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[Continued on next page]

(54) Title: AUTOMATED LOCAL ADVERTISING INTERFACE

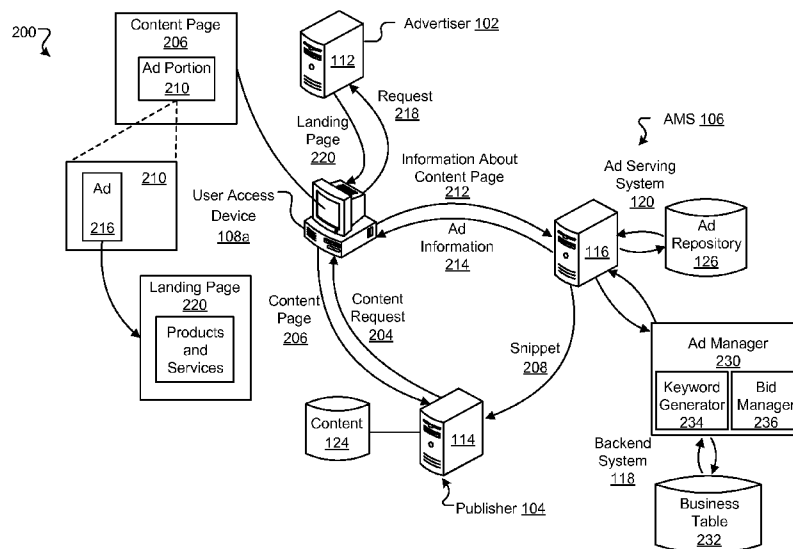
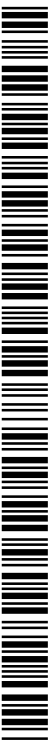


FIG. 2

(57) Abstract: Systems, methods, and computer program products for automating local content are described. In some implementations, an ad manager and a business table can be provided by a backend system. The business table can store, for example, user information, user account information including billing information, campaign related information and advertisement data associated with one or more local business advertisers as well as geo-targeting information. Based on the information stored in the business table, the ad manager can tailor a specific online advertising campaign on behalf of a local business advertiser. Where new or updated information is found, the ad manager can initiate campaign management updates to one or more business ad listings associated with the local business advertiser.



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INTERNATIONAL SEARCH REPORT

International application No.
PCT/US2011/053750**A. CLASSIFICATION OF SUBJECT MATTER****G06Q 30/00(2006.01)i**

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)

G06Q 30/00; G06Q 40/00

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) & Keywords: advertis*, keyword, bid, campaign

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 2007-0168255 A1 (RICHARD ZINN et al.) 19 July 2007 See abstract, claims 1-20 and figures 3-11.	1-22
Y	US 7778874 B1 (SAUNDERS COLIN M.) 17 August 2010 See abstract and claims 1-26.	1-22
A	US 2010-0076849 A1 (BISHOP MICHAEL L.) 25 March 2010 See See abstract, figures 1-9 and claims 1-20.	1-22
A	KR 10-2004-0059115 A (ZINGU.INC) 05 July 2004 See abstract.	1-22

 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 but 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 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

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INTERNATIONAL SEARCH REPORT

Information on patent family members

International application No.

PCT/US2011/053750

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
US 2007-0168255 A1	19.07.2007	EP 1952337 A2 EP 1952337 A4 JP 2009-514113 A US 2007-0118392 A1 WO 2007-051067 A2 WO 2007-051067 A3	06.08.2008 30.06.2010 02.04.2009 24.05.2007 03.05.2007 14.05.2009
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KR 10-2004-0059115 A	05.07.2004	None	