

(51) International Patent Classification:  
**G06F 17/30** (2006.01)(21) International Application Number:  
PCT/US2010/035268(22) International Filing Date:  
18 May 2010 (18.05.2010)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:  
12/477,671 3 June 2009 (03.06.2009) US(71) Applicant (for all designated States except US): **YAHOO! INC.** [US/US]; 701 First Avenue, Sunnyvale, California 94089 (US).

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(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BR, BW, BY, BZ, CA, CH, CL, 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, PE, PG, PH, PL, PT, RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TH, 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, LR, LS, MW, MZ, NA, SD, SL, SZ, TZ, 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, SE, SI, SK, SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

[Continued on next page]

(54) Title: OPEN SEARCH ASSIST

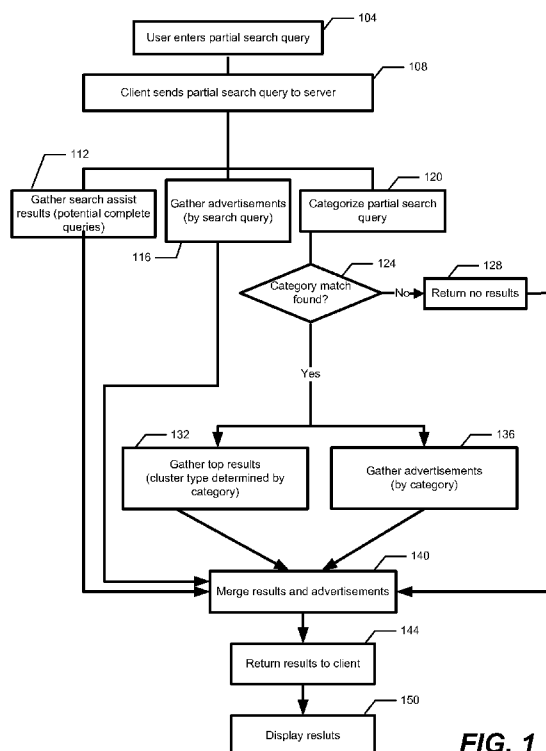


FIG. 1

(57) Abstract: Embodiments provide improved search assist functionality. The search assist functionality assists with a search by providing more than simply suggestions for searches as the user is typing, and allows a user more direct and rapid access to the desired information. This is especially useful in mobile computing devices such as handsets. It also allows for greater realization of associated advertising revenue.

**Published:****(88) Date of publication of the international search report:**

3 March 2011

- *with international search report (Art. 21(3))*
- *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))*

**A. CLASSIFICATION OF SUBJECT MATTER****G06F 17/30(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)

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 models

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

eKOMPASS(KIPO internal) &amp; Keywords: SEARCH ASSIST, ADVERTISEMENT, PARTIAL QUERY, POTENTIAL COMPLETE QUERY

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

| Category* | Citation of document, with indication, where appropriate, of the relevant passages                                                | Relevant to claim No. |
|-----------|-----------------------------------------------------------------------------------------------------------------------------------|-----------------------|
| X         | US 2007-0143262 A1 (KASPERSKI, R.) 21 June 2007                                                                                   | 1                     |
| Y         | See abstract, paragraphs [0015]-[0017], [0020]-[0023], [0033]-[0040], figures 1-3, and claims 1-7, 11-14.                         | 1-17                  |
| Y         | US 2009-0024465 A1 (BURCKART, E.J. et al.) 22 January 2009                                                                        | 1-17                  |
|           | See abstract, paragraphs [0009]-[0011], [0017]-[0022], figures 1-3, and claims 1-4.                                               |                       |
| A         | US 2007-0067305 A1 (IVES, S.) 22 March 2007                                                                                       | 1-17                  |
|           | See abstract, 도면1, 3-7, paragraphs [0015]-[0022], [0025]-[0027], [0106], [0113]-[0117], [0120]-[0122], figure 1, and claims 1-10. |                       |
| A         | US 2008-0109401 A1 (GAURAV, S. et al.) 08 May 2008                                                                                | 1-17                  |
|           | See abstract, 도면 2-5, paragraphs [0005], [0022]-[0027], [0030]-[0031], [0033]-[0036], figures 2-5, and claims 1-9                 |                       |



Further documents are listed in the continuation of Box C.



See patent family annex.

\* Special categories of cited documents:

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

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"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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"&amp;" document member of the same patent family

Date of the actual completion of the international search

31 DECEMBER 2010 (31.12.2010)

Date of mailing of the international search report

**31 DECEMBER 2010 (31.12.2010)**

Name and mailing address of the ISA/KR

Korean Intellectual Property Office  
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Facsimile No. 82-42-472-7140

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**INTERNATIONAL SEARCH REPORT**

Information on patent family members

International application No.

**PCT/US2010/035268**

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