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- (71) **Applicant (for all designated States except US):**
BRIGHTEDGE TECHNOLOGIES, INC. [US/US];
1820 Gateway Drive, Suite 100, San Mateo, CA 94404
(US).

- (72) **Inventors; and**
- (75) **Inventors/Applicants (for US only):** YU, Jimmy [US/US];
4202 Admiralty Lane, Foster City, CA 94404 (US).
PARK, Lemuel, S. [US/US]; 12914 Hedda St., Cerritos,
CA 90703 (US). **ZIOLA, Thomas, J.** [US/US]; 1326
Hoover Street No. 10, Meno Park, CA 94025 (US).
GOUYET, Albert, Mark [US/US]; 931 Guinda Street,
Palo Alto, CA 94301 (US). **LIAO, Lennon** [SG/US]; 321
North San Mateo Dr. #107, San Mateo, CA 94401 (US).
- (74) **Agents:** ISRAESEN, R. Burns et al.; Maschoff Gilmore
& Israelsen, 1441 W. Ute Blvd., Suite 100, Park City, UT
84098 (US).
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DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN,
HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR,
KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME,
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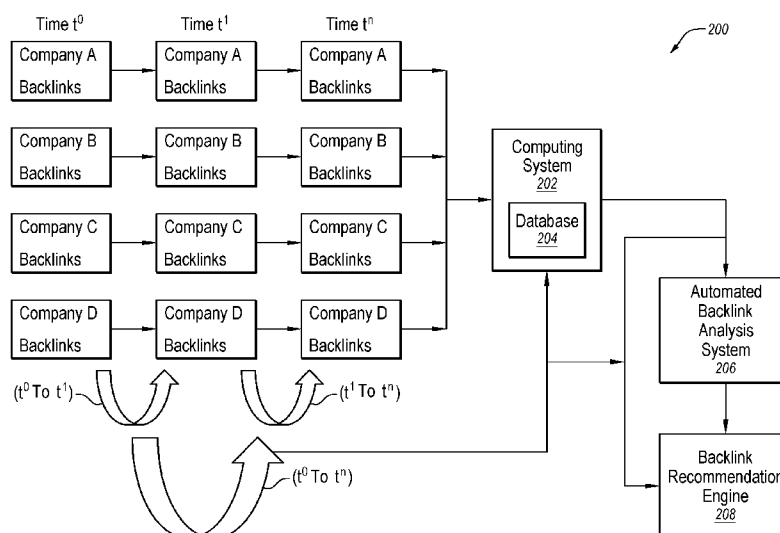
(54) **Title:** DETECTION AND ANALYSIS OF BACKLINK ACTIVITY

Fig. 2

(57) **Abstract:** Systems and methods for detecting and analyzing changes in backlink activity over a period of time are disclosed. For example, the backlinks to web-based content and websites of an entity and/or a competitor of the entity may be monitored over time and changes in the backlinks over time may be determined. Comparison of backlink activity over time may be used to evaluate the backlinks of the competitor to ascertain, group, or otherwise categorize or rank the reasonableness and level of authenticity and actual content value of the backlinks themselves and to determine whether such backlinks are likely to be "black hat" backlinks subject to penalization by search engines.





UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AL, AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK, SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

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INTERNATIONAL SEARCH REPORT

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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)

G06F 17/00; G06F 15/00; G06F 17/30; G06Q 10/00; G06F 13/00

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 models

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

eKOMPASS(KIPO internal) & Keywords:backlink, change, detect, analyze, web, page

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 2007-0067304 A1 (STEPHEN IVES) 22 March 2007 See paragraph 11 - paragraph 71; claim 1, figures 3,4.	1-17
A	US 2009-0307056 A1 (PARK LEMUEL S. et al.) 10 December 2009 See paragraph 33 - paragraph 42; claim 1.	1-17
A	US 7634716 B1 (LAW KIN LUN et al.) 15 December 2009 See column 6, lines 8 - 54; figures 6-7.	1-17
A	US 7685536 B2 (HéBERT CéDRIC R. J. et al.) 23 March 2010 See column 6, lines 18 - 41; claim1, figure 6.	1-17

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

* Special categories of cited documents:

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"P" document published prior to the international filing date but later than the priority date claimed

"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

"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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Date of the actual completion of the international search

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Korean Intellectual Property Office
189 Cheongsa-ro, Seo-gu, Daejeon Metropolitan
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Authorized officer

PARK, SANG HYUN

Telephone No. 82-42-481-8263



INTERNATIONAL SEARCH REPORT

Information on patent family members

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Patent document cited in search report	Publication date	Patent family member(s)	Publication date
US 2007-0067304 A1	22.03.2007	CN 101283357 A0 CN 101317176 A EP 1938214 A1 EP 1955204 A1 GB 0519256 D0 GB 2430507 A US 2007-0067267 A1 US 2007-0067305 A1 WO 2007-034236 A2 WO 2007-042840 A1 WO 2007-063340 A1	08.10.2008 03.12.2008 02.07.2008 13.08.2008 26.10.2005 28.03.2007 22.03.2007 22.03.2007 29.03.2007 19.04.2007 07.06.2007
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