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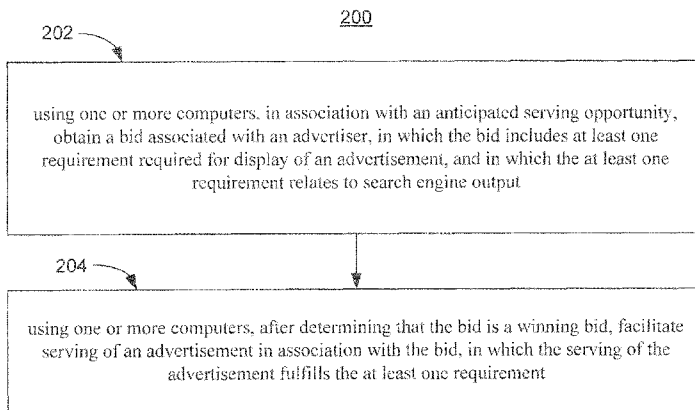
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**Declarations under Rule 4.17:**

— as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))

[Continued on next page]

(54) **Title:** SEARCH ENGINE OUTPUT-ASSOCIATED BIDDING IN ONLINE ADVERTISING



(57) **Abstract:** Methods and systems are provided for search engine output-associated bidding in online advertising. Techniques are provided in which an advertiser may specify, as part of a bid, one or more requirements relating to search engine output. The one or more requirements may need to be met for an advertisement to be served in connection with the bid.

**FIG. 2**

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- *with international search report (Art. 21(3))*
- *before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments (Rule 48.2(h))*

**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; G06F 17/30; G06Q 40/00; G09F 19/00

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) &amp; Keywords: advertisement, bid, requirement, and search

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X A	US 2006-0095336 A1 (HECKERMAN, D. E. et al.) 04 May 2006 See abstract, paragraphs [0012]-[0233] and claims 1-6,8,17,24.	1-4, 14-17, 19-20 5-13, 18
A	JP 2008-102174 A (YAHOO JAPAN CORP.) 01 May 2008 See abstract and pages 3-10.	1-20
A	US 2007-0027773 A1 (LEE, H. Y.) 01 February 2007 See abstract, paragraphs [0038]-[0051] and claims 1,6-7.	1-20
A	US 7627515 B2 (BORGS, C. H. et al.) 01 December 2009 See abstract, column 3 line 4 - column 7 line 13 and claims 1-3.	1-20
A	US 2009-0171721 A1 (LEBARON, M. et al.) 02 July 2009 See abstract, paragraphs [0031]-[0032] and claim 1.	1-20

 Further documents are listed in the continuation of Box C. See patent family annex.

\* Special categories of cited documents:

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"&amp;" document member of the same patent family

Date of the actual completion of the international search

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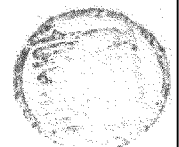
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Information on patent family members

International application No.

**PCT/US2011/020878**

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