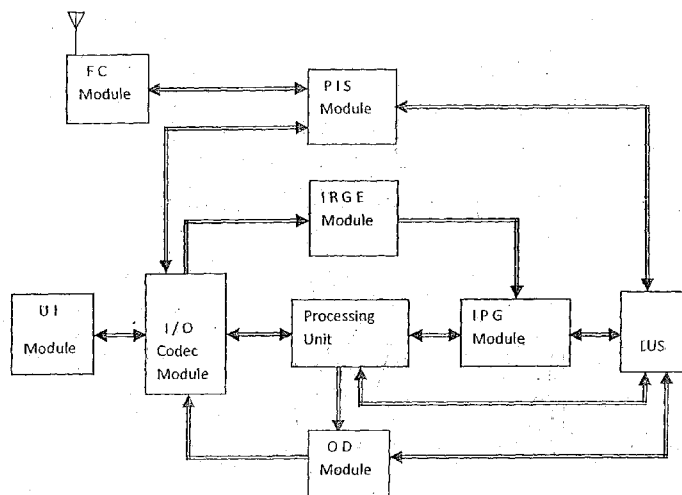


Fig. 1

(57) Abstract: Accordingly it is a principle object of the present invention to overcome the disadvantages and limitations of prior are methods and systems and provide a method and system for automatic optimal selection of NEWS PAPERS AND MAGAZINES for publish of the commercial advertisement constituted in accordance with the principles of the present invention wherein the system will carry associative functions of the method for predicting NEWS PAPERS AND MAGAZINES for publish the commercial. It is yet another object of the present invention to provide the order of suitability of the NEWS PAPERS AND MAGAZINES by providing a list of NEWS PAPER AND MAGAZINES in which the advertiser has the greatest probability of successful publish of the commercial advertisements with better revelation of the commercial advertisement.

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INTERNATIONAL SEARCH REPORT

International application No.
PCT/IN2013/000756

A. CLASSIFICATION OF SUBJECT MATTER
G06Q30/02, G06Q10/00, G06F17/00 Version=2014.01

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)

G06Q and G06F

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

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

Databases: Questel, IPO Internal database.

Keywords: Advertisement , Publish , Data-Mining , Newspaper

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	D1: WO2005111897 A2 (Google Inc.) 21/12/2006 (Dec 21, 2006). (Abstract , Paragraphs 4 , 13 , 51 and 60-66)	1-10 , 14-16 , 20-22 , 25-26
Y	WO2010141835 A1 (Joshua Feuerstein et al) 09/12/2010 (Dec 9, 2010). (Figures 1 , 3 and 6 and Pages 5-9)	11-13 , 17-19 , 23-14

Further documents are listed in the continuation of Box C. See patent family annex.

* Special categories of cited documents:	"I" 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
"A" document defining the general state of the art which is not considered to be of particular relevance	"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
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"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)	"&" document member of the same patent family
"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	

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INTERNATIONAL SEARCH REPORT
Information on patent family members

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Citation	Pub.Date	Family	Pub.Date
WO 2005111897 A2	21-12-2006	EP 1774462 A2	18-04-2007
		KR 20070011591 A	24-01-2007
		US 2005267799 A1	01-12-2005
WO 2010141835 A1	09-12-2010	EP 2438757 A1	11-04-2012
		US 2011054997 A1	03-03-2011