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- (71) Applicant (for all designated States except US):
GOOGLE INC. [US/US]; 1600 Amphitheatre Parkway, Mountain View, California 94303 (US).
- (72) Inventors; and
- (75) Inventors/Applicants (for US only): **FURMAN, Vadim** [US/US]; 4833 Kingridge Drive, San Jose, California 95124 (US). **MOONKA, Rajas** [US/US]; 2044 Feathermint Drive, San Ramon, California 94582 (US). **AGARWAL, Anurag** [IN/US]; 745 S. Bernardo Avenue, #259D, Sunnyvale, California 94087 (US).

- (74) Agent: **KIRKLAND, Mark D.**; Fish & Richardson P.C., P.O. Box 1022, Minneapolis, Minnesota 55440-1022 (US).
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[Continued on next page]

(54) Title: JOINING MULTIPLE USER LISTS

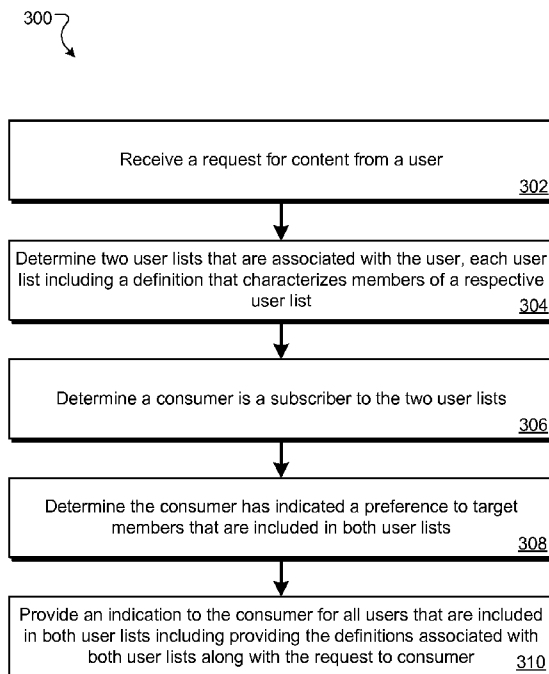


FIG. 3

(57) Abstract: A computer-implemented method comprises receiving a request for content from a user, determining two user lists that are associated with the user, each user list including a definition that characterizes members of a respective user list, determining a consumer is a subscriber to the two user lists, determining the consumer has indicated a preference to target members that are included in both user lists, and providing an indication to the consumer for all users that are included in both user lists including providing the definitions associated with both user lists along with the request to the consumer.





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INTERNATIONAL SEARCH REPORT

International application No.
PCT/US2011/049786**A. CLASSIFICATION OF SUBJECT MATTER****G06Q 10/00(2006.01)i, 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)

G06Q 10/00; H04W 4/12; G06F 17/30; G06Q 30/00; G06F 7/06

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 modelsElectronic data base consulted during the international search (name of data base and, where practicable, search terms used)
eKOMPASS(KIPO internal) & Keywords: USER, CUSTOMER, GUEST, LIST, ADVERTISE, CONTENT, SUBSCRIBE, CATEGORY, META DATA**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 2009-0163183 A1 (O'DONOGHUE HUGH et al.) 25 June 2009 See the abstract; claims 1-71; figures 1-22.	1-21
A	KR 10-0824091 B1 (YAHOO! INC.) 21 April 2008 See the abstract; claims 1-31, 54-55; figures 1-10.	1-21
A	US 2009-0216620 A1 (LEE MYUNG JONG) 27 August 2009 See the abstract; claims 1-8; figures 1-2.	1-21
A	US 2008-0294607 A1 (PARTOVI ALI et al.) 27 November 2008 See the abstract; claims 1-60; figures 1-6B.	1-21

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

* Special categories of cited documents:

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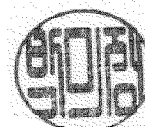
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Authorized officer

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INTERNATIONAL SEARCH REPORT

Information on patent family members

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