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(54) Title: METHOD AND SYSTEM FOR PROVIDING RELEVANT ADVERTISEMENT INTERNET HYPERLINKS

(57) Abstract: A method and system of providing a hyperlink to a first web site on a second web site comprising providing a first web site database having a plurality of first web site categories and a description of the content of the first web site, assigning the first web site to at least one of the first web site categories thereby defining a first category assignment, designating, in each respective first web site category, the first web site that is willing to award a greatest compensation amount a highest priority first web site, determining a relevant first web site category by comparing the second web site to the first web site categories, and displaying the description of the content for the highest priority first web site of the relevant first web site category on the second web site.



WO 2004/104732 A3

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US04/14559

A. CLASSIFICATION OF SUBJECT MATTER

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US CL : 705/10, 14, 26, 27

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. : 705/10, 14, 26, 27

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)
Internet search, EAST text search

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	"Primedia and About, Inc.'s Sprinks First to Offer Pay-Per-Click Advertising Solutions for Content Pages and Email Newsletters", March 3, 2003, Sprinks, http://www.sprinks.com/mk/pr030303.htm	1-26
Y,P	FRANCISCO, BAMBI, "Overture Launches Content Match," June 30, 2003, CBS.Marketwatch.com < http://www.marketwatch.com/news/yhoo/story.asp?source=Blq/yhoo&siteid=yhoo&dist=yhoo&guid=%7BC26 >	1-26
Y	REGAN, KEITH, "Google Jumps Deeper into Targeted Ad Market," March 5, 2003, YAHOO! News < http://story.news.yahoo.com/news?tmpl=story&u=/nf/20030305/bs_nf/20915 >	1-26
Y	"Google Expands Content-Based Internet and Services," June 18, 2003, Reuters < http://biz.yahoo.com/rc/030618/tech_google_1.html >	1-26
Y	US 2003/0033292 A1 (Meisel et al.) 13 February 2003 (13.02.2003), entire document.	1-26
Y	US 5,848,407 (Ishikawa et al.) 8 December 1998 (08.12.1998) entire document.	1-26



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PCT/US04/14559

C. (Continuation) DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 5,920,859 (Li) 6 July 1999, (06.07.1999) entire document.	1-26
Y	US 6,009,410 (LeMole et al.) 28 December 1999 (28.12.1999), entire document.	1-26
Y	US 6,078,866 (Buck et al.) 20 June 2000 (20.06.2000), entire document.	1-26
Y, T	US 2004/0162757 A1 (Pisaris-Henderson et al.) 19 August 2004, (19.08.2004) entire document.	1-26
A, P	US 2004/0019523 A1 (Barry et al.) 29 January 2004 (29.01.2004), entire document.	1-26