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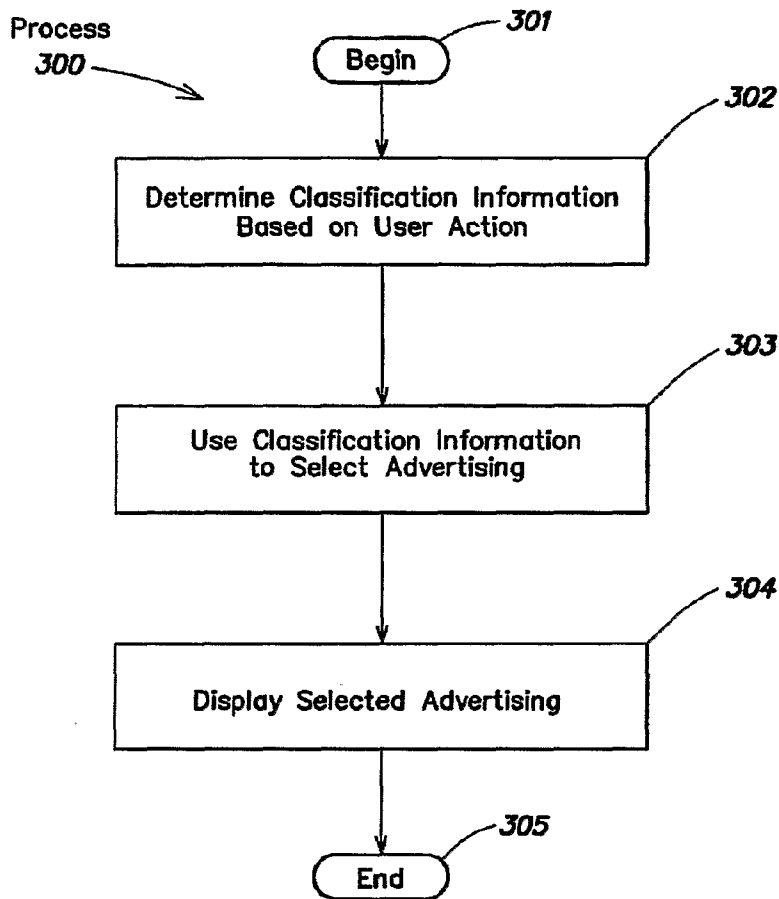
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[Continued on next page]

(54) Title: SYSTEM AND METHOD FOR SELECTING ADVERTISING



(57) Abstract: One aspect relates to a system for collecting user classifications of content and using such classifications to match ads to appropriate content. In such a manner, more appropriate associations between ads and content may be made. Such classifications may be collected, for example, using a social bookmarking system.

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INTERNATIONAL SEARCH REPORT

International application No.
PCT/US 08/36789

A. CLASSIFICATION OF SUBJECT MATTER
 IPC(B): G06F 13/00 (2006.01)
 USPC: 725/44
 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)
 IPC(B): G06Q 13/00 (2007.01)
 USPC: 725/44

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
 USPC: 726/22, 32, 42, 44; 705/1, 14, 27; 700/80

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
 Electronic data base: USPTO WEST (PGPB, USPT, EPAB, JPAB); DIALOG PRO; GOOGLE
 Search Terms Used: advertisement, classification, tags, keyword, selection, target etc.

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X Y	US 2006/0131762 A1 (BHARAT et al.) 16 June 2006 (16.06.2006), (para [0018]-[0019], [0032]-[0039], [0047]-[0052], [0069], [0082], [0119], [0138]-[0145])	1-8, 11-22, 24-38, 41-47 9-10, 23, 39-40
Y	US 6,134,592 A (LAZARUS et al.) 17 October 2000 (17.10.2000), (col 3, ln 30-35)	9-10, 23, 39-40
A	US 2005/0021997 A1 (CUI et al.) 27 January 2005 (27.01.2005)	1-47
A	US 2005/0065806 A1 (HARJICK) 24 March 2005 (24.03.2005)	1-47

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- "Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art
- "&" document member of the same patent family

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