



- (51) **International Patent Classification:**
G06F 17/00 (2006.01) *G06F 15/16* (2006.01)
G06F 17/40 (2006.01)
- (21) **International Application Number:**
PCT/US2012/043014
- (22) **International Filing Date:**
18 June 2012 (18.06.2012)
- (25) **Filing Language:** English
- (26) **Publication Language:** English
- (30) **Priority Data:**
61/497,814 16 June 2011 (16.06.2011) US
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- (81) **Designated States** (*unless otherwise indicated, for every kind of national protection available*): AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TH, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.
- (84) **Designated States** (*unless otherwise indicated, for every kind of regional protection available*): ARIPO (BW, GH, GM, KE, LR, LS, MW, MZ, NA, RW, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, RU, TJ, TM), European (AL, AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK, SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

[Continued on next page]

- (54)
- Title:**
- BUILDING A SOCIAL GRAPH WITH SHARING ACTIVITY BETWEEN USERS OF THE OPEN WEB

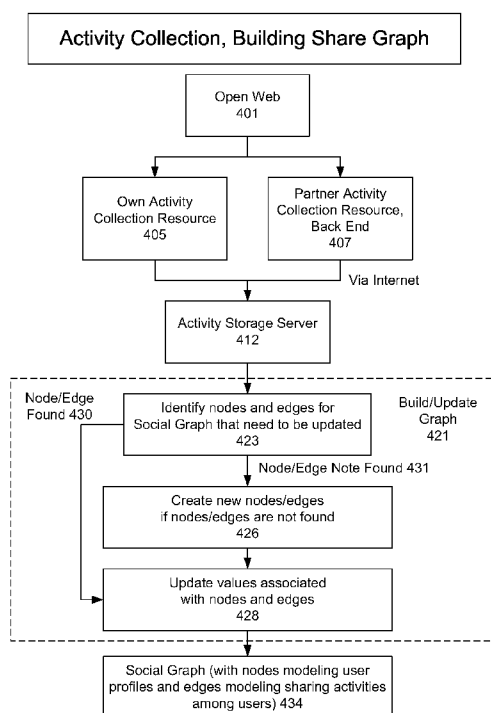


Figure 4A

(57) **Abstract:** A social graph is built which includes interactions, sharing activity, and connections between the users of the open Web and can be used to improve ad targeting and content personalization. Sharing activity between two users will affect ads or content that both users will be presented while surfing the Web. This sharing activity includes sending of links, sending of videos, sending of files, cutting and pasting of content, sending text messages, and sending of e-mails.

**Published:****(88) Date of publication of the international search report:**

11 April 2013

- *with international search report (Art. 21(3))*
- *before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments (Rule 48.2(h))*

INTERNATIONAL SEARCH REPORT

International application No.
PCT/US2012/043014**A. CLASSIFICATION OF SUBJECT MATTER****G06F 17/00(2006.01)i, G06F 17/40(2006.01)i, G06F 15/16(2006.01)i**

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)

G06F 17/00; G06F 15/16; G06F 3/00; G06F 17/30; G06Q 30/00; G06T 11/20; G06Q 10/00; G06F 3/01

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Korean utility models and applications for utility models

Japanese utility models and applications for utility models

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

eKOMPASS(KIPO internal) & Keywords: social graph, node, edge, activity, information, link, web site and similar terms

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 2011-0093506 A1 (LUNT, CHRISTOPHER et al.) 21 April 2011 See paragraphs [0032]-[0047]; claims 1,7 and figure 5.	1-20
A	US 2011-0004692 A1 (OCCHINO TOM et al.) 6 January 2011 See paragraphs [0022]-[0030], [0041]-[0046]; and figures 2-3.	1-20
A	US 2009-0198562 A1 (WIESINGER GUENTER et al.) 6 August 2009 See paragraphs [0045]-[0063]; and figures 5-6.	1-20
A	US 2009-0182589 A1 (A. KENDALL TIMOTHY et al.) 16 July 2009 See paragraphs [0087]-[0096]; and figures 9-12.	1-20
A	US 2010-0318925 A1 (S. SETHI, BHUPINDER et al.) 16 December 2010 See paragraphs [0047]-[0055]; and figures 8-9.	1-20
A	US 2007-0112730 A1 (GULLI ANTONINO et al.) 17 May 2007 See paragraphs [0033]-[0037]; claims 1-5; and figures 2-5.	1-20



Further documents are listed in the continuation of Box C.



See patent family annex.

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"&" document member of the same patent family

Date of the actual completion of the international search

12 FEBRUARY 2013 (12.02.2013)

Date of mailing of the international search report

18 FEBRUARY 2013 (18.02.2013)

Name and mailing address of the ISA/KR



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INTERNATIONAL SEARCH REPORT

Information on patent family members

International application No.

PCT/US2012/043014

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