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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.

(54) Title: SYSTEM AND METHOD FOR CONSULTING AN AUCTION-BASED RANKING OF SEARCH RESULTS ON A COMPUTER NETWORK

(57) Abstract: A method and system are disclosed for displaying a search result list in response to a search request from a searcher using a computer network. Ranks in the search result list are auctioned for a search term for a determined display period. A database is maintained to include search listings, where the search listings are associated with a winning bidder for a specified rank in the search result list, the search term and the determined display period. The search result list displayed to the searcher includes search listings ordered in accordance with respective ranks, for the determined display period.



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INTERNATIONAL SEARCH REPORT

International application No.

PCT/US03/26258

A. CLASSIFICATION OF SUBJECT MATTER

IPC(7) : G06F 17/30

US CL : 707/003.000

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. : 707/003.000; 707/003,100,004-005

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
INVENTOR SEARCH, INTERNET, UREF, WES, UPT, PUGPB, JPAB, EPAB, DWPI, TDBD SEARCH

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
Please See Continuation Sheet

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 6,269,361 B1 (DAVIS et al) 31 July 2001, fig. 7 & 9; col. 21 lines 1-4 & 10-14; col. 22 lines 1-8; col 9 line 34; col. 3, lines 30-32; col 21 lines 8-11; col 6, lines 1-9; col 18 lines 14-15.	1, 3-31 & 3-49 ----- 2, 32 & 50-61

Y		
Y,P	US PUB. 2003/0088508 A1 (FISHER) 08 MAY 2003, PAGE 2 PARA. NO. 0029; FIG. 7; COL 22 LINES 1-8; COL 18 LINES 14-15, 23-25; FIG. 2; AND FIG. 5 AND 9.	2, 32 & 50-61
A	US 6,421,675 B1 (RAYAN et al) 16 July 2002; see entire document	1 - 61

☐ Further documents are listed in the continuation of Box C.

☐ See patent family annex.

* Special categories of cited documents:	"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
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"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	

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INTERNATIONAL SEARCH REPORT

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Continuation of B. FIELDS SEARCHED Item 3:

winning won,auction bid, time period long\$3,limit\$5 with time available\$5,period near1 time,rank\$3 position,key\$word term,sort order