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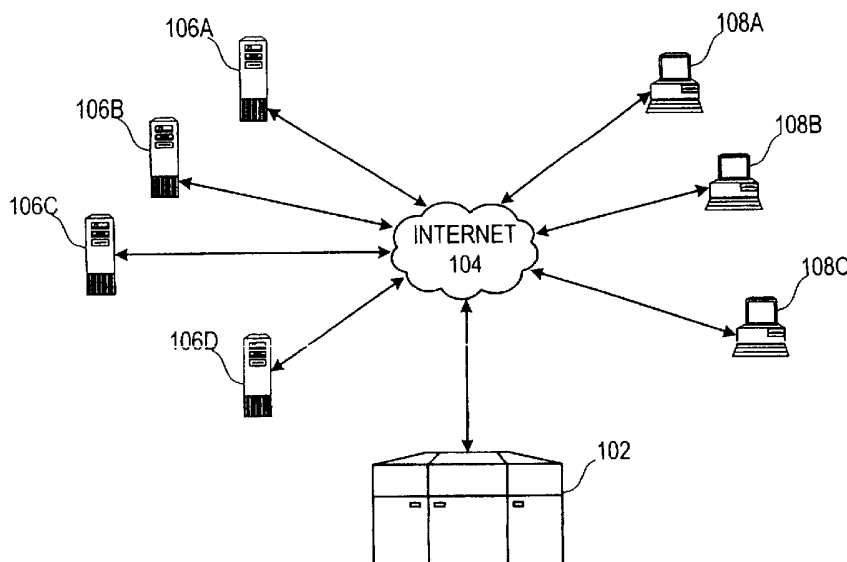
(US). LANG, Alan; 1115 Steinhart Avenue, Redondo Beach, CA 90278 (US). SNELL, Scott; 2238 Canyon Drive, Hollywood, CA 90068 (US). ZHANG, Jie; 29019 North Raintree Lane, Saugus, CA 91390 (US). WANG, Pierre; 9302 W. Olympic Boulevard, Beverly Hills, CA 90212 (US). WU, Jennifer; 11918 Kiowa Avenue, #202, Los Angeles, CA 90049 (US). GOODWINE, Peter; 3047 Ewing Avenue, Altadena, CA 91001 (US). WONG, Wai-Yin; 2819 Paraiso Way, La Crescenta, CA 91214 (US). SUBLETTE, Carey; 14077 Hastings Ranch Lane, Rancho Cucamonga, CA 91739 (US). CUNNINGHAM, Stephan; 1245 N Griffith Park Drive, Burbank, CA 91506 (US). HOLMES, Bruce, T.; 933 N. Chester, Pasadena, CA 91104 (US).

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[Continued on next page]

(54) Title: AUTOMATED PROCESSING OF APPROPRIATENESS DETERMINATION OF CONTENT FOR SEARCH LISTINGS IN WIDE AREA NETWORK SEARCHES



(57) Abstract: A method and system for improving the efficiency of a database processing system for evaluating candidate data items representing search listings that are submitted for inclusion into a search engine database. Candidate search listings are automatically assessed for quality, style, and relevance to evaluate risk of unfavorable reception by a user and of potential exposure volume. Search listings which are higher-risk or higher-volume are routed through manual editorial review while lower-risk, lower-volume search listings are routed for immediate inclusion in the search database without manual editorial evaluation. Accordingly, human editorial efforts can be devoted to manual review of high-risk or high-volume search listings while efficiency is simultaneously improved in the processing system as a whole.

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INTERNATIONAL SEARCH REPORT

Intern al Application No
PCT/US 03/28323

A. CLASSIFICATION OF SUBJECT MATTER
IPC 7 G06F17/30

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)
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Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practical, search terms used)
EPO-Internal, WPI Data, PAJ, IBM-TDB, INSPEC, COMPENDEX

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category °	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2002/059221 A1 (WHITEHEAD ANTHONY DAVID ET AL) 16 May 2002 (2002-05-16)	1-7
Y		8-15, 17-48, 50-81
Y	figure 2 paragraphs '0046!, '0047!, '0049!, '0051!, '0068!-'0071! ----	16, 49
X	EP 1 049 038 A (IBM) 2 November 2000 (2000-11-02)	23, 24, 28
Y	figures 1, 3 paragraphs '0005!, '0027!, '0032!, '0037! ----- -/--	8-15, 17-48, 50-81

Further documents are listed in the continuation of box C.

