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[Continued on next page]

(54) Title: CONTENT ITEM SELECTION

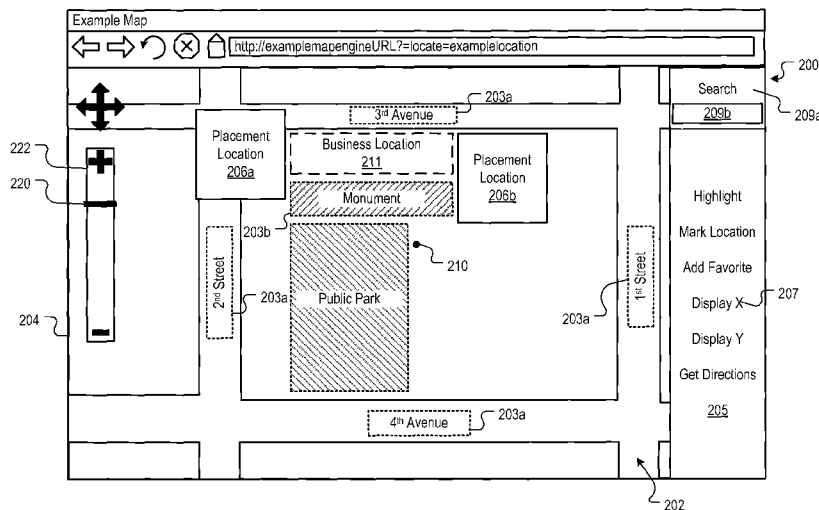


FIG. 2A

(57) Abstract: A content item, e.g., an icon or advertisement content, is selected for placement in a display environment (e.g., on a map or adjacent to a map) in response to a request for the display environment based on a probability that the content item is relevant to a user that is requesting the display environment. The selection is facilitated by content targeting data (e.g., feature selection and query submission) that can be received from user devices while the map space is presented.

WO 2010/009051 A3



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— *as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))*

— *before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments (Rule 48.2(h))*

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PCT/US2009/050412**A. CLASSIFICATION OF SUBJECT MATTER***G06Q 50/00(2006.01)i, G06F 3/048(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 50/00; G06F 15/00; G06F 17/00; G06F 7/00; G06Q 30/00; H04N 7/10

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
(Chinese Patents and application for patent)

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

eKOMPASS(KIPO internal) & Keywords: map, target, and content

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 2008-0133336 A1 (ALTMAN SAMUEL H. et al.) 05 June 2008 See abstract, figures 2A-3 and claims 1, 17.	1-29
A	US 2005-0234895 A1 (NANCY KRAMER) 20 October 2005 See abstract, figures 2-3 and claims 7-9.	1-29
A	US 2002-0019831 A1 (WYLY WADE) 14 February 2002 See abstract, figure 2 and claim 1.	1-29
A	US 2008-0046923 A1 (THOMAS JEFFREY ENDERWICK) 21 February 2008 See abstract, figures 1A-1B and claim 1.	1-29

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

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Date of the actual completion of the international search

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Information on patent family members

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