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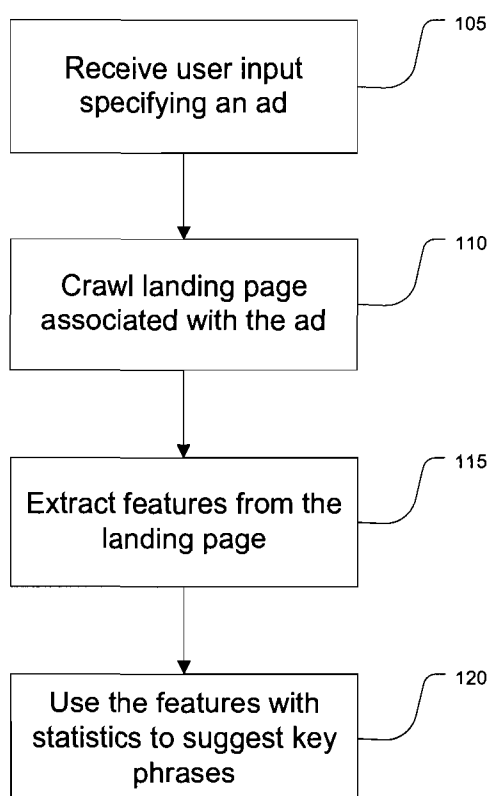
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[Continued on next page]

(54) Title: RECOMMENDING ADVERTISING KEY PHRASES

100



(57) Abstract: Methods, systems, and apparatus, including computer program products for generating key phrases for advertising are provided. In one implementation, a method is provided. The method includes receiving input from an advertising user specifying an advertisement that is associated with a particular landing page. A key phrase for the advertisement is automatically generated, the key phrase being generated based on features extracted from the landing page and based on empirical statistics derived from a corpus comprising corpus key phrases and web pages corresponding to the respective corpus key phrases.

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PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM,  
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— *as to the applicant's entitlement to claim the priority of the  
earlier application (Rule 4.17(iii))*

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# INTERNATIONAL SEARCH REPORT

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## 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)  
EAST

## C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2005/0144158 A1 (Capper et al.) 30 June 2005 (30.06.2005), Paragraphs [0065] through [0068]; [0097] through [0102]; [0114] through [0125]; [0245]; [0250] through [0280]; [0307] through [0318]; and [0332] through [0338]	I-27

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

☐ See patent family annex.

\* Special categories of cited documents:

"A" document defining the general state of the art which is not considered to be of particular relevance

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"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

"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

"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

"Y"

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

"&"

document member of the same patent family

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