

(19) World Intellectual Property
Organization
International Bureau



(43) International Publication Date
5 February 2004 (05.02.2004)

PCT

(10) International Publication Number
WO 2004/012041 A3

(51) International Patent Classification⁷: **H01J 13/00**

(21) International Application Number:
PCT/US2003/023010

(22) International Filing Date: 24 July 2003 (24.07.2003)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
60/398,101 25 July 2002 (25.07.2002) US
10/388,166 14 March 2003 (14.03.2003) US

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

(72) Inventors: **BARRY, Chistopher, J.**; 15 Lee Boulevard, Somers, NY 10589 (US). **BRONNIMANN, Eric, Robert**;

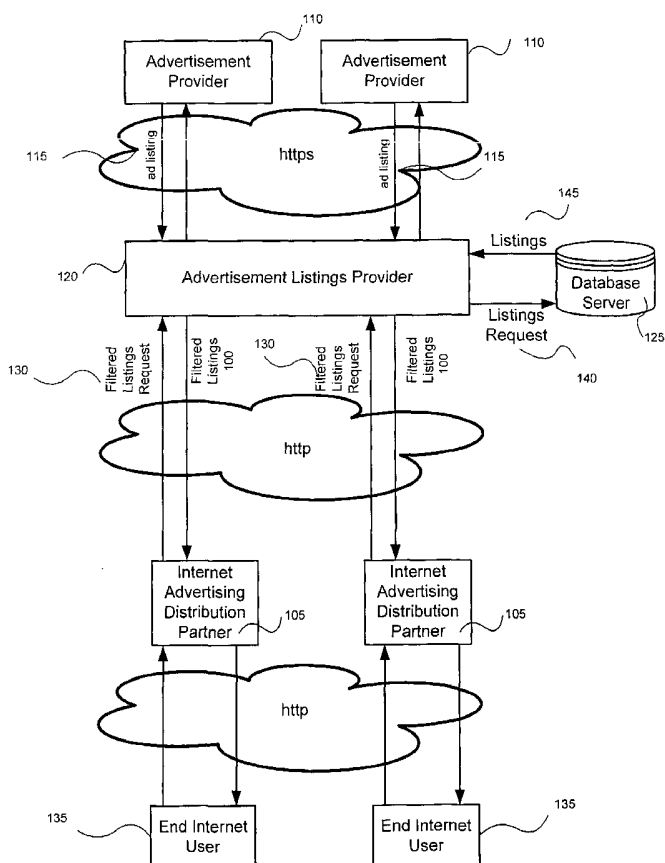
3450 28th Street, Apt. 6H, Astoria, NY 11106 (US). **EWERDT, Jacob, Paul**; 7856 West Mansfield Parkway, Apt.307, Lakewood, CO 80235 (US). **DAY, William, C.**; 266 Maple Street, Haworth, NJ 07641 (US). **DONOVAN, Kevin, RJB**; 260 Church Street, Apt. 3C1, White Plains, NY 10603 (US). **HAMMOND, Brian**; 382 3rd Avenue, Apt. 10-B, New York, NY 10016 (US). **TOOTHMAN, James, Keith**; 43 Yuma Lane, Ringwood, NJ 07456-1225 (US). **PORTER, Dan, C.**; 619 8th Avenue, Brooklyn, NY 11215 (US). **MCCOY, Ron**; 3983 Gladney Drive, Doraville, GA 30340 (US). **PLATH, Sara, Frances**; 456 West 45th Street, #6, New York, NY 10036 (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,

[Continued on next page]

(54) Title: METHOD/SYSTEM PROVIDING FILTERED/MASKED INTERNET ADVERTISEMENTS



(57) Abstract: Methods and Systems that allow an Internet distribution partner (105) of an advertisement listings provider (120) to receive filtered and masked listings for display on the website of the Internet distribution partner (105). The Internet distribution partner (105) defines filters to be applied to ranked advertising listings provided by an advertising listing provider (120). The advertisement listings provider (120) system applies the filter to the listings in its database and identifies matches and/or excludes matches depending on the characteristic specified. The advertisement listings provider (120) may then send the Internet distribution partner (105) advertisement listings based on the application of one or more filters selected by the distribution partner (105). Thus, the advertisement listings provider (120) and the Internet distribution partner (105) are able to generate additional revenue without risking the Internet distribution partner's (105) valuable relationships with its exclusive advertisers and without jeopardizing the Internet advertising distribution partner's (105) relationships with its end users.



LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, TJ, TM, TN, TR, TT, TZ, UA, UG, UZ, VC, VN, YU, ZA, ZM, ZW.

SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

— with international search report

(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,

(88) Date of publication of the international search report:

28 April 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.

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US03/23010

A. CLASSIFICATION OF SUBJECT MATTER																						
IPC(7) : H01J 13/00 US CL : 705/26																						
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. : 705/26																						
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																						
C. DOCUMENTS CONSIDERED TO BE RELEVANT																						
Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.																				
X	US 5,724,521 A (DEDRICK et al) 3 March 1998 (3.06.1998), the ABSTRACT; col. 1, ll. 5-15; col. 1, ll. 60-67; col. 2, ll. 1-20; col. 2, ll. 52-67; col. 3, ll. 1-67; col. 4, ll. 1-67; col. 5, ll. 1-67; col. 6, ll. 1-67; col. 7, ll. 1-67; col. 8, ll. 1-67; col. 10, ll. 43-67; col. 11, ll. 1-67; col. 12, ll. 1-67; col. 13, ll. 1-67; col. 15, ll. 1-67; and col. 17, ll. 1-67.	1-36																				
<input type="checkbox"/> Further documents are listed in the continuation of Box C. <input type="checkbox"/> See patent family annex.																						
* Special categories of cited documents: <table border="0"> <tr> <td>"A"</td> <td>document defining the general state of the art which is not considered to be of particular relevance</td> <td>"T"</td> <td>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</td> </tr> <tr> <td>"E"</td> <td>earlier application or patent published on or after the international filing date</td> <td>"X"</td> <td>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</td> </tr> <tr> <td>"L"</td> <td>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)</td> <td>"Y"</td> <td>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</td> </tr> <tr> <td>"O"</td> <td>document referring to an oral disclosure, use, exhibition or other means</td> <td>"&"</td> <td>document member of the same patent family</td> </tr> <tr> <td>"P"</td> <td>document published prior to the international filing date but later than the priority date claimed</td> <td></td> <td></td> </tr> </table>			"A"	document defining the general state of the art which is not considered to be of particular relevance	"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	"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		
"A"	document defining the general state of the art which is not considered to be of particular relevance	"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																			
"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 13 December 2004 (13.12.2004)		Date of mailing of the international search report 08 FEB 2005																				
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 John L. Young <i>[Signature]</i> Telephone No. 703 308 1113																				