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- as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))
- as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii))

**Published:**

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For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

(54) Title: LOCAL AREA ADVERTISEMENTS

(57) Abstract: Sets of local, (e.g., online) ads may be generated by obtaining sets of information about (e.g., local) establishments, each set including a business address information and/or a telephone number, (b) determining, for each of the sets, a location using at least one of at least a portion of the business address information and at least a portion of the telephone number, and (c) generating, for each of the sets, an ad that includes targeting information that targets the serving of the ad to queries related to the determined location. A query, including information about a location of a client device, may be accepted and at least one of the generated ads that includes targeting information that targets the location of the client device may be determined.



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# INTERNATIONAL SEARCH REPORT

International application No.

PCT/US05/23023

## A. CLASSIFICATION OF SUBJECT MATTER

IPC: G06Q 30/00( 2006.01)

USPC: 705/14

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)

U.S. : 705/14

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)

USPAT, US-PGPUB and IBM\_TDB

## C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X --- Y	US 2003/0032409A1 (HUTCHESON et al) 13 February 2003 (13.02.2003), para. [0008], [0124], [0137], [0092], [0094] and [0047].	1, 2, 5-16 & 18-27 ----- 3, 4 & 17

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See patent family annex.

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"X"

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"Y"

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