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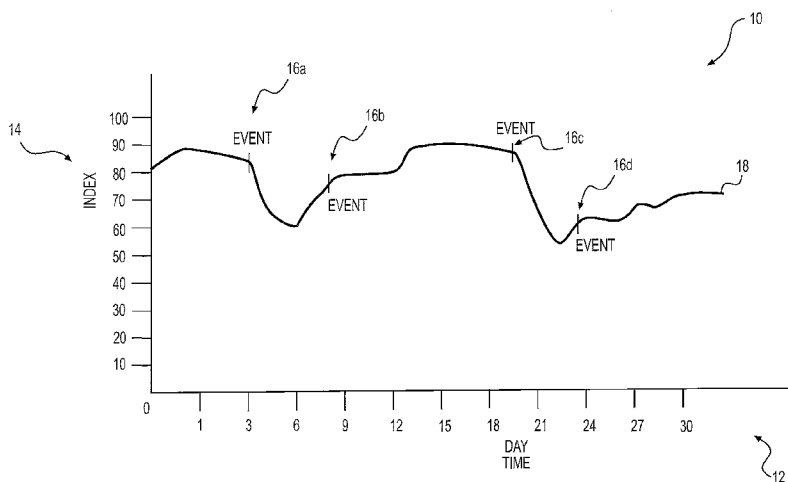
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(54) Title: SYSTEMS AND METHODS FOR PROVIDING AND USING AN INTERNET SENTIMENT INDEX



**FIG. 1**

(57) Abstract: Systems and methods are disclosed for online distribution of content based on a user sentiment index. The method may include receiving, over a network and from a user device, one or more user generated inputs and calculating the user sentiment index based on the one or more user generated inputs. The method may also include receiving, over the network, from a content or advertising provider, instructions on publishing content or advertising to a webpage based on the calculated user sentiment index, and publishing content for display on user devices over the network based on a comparison of the calculated user sentiment index and the received instructions.

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**INTERNATIONAL SEARCH REPORT**

International application No.

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**A. CLASSIFICATION OF SUBJECT MATTER**  
 IPC(8) - G06Q 30/00 (2015.01)  
 CPC - G06Q 30/0269  
 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)  
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Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched  
 CPC - G06Q 30/02; G06Q 30/0277 (See Keywords Below)  
 USPC - 705/14.66, 705/7.29, 705/14.6, 705/14.53

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)  
 Thomsoninnovation.com; Patbase; Google Scholar; Google Patents; Gogole.com; Freepatentsonline; ProQuest Dialog  
 Search Terms: Advertisement, ads, marketing, campaign, sentiment, index, score, indices, value, quantity, input, comment, blog, review, posting, social network, webpage, calculate, compute, target, criteria, bid, price, compare, match, se

**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 2009/0248484 A1 (SURENDRAN et al.), 01 October 2009 (01.10.2009), entire document, especially Abstract; Para Para [0006], [0024], [0031]-[0032], [0035]	1-4, 7, 9-14 and 17-19 ----- 15-16 and 20
X	US 2013/0066716 A1 (CHEN et al.), entire document, especially Abstract; Para [0018], [0028], [0030], [0031], [0040]	1, 3-7, 9-11 and 13-20
X	US 2010/0119053 A1 (GOELDI), 13 May 2010 (13.05.2010), entire document, especially Abstract; Para [0058], [0069], [0081], [0087]-[0088], [0109]	1-4, 7-14 and 17-19
Y	US 2012/0278064 A1 (LEARY et al.), 01 November 2012 (01.11.2012), entire document, especially Abstract; Para [0040]-[0043], [0052]-[0053], [0063]-[0067]	15-16 and 20
A	US 2012/0179751 A1 (AHN et al.), 12 July 2012 (12.07.2012), entire document	1-20
A	US 2012/0143683 A1 (HERTZ et al.), 07 June 2012 (07.06.2012), entire document	1-20

Further documents are listed in the continuation of Box C.

* Special categories of cited documents:	"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
"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	

Date of the actual completion of the international search 19 March 2015 (19.03.2015)	Date of mailing of the international search report <b>13 APR 2015</b>
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