Patent family members are listed in annex.

° Special categories of cited documents :

A document defining the general state of the art which is not considered to be of particular relevance	*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
E earlier document but published on or after the international filing date	*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
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)	*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.
O document referring to an oral disclosure, use, exhibition or other means	* & * document member of the same patent family
P document published prior to the international filing date but later than the priority date claimed	

Date of the actual completion of the international search 1 March 2004	Date of mailing of the international search report 08/03/2004
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Name and mailing address of the ISA European Patent Office, P.B. 5818 Patentlaan 2 NL - 2280 HV Rijswijk Tel. (+31-70) 340-2040, Tx. 31 651 epo nl, Fax: (+31-70) 340-3016	Authorized officer Michalski, S
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INTERNATIONAL SEARCH REPORT

Intern al Application No

PCT/US 03/28323

C.(Continuation) DOCUMENTS CONSIDERED TO BE RELEVANT		
Category °	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	<p>CHEN DING ET AL: "Centralized content-based Web filtering and blocking: how far can it go?" SYSTEMS, MAN, AND CYBERNETICS, 1999. IEEE SMC '99 CONFERENCE PROCEEDINGS. 1999 IEEE INTERNATIONAL CONFERENCE ON TOKYO, JAPAN 12-15 OCT. 1999, PISCATAWAY, NJ, USA, IEEE, US, 12 October 1999 (1999-10-12), pages 115-119, XP010363557 ISBN: 0-7803-5731-0 abstract page 118, right-hand column</p> <p style="text-align: center;">----</p>	16,49
X	<p>"TOLERANT DATABASE IMPORT UTILITY" IBM TECHNICAL DISCLOSURE BULLETIN, IBM CORP. NEW YORK, US, vol. 31, no. 11, 1 April 1989 (1989-04-01), page 31 XP000253862 ISSN: 0018-8689 the whole document</p> <p style="text-align: center;">----</p>	23,28
A	<p>US 6 269 361 B1 (DERER MATTHEW ET AL) 31 July 2001 (2001-07-31) figure 5 column 4, line 51 -column 5, line 34</p> <p style="text-align: center;">-----</p>	31-81

INTERNATIONAL SEARCH REPORT

International application No.
PCT/US 03/28323

Box I Observations where certain claims were found unsearchable (Continuation of item 1 of first sheet)

This International Search Report has not been established in respect of certain claims under Article 17(2)(a) for the following reasons:

1. Claims Nos.:
because they relate to subject matter not required to be searched by this Authority, namely:

2. Claims Nos.:
because they relate to parts of the International Application that do not comply with the prescribed requirements to such an extent that no meaningful International Search can be carried out, specifically:

3. Claims Nos.:
because they are dependent claims and are not drafted in accordance with the second and third sentences of Rule 6.4(a).

Box II Observations where unity of invention is lacking (Continuation of item 2 of first sheet)

This International Searching Authority found multiple inventions in this international application, as follows:

see additional sheet

1. As all required additional search fees were timely paid by the applicant, this International Search Report covers all searchable claims.
2. As all searchable claims could be searched without effort justifying an additional fee, this Authority did not invite payment of any additional fee.
3. As only some of the required additional search fees were timely paid by the applicant, this International Search Report covers only those claims for which fees were paid, specifically claims Nos.:
4. No required additional search fees were timely paid by the applicant. Consequently, this International Search Report is restricted to the invention first mentioned in the claims; it is covered by claims Nos.:

Remark on Protest

- The additional search fees were accompanied by the applicant's protest.
- No protest accompanied the payment of additional search fees.

FURTHER INFORMATION CONTINUED FROM PCT/ISA/ 210

This International Searching Authority found multiple (groups of) inventions in this international application, as follows:

1. Claims: 1-22, 31-55

Evaluating a data item for direct inclusion in a network accessible database or for human review prior to inclusion, said data item being evaluated according to a likelihood that the data item comports with a predetermined policy.

2. Claims: 23-30, 56-81

Evaluating a data item for direct inclusion in a network accessible database, for human review, for modification or for reject, said data item being evaluated based on a content policy.

INTERNATIONAL SEARCH REPORT

Information on patent family members

International Application No

PCT/US 03/28323

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