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(74) Agent: **PHILLIPS, John C.**; P.O. Box 1022, Fish & Richardson P.C., Minneapolis, Minnesota 55440-1022 (US).

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(71) Applicant (*for all designated States except US*):
GOOGLE INC. [US/US]; 1600 Ampitheatre Parkway, Mountain View, California 94043 (US).

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(72) Inventors; and

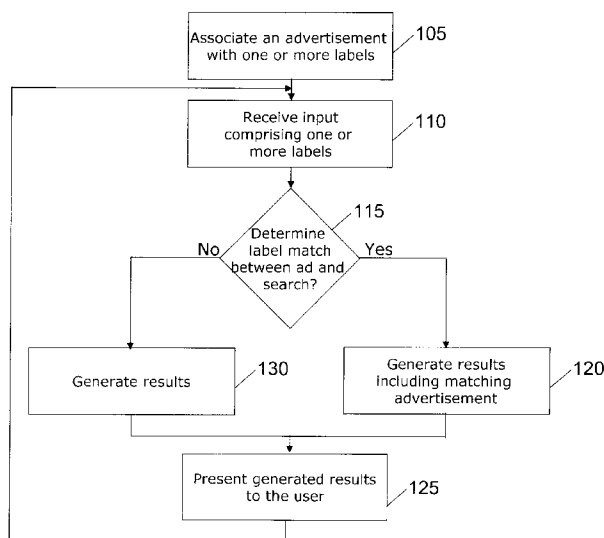
(75) Inventors/Applicants (*for US only*): **WISEMAN, Leora Ruth** [IL/US]; 1139 Parkington Avenue, Sunnyvale, California 94087 (US). **VENKATARAMA, Shivakumar** [US/US]; 1021 Garrity Way, Santa Clara, California 95054 (US). **RAMASWAMY, Sridhar** [US/US]; 10131 Parlett Place, Cupertino, California 95014 (US).

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(54) Title: INTEREST TARGETING



(57) Abstract: An advertisement can be presented by associating a label with an advertisement, receiving input from a user, wherein the input comprises one or more labels, identifying a match between the label associated with the advertisement and the input, and presenting the advertisement to the user. A bid further can be received for presenting the advertisement in response to input from a user that includes the associated label and an advertisement presentation order can be determined based on one or more of the bid, a click-through rate of the advertisement, and a conversion rate of the advertisement. Additionally, a negative label can be associated with the advertisement. Further, an additional input comprising one or more labels can be received from the user, a match can be identified between the negative label and the received additional input, and it can be determined not to present the advertisement based on the identified match.

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INTERNATIONAL SEARCH REPORT

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A. CLASSIFICATION OF SUBJECT MATTER

IPC: G06F 17/30(2006.01)

USPC: 707/3

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. : 707/3

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 6,269,361 B1 (DAVIS et al) 31 July 2001 (31.07.2001), abstract, column 4, lines 55-64, column 6, lines 18-25, column 8, lines 64 to column 9, lines 12, column 9, lines 25-45, column 10, lines 16-21, column 12, lines 49-64, column 13, lines 10-20, column 17, lines 53-61, column 19, lines 31-37, and Figures 7 and 9.	1-30

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

☐ See patent family annex.

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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

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Name and mailing address of the ISA/US

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Commissioner for Patents
P.O. Box 1450
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Facsimile No. (571) 273-3201

Authorized officer

Eric Stamber

Telephone No. 571-272-6724