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[Continued on next page]

(54) Title: DETERMINING BIDDER-AWARE VALUES FOR CONFIGURABLE AUCTION PARAMETERS

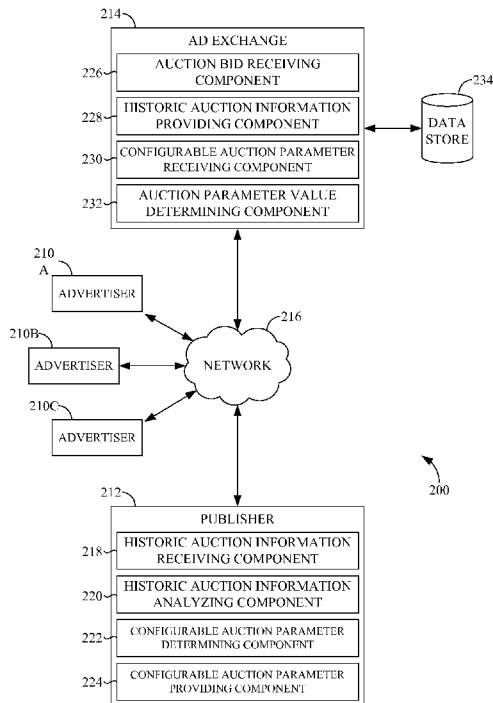


FIG. 2

(57) Abstract: Systems, methods, and computer-readable storage media are provided for determining configurable auction parameters based upon historic auction information that includes identities of auction participants or bidders. Such configurable auction parameters specify values to be applied for particular auction parameters (e.g., floor price), at the time of an auction for available advertising space, when one or more of the auction participants are associated with specified identities. Further provided are systems and methods for, at the time of an auction for available advertising space, determining auction parameter values in accordance with configurable auction parameters.

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Declarations under Rule 4.17:

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A. CLASSIFICATION OF SUBJECT MATTER**G06Q 30/08(2012.01)i**

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHEDMinimum documentation searched (classification system followed by classification symbols)
G06Q 30/08; G06F 17/00; G06Q 30/00; G06Q 30/02; G06F 17/30; G06F 17/60; G06G 7/00Documentation 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 modelsElectronic data base consulted during the international search (name of data base and, where practicable, search terms used)
eKOMPASS(KIPO internal) & Keywords: advertising, auction parameter, publisher, identity, floor price, bids, historic auction information**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 2006-0271438 A1 (ANDREW SHOTLAND et al.) 30 November 2006 See abstract, paragraphs [0032], [0034], [0068]-[0071], [0076]-[0077], [0080]-[0081], [0130], [0132], claims 1, 4, 6, 14, 19, 27 and figures 16A-16B, 18.	1-10
Y	US 2007-0150353 A1 (BRAD KRASSNER et al.) 28 June 2007 See abstract, paragraphs [0101],[0104],[0109], claims 15,18 and figures 7-8.	1-10
A	KR 10-2007-0105106 A (PARK, BYEONG KOOK et al.) 30 October 2007 See abstract, paragraphs [0041]-[0045], claims 1, 3-5, 7-8 and figures 1, 3-4.	1-10
A	US 2008-0059258 A1 (WOO SUNG LEE) 06 March 2008 See abstract, claims 1-5 and figures 3-9.	1-10
A	US 2004-0044571 A1 (ERIC, ROBERT BRONNIMANN et al.) 04 March 2004 See abstract, claims 1, 9 and figures 1-2, 5-8.	1-10

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

* Special categories of cited documents:

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Date of the actual completion of the international search

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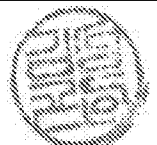
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INTERNATIONAL SEARCH REPORT

Information on patent family members

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