Title: SYSTEMS AND METHODS FOR PROVIDING AND USING AN INTERNET SENTIMENT INDEX

Abstract: Systems and methods are disclosed for online distribution of content based on a user sentiment index. The method may include receiving, over a network and from a user device, one or more user generated inputs and calculating the user sentiment index based on the one or more user generated inputs. The method may also include receiving, over the network, from a content or advertising provider, instructions on publishing content or advertising to a webpage based on the calculated user sentiment index, and publishing content for display on user devices over the network based on a comparison of the calculated user sentiment index and the received instructions.
INTERNATIONAL SEARCH REPORT

Form PCT/ISA/210 (second sheet) (January 2015)

INTERNATIONAL SEARCH REPORT
International application No.
PCT/US 14/41358

A. CLASSIFICATION OF SUBJECT MATTER
IPC(8) - G06Q 30/00 (2015.01)
CPC - G06Q 30/0269

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)
IPC (8) - G06Q 30/00 (2015.01)
CPC - G06Q 30/0269

CPC

Documented searched other than minimum documentation to the extent that such documents are included in the fields searched
CPC - G06Q 30/02; G06Q 30/0277 (See Keywords Below)
USPC - 705/14.66, 705/14.6, 705/14.53

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
Thomsoninnovation.com; Patbase; Google Scholar; Google Patents; Google.com; Freepatentsonline; ProQuest Dialog
Search Terms: Advertisement, ads, marketing, campaign, sentiment, index, score, indices, value, quantity, input, comment, blog, review,
posting, social network, webpage, calculate, compute, target, criteria, bid, price, compare, match, se

C. DOCUMENTS CONSIDERED TO BE RELEVANT

<table>
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<tr>
<th>Category</th>
<th>Citation of document, with indication, where appropriate, of the relevant passages</th>
<th>Relevant to claim No.</th>
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<td>X</td>
<td>US 2009/0248484 A1 (SURENDRAN et al.), 01 October 2009 (01.10.2009), entire document, especially Abstract; Para Para [0006], [0024], [0031]-[0032], [0035]</td>
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<td>15-16 and 20</td>
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<td>Y</td>
<td>US 2013/0066716 A1 (CHEN et al.), entire document, especially Abstract; Para [0018], [0028], [0030], [0031], [0040]</td>
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<td>US 2010/001 19053 A1 (GOELDI), 13 May 2010 (13.05.2010), entire document, especially Abstract; Para [0058], [0069], [0081], [0087]-[0088], [0109]</td>
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<td>US 2012/0278064 A1 (LEARY et al.), 01 November 2012 (01.11.2012), entire document, especially Abstract; Para [0040]-[0043], [0052]-[0053], [0063]-[0067]</td>
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<td>US 2012/0143683 A1 (HERTZ et al.), 07 June 2012 (07.06.2012), entire document</td>
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Date of actual completion of the international search
19 March 2015 (19.03.2015)

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13 Apr 2015

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