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(71) Applicant (for all designated States except US): CLEAR-
SPRING TECHNOLOGIES, INC. [US/US]; 8000 West-
park Dr., Suite 625, Mclean, Virginia 22102 (US).

(72) Inventors; and

(75) Inventors/Applicants (for US only): ALLEN, Stewart,
O. [US/US]; 1486 Waterfront Road, Reston, Virginia
20197 (US). COSBY, Scott, F. [US/US]; 11 Hayward
Place, Rye, New York 10580 (US). GREENE, Dylan
[US/US] (US). KEESAN, Matthew, J. [US/US]; 2821
13th St., NW, Apt. #A, Washington, District Of Colum-
bia 20009 (US). RADFAR, Hooman [US/US]; 900 N.
Stuart St., Apt. #1508, Arlington, Virginia 22203 (US).
REVERTE, Carlos, F. [US/US]; 9221 Kendale Blvd.,
Miami, Florida 33176 (US).

(74) Agents: BENNETT, Daniel, M. et al.; Cooley Godward
Kronish LLP, Attn: Patent Group, 777 6th Street, NW, Suite
1100, Washington, District Of Columbia 20001 (US).

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[Continued on next page]

(54) Title: METHOD AND APPARATUS FOR DATA PROCESSING

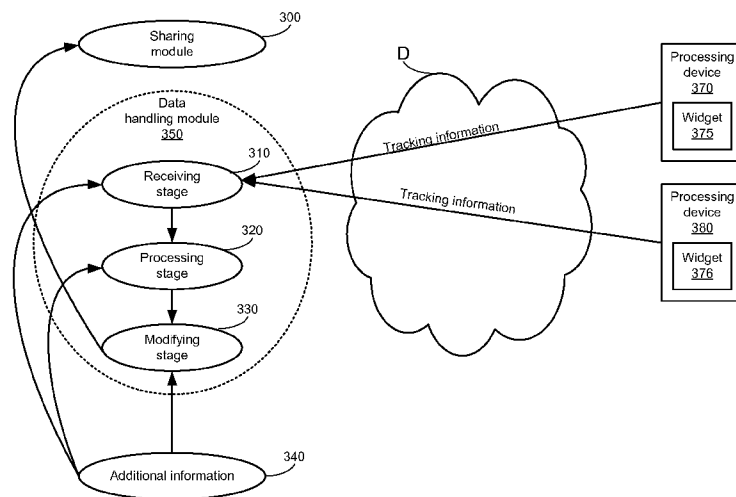


FIG. 3A

(57) Abstract: A method and system can include multiple data handling stages for manipulating tracked information associated with content distributed to users and/or computers, such as static objects, media objects, and/or software objects, for example. The content can be distributed as widget instances and the associated tracked information can be received over a network. The information received can be associated with a session corresponding to each widget instance and/or with multiple identifiers, such as widget, user, content, session, content aggregation point, processor, and/or placement identifiers, for example. Data handling processes, including sorting, storing, filtering, combining, queuing, and/or authenticating, for example, can be performed during the data handling stages. The processed information can be used to determine modifications to a behavior associated with widgets and/or widget containers.

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 According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

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Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
 USPC: 709/201, 203, 217, 223,224, 227; 715/700, 736, 738, 744

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
 Electronic databases: USPTO WEST (PGPB, USPT, USOC, EPAB, JPAB); Google Scholar
 Search Terms Used: track, monitor, analyze, data, information, content, modification, manipulation, adjustment, alternation, efficient, dynamic etc.

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2005/0125528 A1 (Burke, II et al.) 09 June 2005 (09.06.2005) (abstract; fig. 1-7; para [0002]-[0005], [0007]-[0010], [0020]-[0030]; and [0048]-[0068])	1-26
A	US 2003/0014483 A1 (Stevenson et al.) 16 January 2003 (16.01.2003)	1-26
A	US 2004/0215709 A1 (Basani et al.) 28 October 2004 (28.10.2004)	1-26
A	US 7,117,250 B1 (Wu) 03 October 2006 (03.10.2006)	1-26
A	US 2003/0033403 A1 (Rhodes) 13 February 2003 (13.02.2003)	1-26

Further documents are listed in the continuation of Box C.

* Special categories of cited documents:

"A" document defining the general state of the art which is not considered to be of particular relevance	"T" 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
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"O" document referring to an oral disclosure, use, exhibition or other means	"&" document member of the same patent family
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