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KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD,  
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(54) Title: CLASSIFYING LOCATIONS FOR AD PRESENTATION

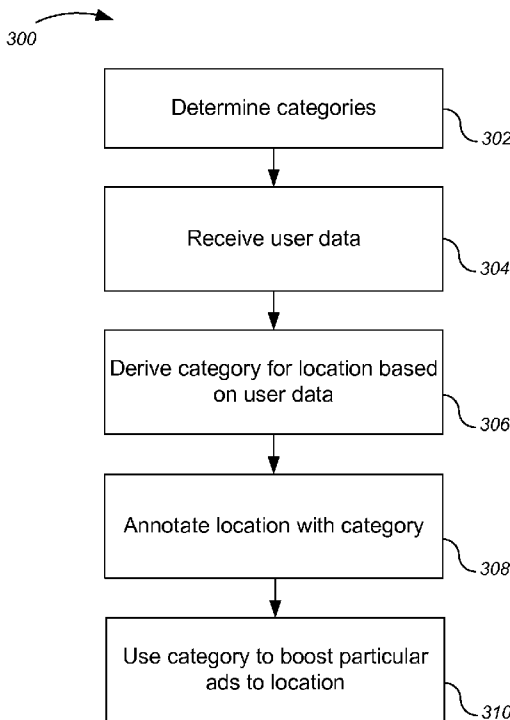


FIG. 3

(57) Abstract: This specification describes technologies relating to content presentation. In general, one aspect of the subject matter described in this specification can be embodied in methods that include the actions of receiving data from a plurality of users within a geographic region associated with a location; analyzing the received data to derive a category for the location; annotating the location with the category; and using the category to boost candidate content items for delivery to users in the location in response to future content item requests.

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According to International Patent Classification (IPC) or to both national classification and IPC

**B. FIELDS SEARCHED**

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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, location, category, and advertisement

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2005-0222989 A1 (HAVELIWALA, T. et al.) 06 October 2005 See abstract, figures 1-2, 4A-4B, 9A and paragraphs [0023]-[0096].	1-40
Y	US 2010-0049609 A1 (ZHAO, W. et al.) 25 February 2010 See abstract, figures 2-6 and paragraphs [0022]-[0067].	1-40
Y	US 2007-0011020 A1 (MARTIN, A. G.) 11 January 2007 See abstract, figures 2, 8 and paragraphs [0025]-[0066].	1-40
Y	US 2002-0046114 A1 (KOBAYASHI, K.) 18 April 2002 See abstract, figure 1 and paragraphs [0030]-[0032].	1-40
Y	US 2008-0243821 A1 (DELLI SANTI, J. W. et al.) 02 October 2008 See abstract, figures 3-12 and paragraphs [0035]-[0124].	1-40

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

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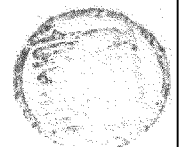
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