



/ has brought this [Ars Technica](#) article (covering a story first broken by [Information Week](#)) about Micro\$oft receiving a patent for a technology to data-mine your hard disk for advertisers. Makes me glad I don't use Micro\$oft products.

Microsoft has filed [another](#) patent, this one for an "[advertising framework](#)" that uses "context data" from your hard drive to show you advertisements and "apportion and credit advertising revenue" to ad suppliers in real time. Yes, Redmond wants to own the patent on the mother of all adware...

"Applications, tools, or utilities may use an application program interface to report context data tags such as key words or other information that may be used to target advertisements," says the filing. "The advertising framework may host several components for receiving and processing the context data, refining the data, requesting advertisements from an advertising supplier, for receiving and forwarding advertisements to a display client for presentation, and for providing data back to the advertising supplier."

The adware framework would leave almost no data untouched in its quest to sell you stuff. It would inspect "user document files, user e-mail files, user music files, downloaded podcasts, computer settings, computer status messages (e.g., a low memory status or low printer ink)," and more. How could we have been so blind as to not see the marketing value in computer status messages?

[Microsoft patents the mother of all adware systems](#)