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(54) Title: SYSTEMS AND METHODS FOR INTERNET SEARCHING

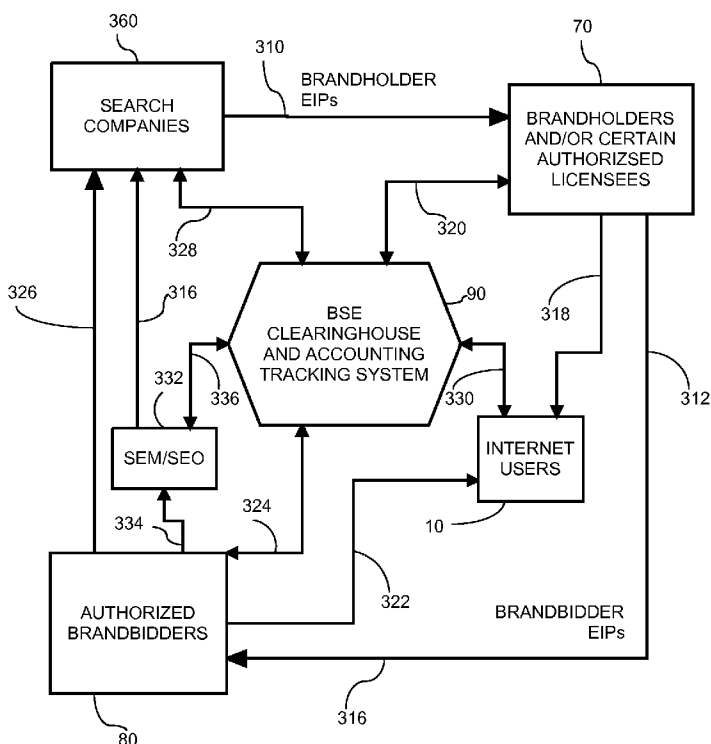


FIG. 6

(57) Abstract: Systems and methods are provided for a brand search ecosystem accessed via a network including a database of brands and branded products, locations, features, and services with input on business rules, algorithms, and information from brandholders and/or providing economic incentive payments to participants in the brand search ecosystem. The brand search ecosystem includes a brand name database including a plurality of brands and brandholders and brandbidders associated with respective brands. A search engine communicates with brandholders and the brand name database via a network for accessing information of brandholders and the brand name database to identify brandholders and brandbidders associated with brands. The search engine receives search requests from users, accesses the brand name database, and provides search results to the users. A clearing house processes economic incentive payments to brandholders and/or brandbidders associated with brands in the database.

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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)
 U.S. : 705/14

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.
--- y	US 2002/0169676 A1 (FLOYD) 15, May 2001 (15.05.2001), paragraphs 14 and 37. US 2004/0133471 A1 (Pisaris-Henderson) 2,Sep 2003 (02.09.2003), paragraphs 43,46 and 90.	----- 1-84

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* Special categories of cited documents:

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"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	

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