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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

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*For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.*

(54) Title: SYSTEM AND METHOD FOR MANAGING AN ADVERTISING CAMPAIGN ON A NETWORK

(57) Abstract: The invention is directed to a system and method for automating the management of an advertising campaign for a sponsored search application. An advertiser can easily manage their advertising campaign based on a budget and other information that they are most familiar with, e.g., the length of time for the campaign, desired number of total clicks during the campaign, the time zone of the campaign, keywords to be bid upon for the sponsored search application, the advertisement (copy and heading), and the URL associated with the location of the advertisement copy. With this relatively basic information provided, the invention can automatically manage the bidding on both small and relatively large numbers of keywords for an advertising campaign.



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# INTERNATIONAL SEARCH REPORT

International application No.

PCT/US04/31529

## A. CLASSIFICATION OF SUBJECT MATTER

IPC: **G06Q 30/00**( 2006.01),**40/00**( 2006.01);**G06F 7/00**( 2006.01)

USPC: 705/14,40;707/3

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, 40;707/3

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)  
Please See Continuation Sheet

## C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 2003/0135460 A1 (TALEGON) 17 July 2003 (17.07.2003), abstract, page 1, paragraphs 6, 7, and 9-13, page 2, paragraphs 14-21, page 3, paragraphs 22, 25-27, and 36, page 4, paragraphs 38-44, and page 5, paragraphs 45 and 49.	1-22, 30
Y	1-800 Flowers.com Homepage. Internet Archives Way Back Machine, 2001-02-24 [retrieved on 2006-04-29]. Retrieved from the Internet: <URL:http://archive.bibalex.org/web/20010309083458/1800flowers.com/flowers/welcome.asp>.	1-22, 30



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

"E" earlier application or patent 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

29 April 2006 (29.04.2006)

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26 JUN 2006

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## INTERNATIONAL SEARCH REPORT

International application No.

PCT/US04/31529

### Box No. II Observations where certain claims were found unsearchable (Continuation of item 2 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.: 23-29  
because they relate to subject matter not required to be searched by this Authority, namely:  
Please See Continuation Sheet
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 No. III Observations where unity of invention is lacking (Continuation of item 3 of first sheet)

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

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 additional fees, this Authority did not invite payment  
of any additional fees.
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 and, where applicable, the  
payment of a protest fee.
- ☐ The additional search fees were accompanied by the applicant's protest but the applicable protest fee  
was not paid within the time limit specified in the invitation.
- ☐ No protest accompanied the payment of additional search fees.

## INTERNATIONAL SEARCH REPORT

International application No.  
PCT/US04/31529

Box II Observations where certain claims were found unsearchable 1. because they relate to subject matter not required to be searched by this Authority, namely:

Claims 23-29 could not be searched, because the claims are directed to a non-statutory subject matter. Data structures not claimed as embodied in computer readable media are descriptive material per se and are not statutory, because they are neither physical "things" nor statutory processes. Such claimed data structures do not define any structural and functional interrelationships between the data structure and other claimed aspects of the invention, which permit the data structure's functionality to be realized. In fact, data structures as recited in these claims "the carrier-wave signal" are descriptive material per se and are not statutory, because this "signal" is neither a physical "thing" nor a statutory process, and it does not define any structural and functional interrelationships between the data structure and other claimed aspects of the invention, which permit the data structure's functionality to be realized.

Continuation of B. FIELDS SEARCHED Item 3:  
EAST, INTERNET ARCHIVES WAY BACK MACHINE, PROQUEST  
Search Terms: shop by price, 1800 flowers, FTD, Amazon