

(19) World Intellectual Property
Organization
International Bureau



(43) International Publication Date
11 March 2004 (11.03.2004)

PCT

(10) International Publication Number
WO 2004/021110 A3

(51) International Patent Classification⁷: **G06F 17/00**

(21) International Application Number:
PCT/US2003/026494

(22) International Filing Date: 26 August 2003 (26.08.2003)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
60/406,064 27 August 2002 (27.08.2002) US
10/378,654 5 March 2003 (05.03.2003) US

(71) Applicant: **GOOGLE INC.** [US/US]; 1600 Amphitheatre Parkway, Mountain View, CA 94043 (US).

(72) Inventors: **BRONNIMANN, Eric, Robert**; 3450 28th Street, Apt. 6H, Astoria, NY 11106 (US). **EWERDT, Jacob, Paul**; 7856 West Mansfield Parkway, Apt.307, Lakewood, CO 80235 (US). **DAY, William, C.**; 266 Maple Street, Haworth, NJ 07641 (US). **DONOVAN, Kevin, C.**;

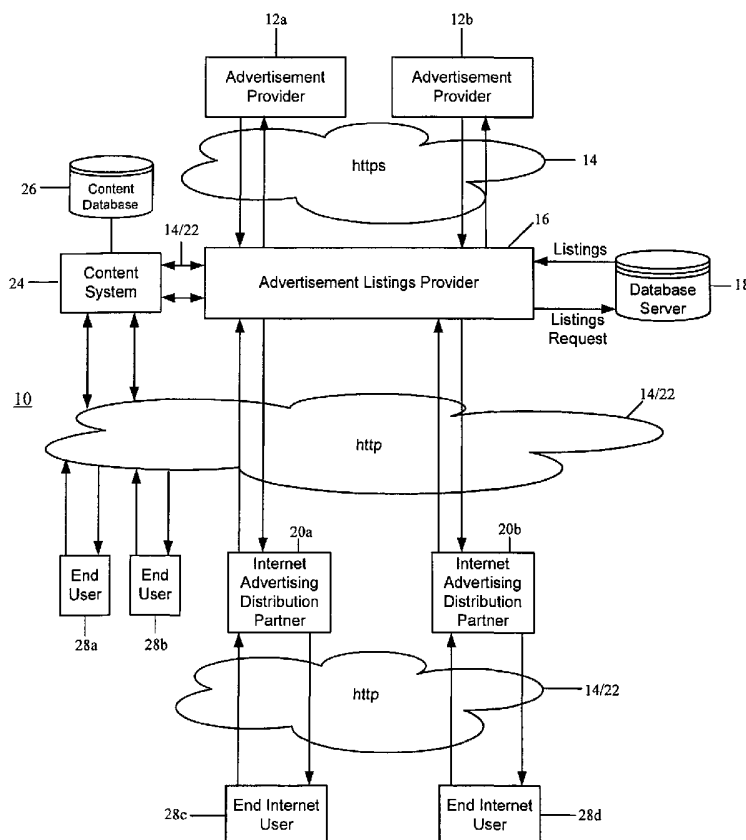
260 Church Street, Apt. 3C1, White Plains, NY 10016 (US). **HAMMOND, Brian**; 382 3rd Avenue, Apt.10-B, New York, NY 10016 (US). **MCCOY, Ron**; 3983 Gladney Drive, Doraville, GA 30340 (US). **MURPHY, Christopher, Joseph**; 37 South Smith Road, Lagrangeville, NY 12540 (US). **TOOTHMAN, James, Keith**; 43 Yuma Lane, Ringwood, NJ 07456-1225 (US). **WANG, Wen-Wei**; 64 Ewart Street, Scarsdale, NY 10583 (US).

(74) Agents: **BUROKER, Brian, M.** et al.; Hunton & Williams,LLP, 1900 K Street, N.W. Suite 1200, Washington, DC 20006-1109 (US).

(81) Designated States (*national*): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, UZ, VC, VN, YU, ZA, ZM, ZW.

