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(54) Title: SYSTEM AND METHOD FOR ADVERTISEMENT PLACEMENT

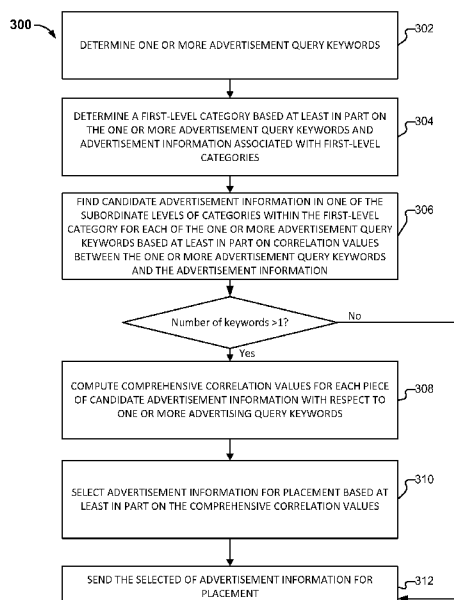


FIG. 3

(57) Abstract: Advertisement placement includes: obtaining one or more advertisement query keywords; determining, using one or more computer processors, in a multi-level advertisement information store, a selection of advertisement information for placement; and presenting the selection of advertisement information to be placed at a client. The multi-level advertisement information store comprises advertisement information organized into a plurality of first-level categories, and each first-level category is associated with a respective plurality of subordinate levels of categories.

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C. DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 2010/0161411 A1 (Wu et al.) 24 June 2010 (24.06.2010), entire document, especially para. [0020], [0022], [0031], [0041], [0044]-[0046]	1-20
Y	US 2010/0257171 A1 (Shekhawat et al.) 07 October 2010 (07.10.2010), para. [0035]-[0038]	1-20
A	US 2010/0235239 A1 (Lam et al.) 16 September 2010 (16.09.2010), entire document	1-20
A	US 2007/0208610 A1 (Pisaris-Henderson et al.) 06 September 2007 (06.09.2007), entire document	1-20
A	US 2006/0020510 A1 (Vest) 26 January 2006 (26.01.2006), entire document	1-20
A	US 20070067215 A1 (Agarwal et al.) 22 March 2007 (22.03.2007), entire document	1-20
A	US 2004/0059708 A1 (Dean et al.) 25 March 2004 (25.03.2004), entire document	1-20
A	US 2004/0093327 A1 (Anderson et al.) 13 May 2004 (13.05.2004), entire document	1-20
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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. 571-273-3201		Authorized officer: Lee W. Young PCT Helpdesk: 571-272-4300 PCT OSP: 571-272-7774