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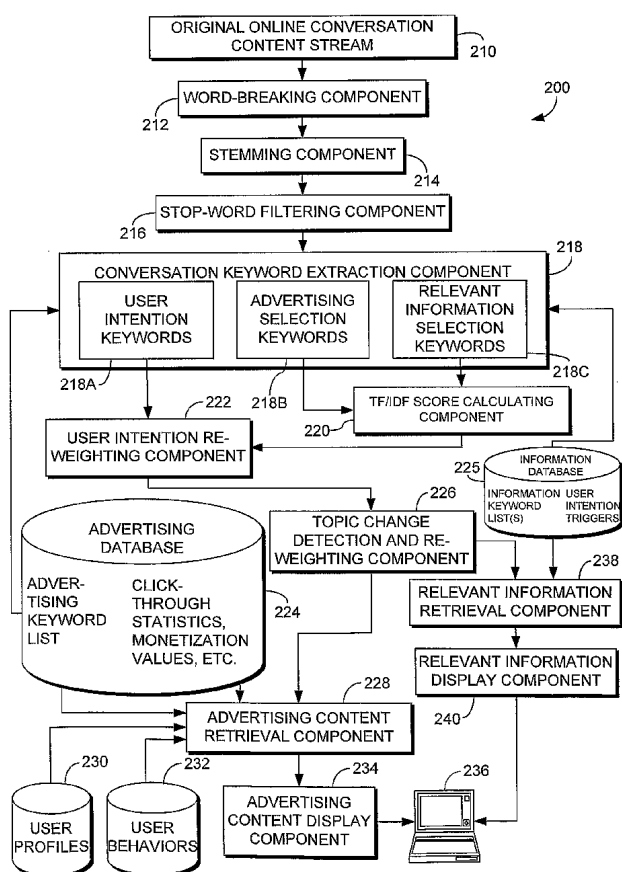
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[Continued on next page]

(54) Title: SYSTEM AND METHOD FOR UTILIZING THE CONTENT OF AN ONLINE CONVERSATION TO SELECT ADVERTISING CONTENT AND/OR OTHER RELEVANT INFORMATION FOR DISPLAY



(57) Abstract: Systems and methods for analyzing the content of online conversations using data mining technologies are provided. Methods and systems for utilizing the results of data mining technology implementation to retrieve relevant advertising content and/or other relevant information for display in association with the content of an online conversation are also provided.

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European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IS, IT, LT, LU, LV, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

— *as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii))*

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— *with international search report*

Declarations under Rule 4.17:

— *as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))*

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INTERNATIONAL SEARCH REPORT

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A. CLASSIFICATION OF SUBJECT MATTER

IPC: **G06F 17/30**(2006.01)

USPC: 707/104.1

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. : 707/104.1

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)

EAST, Google, Google Scholar, ACM, IEEE

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 7,236,969 B1 (SKILLEN et al	1-20
Y	WALKER, L. Gmail Leads Way in Making Ads Relevant. Washington Post. 13 May 2004. http://www.washingtonpost.com/ac2/wp-dyn/A20596-2004May12?language=printer	1-20

☐ Further documents are listed in the continuation of Box C.

☐ See patent family annex.

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document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art

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06 January 2008 (06.01.2008)

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