

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
13 March 2008 (13.03.2008)

PCT

(10) International Publication Number
WO 2008/030793 A3

(51) International Patent Classification:
G06Q 30/00 (2006.01)

(21) International Application Number:
PCT/US2007/077509

(22) International Filing Date:
4 September 2007 (04.09.2007)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
60/824,499 5 September 2006 (05.09.2006) US

(71) Applicants (for all designated States except US):
THOMAS PUBLISHING COMPANY [US/US]; Five Penn Plaza, New York, NY 10001 (US). **LETTOW, Ken** [US/US]; 1300 Clinton Street, Apt. 426, Hoboken, NJ 07030 (US).

(72) Inventor; and

(75) Inventor/Applicant (for US only): **GENNARO, John** [US/US]; 3152 Granada Avenue, San Diego, CA 92104 (US).

(74) Agents: **KLUGER, Joan T.** et al.; Schnader Harrison Segal & Lewis LLP, 1600 Market Street, Suite 3600, Philadelphia, PA 19103 (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).

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

(88) Date of publication of the international search report:
4 December 2008

(54) Title: MARKETING METHOD AND SYSTEM USING DOMAIN KNOWLEDGE

(57) Abstract: A method of evaluating advertising is disclosed based on analysis of user behavior in a market focused directory. Users actions are logged over a given time period. Implicit measures are derived from the log files and read into one or more databases. The implicit measures are aggregated across a plurality of user sessions and a report of the user behavior with respect to a single URL or a comparison between URLs is created.



WO 2008/030793 A3

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US07/77509

A. CLASSIFICATION OF SUBJECT MATTER
IPC: G06Q 30/00 (2006.01)

USPC: 705/14,26,27,1,7,400;707/10;709/203
 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)
 U.S. : 705/14,26,27,1,7,400;707/10;709/203

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 practicable, search terms used)

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 6,009,410 (Lemole) 28 December 1999 (28.12.1999) See entire reference.	1-20
A	US 6, 286,001B1 (Walker et al.) 04 September 2001 (04.09.2001) See entire reference.	1-20
A	US 2006/0155764A1 (Tao) 13 July 2006 (13.July.2006) See entire reference.	1-20
A	US 6,006, 197A (d'Eon) 21 December 1999 (21.12.1999) See entire reference.	1-20
A	US 2004/0030575A1 (Fackre et al.) 02 February 2004 (12.02.2004) See entire reference.	1-20
A	US 2003/0126560A1 (Kurapati et al.) 03 July 2003 (03.12.2003) See entire reference.	1-20
A	US 6,941,321B2 (Schuetze et al.) 06 September 2005 (06.09.2005) See entire reference.	1-20

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

* Special categories of cited documents:	"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
"A" document defining the general state of the art which is not considered to be of particular relevance	"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
"E" earlier application or patent published on or after the international filing date	"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
"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)	"&" document member of the same patent family
"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	

Date of the actual completion of the international search 24 September 2008 (24.09.2008)	Date of mailing of the international search report 01 OCT 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 JEAN JANVIER <i>JM</i> Telephone No. 571-272-3600
---	--