

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
2 May 2008 (02.05.2008)

PCT

(10) International Publication Number
WO 2008/052113 A3

- (51) International Patent Classification:
G06Q 30/00 (2006.01)
- (21) International Application Number:
PCT/US2007/082524
- (22) International Filing Date: 25 October 2007 (25.10.2007)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data:
11/552,946 25 October 2006 (25.10.2006) US
- (71) Applicant (for all designated States except US):
GOOGLE INC. [US/US]; 1600 Amphitheatre Park-
way, Mountain View, California 94043 (US).

(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BH, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DO, 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, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, SV, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IS, IT, LT, LU, LV, MC, MT, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

- (72) Inventors; and
- (75) Inventors/Applicants (for US only): HASHIM, Smita [US/US]; 13620 Springhill Court, Saratoga, California 95070 (US). SZYBALSKI, Andrew [US/US]; 592 Oak Street, Mountain View, California 94041 (US). RYSKAMP, Robert Allen [US/US]; 1017 Mallet Ct., Menlo Park, California 94025 (US). BONNEAU, Scott [US/US]; 1493 Ellis Hollow Road, Ithaca, New York 14850 (US). MILLER, Steve [US/US]; 922 Roble Ave, Menlo Park, California 94025 (US). HESSELROTH, Graham [US/US]; 187 Fox Horn Lane, Charlottesville, Virginia 22902 (US).

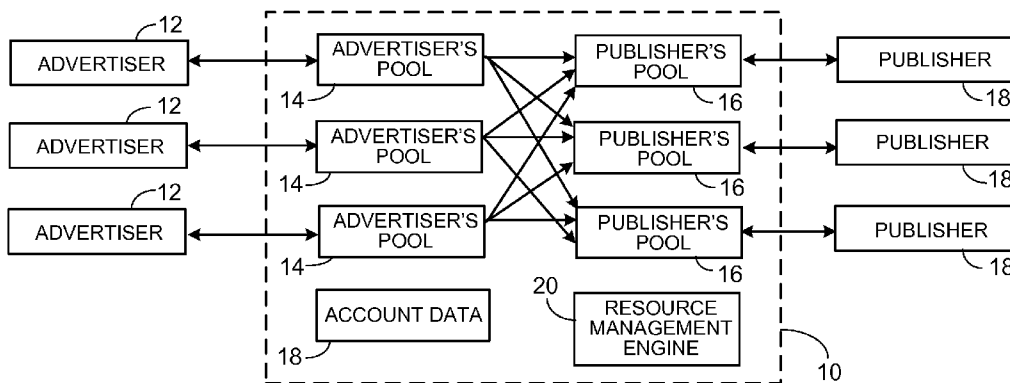
- Declarations under Rule 4.17:**
- as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))
 - as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii))

- Published:**
- with international search report
 - before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments

- (74) Agent: HUANG, Rex I.; Fish & Richardson P.C., P.O. Box 1022, Minneapolis, Minnesota 55440-1022 (US).

- (88) Date of publication of the international search report:
13 November 2008

(54) Title: RESOURCE MANAGEMENT



(57) Abstract: Receiving a description of an amount of resources from an initiating party, receiving a set of proposals from the initiating party, each proposal having a cost that is less than or equal to the amount of resources, the set having a total cost that is greater than the amount of resources, displaying a selected proposal from the set of proposals to a target party, receiving an acceptance of the selected proposal from the target party, and reducing the amount of resources by an amount equal to the cost of the selected proposal Also identifying a budget, identifying a group of proposals, each proposal having a cost and an associated target party routing a proposal in the group to the proposal's associated target party, in response to an acceptance of the proposal, reducing the budget by an amount equal to the cost of the proposal.

WO 2008/052113 A3

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US 07/82524

A. CLASSIFICATION OF SUBJECT MATTER

IPC(8) - G06Q 30/00 (2008.04)

USPC - 705/14

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)

USPC - 705/14

IPC(8) - G06Q 30/00 (2008.04)

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
USPC - 705/1, 7, 8, 10, 14, 400, 500; 700/1, 90, 91; see keywords below.

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

PubWEST (DB=PGPB,USPT,USOC,EPAB,JPAB; PLUR=NO; OP=ADJ); freepatentsonline.com; WIPO; Google Patents; Google Scholar
Search Terms Used: resource management, advertisements, advertisers, publishers, newspaper, magazine, proposals, budget, acceptance, bids, offers, purchase, buy, sale, sell, print-media, advertising network etc.

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 2004/0153366 A1 (OLSON et al) 05 August 2004 (05.08.2004), para [0008], [0009], [0010], [0011], [0012], [0118]-[0123], [0128], [0163]-[0166], [0168], [0211], [0228]	1-46
Y	US 2006/0074749 A1 (KLINE at al) 06 April 2006 (06.04.2006), para [0008], para [0040], [0041], [0063], [0076], [0082], [0084]-[0090], Fig 9A, Fig 9B	1-46
A	US 2004/0158531 A1 (BADER et al.) 12 August 2004 (12.08.2004)	1-46
A	US 2003/0216971 A1 (SICK et al.) 20 November 2003 (20.11.2003)	1-46

 Further documents are listed in the continuation of Box C.

* Special categories of cited documents:

"A" document defining the general state of the art which is not considered to be of particular relevance

"E" earlier application or patent but published on or after the international filing date

"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)

"O" document referring to an oral disclosure, use, exhibition or other means

"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

"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art

"&" document member of the same patent family

Date of the actual completion of the international search

10 September 2008 (10.09.2008)

Date of mailing of the international search report

17 SEP 2008

Name and mailing address of the ISA/US

Mail Stop PCT, Attn: ISA/US, Commissioner for Patents
P.O. Box 1450, Alexandria, Virginia 22313-1450

Facsimile No. 571-273-3201

Authorized officer:

Lee W. Young

PCT Helpdesk: 571-272-4300
PCT OSP: 571-272-7774