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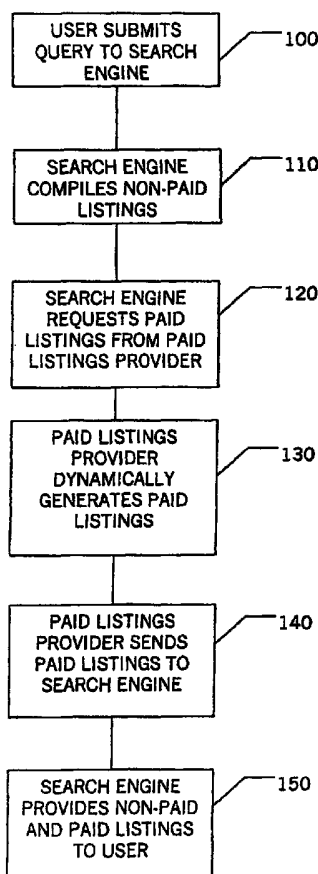
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[Continued on next page]

(54) Title: SEARCH ENGINE THAT DYNAMICALLY GENERATES SEARCH LISTINGS



(57) **Abstract:** A search engine for dynamically generating search results that provide substantially enhanced search results to the user is disclosed. In one embodiment, the user submits a first search query for searching a primary database, such as the content obtained from the World Wide Web, and the search engine obtains primary search listings based upon the search query, which search listings are distinguished from banner advertisements. The system then performs a further search of one or more secondary databases. The secondary search is initiated by the user or automatically by the system, based upon one or more search parameters. The secondary databases may include internal databases maintained by a provider of goods or services, databases that are updated in real time, or databases that include data obtained from a variety of different sources. Examples of secondary databases include inventory databases, product information databases, scheduling databases, market-related databases, location databases or any other database. The search engine compiles the primary search results and secondary search results to produce dynamic search results. The system then presents the dynamic search results to the user, advantageously providing enhanced search listing that include both static and dynamic content relevant to the user's interests and needs.

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**INTERNATIONAL SEARCH REPORT**

International application No.

PCT/US04/40921

**A. CLASSIFICATION OF SUBJECT MATTER**

IPC(7) : G06F 17/30

US CL : 707/2, 3, 4, 5, 6, 10, 103.R, 104.1, 201; 709/203, 217, 218, 219; 715/501.1, 516, 531, 533

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. : 707/2, 3, 4, 5, 6, 10, 103.R, 104.1, 201; 709/203, 217, 218, 219; 715/501.1, 516, 531, 533

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)

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**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 6,519,618 B1 (SNYDER) 11 February 2003 (11.02.2003), see the whole reference.	1-30
Y	US 6,078,866 A (BUCK et al.) 20 June 2000 (20.06.2000), see the whole rweference.	1-30
Y	US ,6,321,228 B1 (CRANDALL et al.) 20 November 2001 (20.11.2001), see the whole reference.	1-30
A	US 6,269,361 B1 (DAVIS et al.) 31 July 2001 (31.07.2001), see the whole reference.	1-30
A	US 6,430,558 B1 (DELANO) 06 August 2002 (06.08.2002), see the whole reference.	1-30
A, P	US 6,691,103 B1 (WOZNY) 10 February 2004 (10.02.2004), see the whole reference.	1-30
A	US 6,161,102 A (YANAGIHARA et al.) 12 December 2000 (12.12.2000), see the whole reference.	1-30

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"O" document referring to an oral disclosure, use, exhibition or other means	"&"	document member of the same patent family
"P" document published prior to the international filing date but later than the priority date claimed		

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**INTERNATIONAL SEARCH REPORT**

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Continuation of B. FIELDS SEARCHED Item 3:  
East Database. ACM, IEEE "electronic database search":  
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