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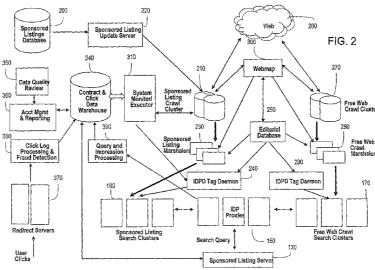
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(54) Title: MATCHING AND RANKING OF SPONSORED SEARCH LISTINGS INCORPORATING WEB SEARCH TECH-NOLOGY AND WEB CONTENT



(57) Abstract: A system is disclosed for generating a search result list in response to a search request from a searcher using a computer network. A first database is maintained that includes a first plurality of search listings. A second database is maintained that includes documents having general web content. A search request is received from the searcher. A first set of search listings is identified from the first database having documents generating a match with the search request and a second set of search listings is identified from the second database having documents generating a match with the search request. A confidence score is determined for each listing from the first set of search listings wherein the confidence score is determined in accordance with a relevance of each listing when compared to the listings of the second set of search listings. The identified search listings from the first set of search listing are ordered in accordance, at least in part, with the confidence score for each search listing.

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USPC: 707/3,2,4,5 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.: 707/3, 2, 4, 5					
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) East Search (search engine, plurality of database, (result ranking or score or rating)					
C. DOCUMENTS CONSIDERED TO BE RELEVANT					
Category *	Citation of document, with indication, where appropriate, of the relevant passages			Relevant to claim No.	
Y	US 6,269,361 B1 (Davis et al) 18 May 1999 (18.04.1999), column 8 lines 30-40, column 9 lines 8-45			1-13, 15-19, 21-23	
Y	US 2002/0169764 A1 (Kincaid et al) 19.Dec.2001 (19.12.2001), paragraph [0068]			1, 10, 19	
Further	documents are listed in the continuation of Box C.		See patent family annex.		
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"O" document referring to an oral disclosure, use, exhibition or other means					
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Date of the actual completion of the international search		Date of mailing of the international search report 18 DFC 2007			
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