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(54) Title: PROVIDING CONTENT USING STORED QUERY INFORMATION

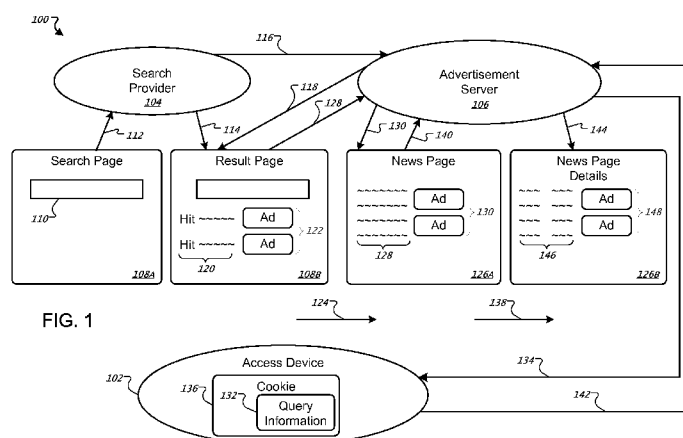


FIG. 1

(57) Abstract: Among other disclosed subject matter, a computer-implemented method relating to providing content on a page includes receiving information for providing content for an access device in response to a navigation from a first page to a second page. The content is to be included in the second page. The method includes accessing query information stored on the access device, the query information based on a first query that was submitted from the access device to a search provider before navigating to the first page. The method includes providing the content for inclusion in the second page, the content selected using at least the received information and the accessed query information. A computer-implemented method can include recording search query information for a user; retrieving the search query information; and using the search query information to determine content for display to the user.

A. CLASSIFICATION OF SUBJECT MATTER**G06F 17/30(2006.01)i, 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)

IPC G06F

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 since 1975

Japanese Utility models and applications for Utility models since 1975

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

eKOMPASS(KIPO internal): "content, advertisement, query"

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 2005-028346 A1 (JAMES F. ALLSUP et al.) 22 December 2005 See abstract; paragraph [0036]; claims 1 and 2; figure 4.	1-2, 11 3-10, 12-20
X A	US 2006-0004732 A1 (PAUL S. ODOM) 05 January 2006 See abstract; paragraphs [0059]-[0063] and [0103]-[0125]; claims 1-4; figures 6 and 13.	1-2, 11 3-10, 12-20
X A	KR 10-2004-0026167 A (INTERNATIONAL BUSINESS MACHINES CORPORATION) 30 March 2004 See abstract; pages 3-4; claims 1-4; figure 5.	1-2, 11 3-10, 12-20
X A	US 2003-0050863 A1 (MICHAEL RADWIN) 13 March 2003 See abstract; paragraphs [0022] and [0053]-[0056]; claim 1; figure 6.	19 1-18, 20



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INTERNATIONAL SEARCH REPORT

Information on patent family members

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