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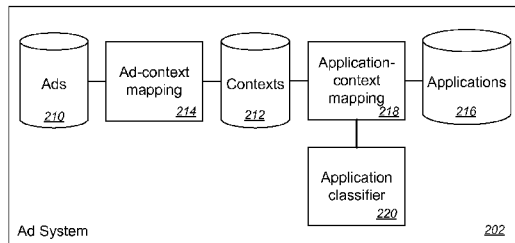
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[Continued on next page]

(54) Title: CONTEXTUAL CONTENT ITEMS FOR MOBILE APPLICATIONS



(57) Abstract: This specification describes technologies relating to content presentation. In general, one aspect of the subject matter described in this specification can be embodied in methods that include the actions of receiving a request to serve a content item to an application on a mobile device; identifying a context associated with the application, the context being derived from an application description page for the application and one or more pages linking to the application description page, the context comprising one or more keywords associated with the application; selecting a content item, from a collection of content items, using the context; and serving the selected content item to the application on the mobile device. Other embodiments of this aspect include corresponding systems, apparatus, and computer program products.

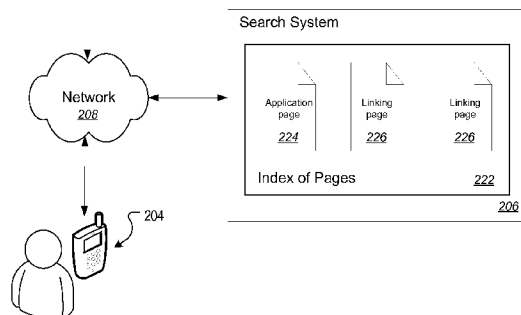
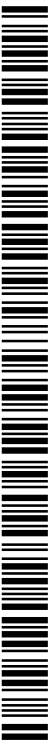


FIG. 2



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Declarations under Rule 4.17:

- *as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))*
- *as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii))*
- *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))*

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A. CLASSIFICATION OF SUBJECT MATTER**G06Q 30/00(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)

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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: mobile, application, context, and advertisement

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 2009-0254824 A1 (SINGH, G.) 08 October 2009 See abstract, figures 1-2, 5-6 and paragraphs [0010]-[0063].	1-30
Y	US 2010-0037204 A1 (LIN, J. W. et al.) 11 February 2010 See abstract, figure 1 and paragraphs [0023]-[0083].	1-30
Y	KR 10-2008-0014053 A (NTT DOCOMO, INC.) 13 February 2008 See abstract and pages 5-16.	1-30
A	WO 2007-087251 A2 (GREYSTRIPE, INC. et al.) 02 August 2007 See abstract and pages 6-18.	1-30
A	US 2008-0034088 A1 (SURESH, N.) 07 February 2008 See abstract figures 1-2 and paragraphs [0021]-[0024].	1-30

 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

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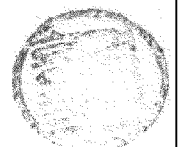
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INTERNATIONAL SEARCH REPORT

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