[Continued on next page]

(54) Title: METHOD FOR PROVIDING ADVERTISING LISTING VARIANCE IN DISTRIBUTION FEEDS



(57) Abstract: An internet advertisement listings provider (16) that distributes advertisements in a bid-for-placement arrangement based on the revenue-efficiency of the advertisements from the bidding advertisers (12a-12b) that calculates the revenue to the advertising distribution system by multiplying the click-through rate times the bid amount for each click-through. Advertisers (12a-12b) may be allowed to provide multiple advertisements to enable the advertisement listings provider (16) to select from those various advertisements for inclusion in ranked listings based on a determined efficiency among the advertisements. The system also determines the most efficient grouping of advertisements for a limited-space output, comparing groupings of advertisements to other groups to determine the greater revenue to the distribution system.



(84) Designated States (regional): ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PT, RO, SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

(88) Date of publication of the international search report:
6 January 2005

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.

Published:

— *with international search report*

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US03/26494

A. CLASSIFICATION OF SUBJECT MATTER

IPC(7) : G06F 17/60, 17/00

US CL : 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)
EAST (USPAT, US PGPUB, JPO, EPO, DERWENT, IBM TB)

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	WO 00/38074 A1 (FLYCAST COMMUNICATIONS CORP) 29 June 2000 (29.06.2000), page 4, line 17 - page 5, line 4.	1-30
Y	EP 1,026,610 A2 (DirectRep, LLC) 09 August 2000 (09.08.2000), column 2, line 39 - column 3, line 48.	1-30
Y	US 5,974,398 (HANSON et al) 26 October 1999 (26.10.1999), column 1, line 38 - column 2, line 9.	1-30
Y	US 6,067,570 (KREYNIN et al) 23 May 2000 (23.05.2000), column 9, line 26 - column 10, line 19 and column 13, line 17 - column 14, line 20.	1-30
Y	US 6,223,163 B1 (VAN LUCHENE) 24 April 2001 (24.04.2001), column 1, line 48 - column 2, line 41.	1-30
Y	US 6,253,189 B1 (FEEZELL et al) 26 June 2001 (26.06.2001), column 1, line 5 - column 4, line 11.	1-30
Y	US 6,269,361 B1 (DAVIS et al) 31 July 2001 (31.07.2001), column 3, line 16 - column 6, line 34.	1-30
X	US 6,285,987 B1 (ROTH et al) 04 September 2001 (04.09.2001), column 1, line 10 - column 3, line 2.	1-30
Y	US 2001/0042064 A1 (DAVIS et al) 15 November 2001 (15.11.2001), page 3, paragraphs 0023-0028.	1-30



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	"I" 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 application or patent 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 08 July 2004 (08.07.2004)	Date of mailing of the international search report 04 OCT 2004
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. (703)305-3230	Authorized officer James W. Myhre <i>[Signature]</i> Telephone No. (703) 308-1113

INTERNATIONAL SEARCH REPORT

C. (Continuation) DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 2001/0047297 A1 (WEN) 29 November 2001 (29.11.2001), pages 1-2, paragraphs 0002-0012.	1-30
Y	US 2001/0051911 A1 (MARKS et al) 13 December 2001 (13.12.2001), pages 1-4, paragraphs 0002-0061.	1-30
Y	US 2002/0002525 A1 (ARAI et al) 03 January 2002 (03.01.2002), page 1-2, paragraphs 0011-0019.	1-30
Y	US 2002/0035536 A1 (GELLMAN) 21 March 2002 (21.03.2002), pages 1-2, paragraphs 0007-0019.	1-30
Y	US 2002/0046104 A1 (KADDECHE et al) 18 April 2002 (18.04.2002), pages 1-2, paragraphs 0004-0015.	1-30
Y	US 2002/0077891 A1 (CASTLE et al) 20 June 2002 (20.06.2002), pages 1-4, paragraphs 0009-0032.	1-30
Y	US 2002/0099605 A1 (WEITZMAN et al) 25 July 2002 (25.07.2002), pages 1-2, paragraphs 0005-0017.	1-30
Y	US 2002/0111898 A1 (NUMAOKA et al) 15 August 2002 (15.08.2002), pages 1-2, paragraphs 0006-0017.	1-30

INTERNATIONAL SEARCH REPORT

PCT/US03/26494

Continuation of Item 4 of the first sheet:

Title too long. Title is to be short and concise, preferably no longer than 2-7 words. The new title is:

METHOD FOR PROVIDING ADVERTISING LISTING VARIANCE IN DISTRIBUTION FEEDS