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Declaration under Rule 4.17:

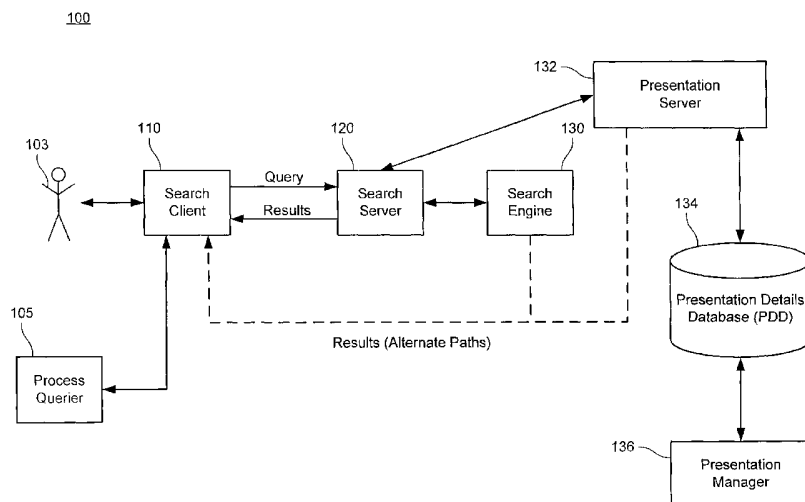
— of inventorship (Rule 4.17(iv)) for US only

Published:

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[Continued on next page]

(54) Title: CANONICALIZATION OF TERMS IN A KEYWORD-BASED PRESENTATION SYSTEM



(57) Abstract: A presentation system accepts presentations or references to presentations from prospective presenters. Some or all of the presentations or references are stored in a database and referenced by keywords such that presentations to be presented in response to particular searches can be identified. A presentation manager handles accepting bids and settling terms between prospective presenters. The results of such processes might be stored in a presentation details database. A presentation server handles retrieving presentations from the presentation details database for presentation to users along with requests such as search results. Both the presentation manager and the presentation server can operate on a keywords-basis, wherein presentation terms specify keywords to be associated with particular presentations and the presentation server serves particular presentations based on keywords in a search query for which the presentations are to be returned.

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— *before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments*

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

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INTERNATIONAL SEARCH REPORT

International application No.
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A. CLASSIFICATION OF SUBJECT MATTER
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 US CL : 707/003
 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. : 707/003 707/4-5,10;705/14,26,27

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)
 Please See Continuation Sheet

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y,P	US 2003/0208474 A1 (Soulanille et al.) 06 November 2003, see entire document.	1-9,12-20
Y,P	US 2003/0083959 A1 (Song et al.) 01 May 2003, see entire document.	1-9,18
Y	US 5,704,060 A (Del Monte) 30 December 1997, see entire document.	5,9,18
Y	US 6,006,225 A (Bowman et al.) 21 December 1999, see entire document.	12-20
A,P	US 2003/0101044 A1 (Krasnov) 29 May 2003.	1-20
A	US 2002/0116170 A1 (Corman et al.) 22 August 2002.	1-20
A,E	US 2004/0093327 A1 (Anderson et al.) 13 May 2004.	1-20

Further documents are listed in the continuation of Box C. See patent family annex.

* Special categories of cited documents:	"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
"A" document defining the general state of the art which is not considered to be of particular relevance	"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
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International application No.

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Continuation of B. FIELDS SEARCHED Item 3:

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conical,search,presentation,output,format,link,reform,web,internet,display,cyclic,map,convent,click-through