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11/949,548 3 December 2007 (03.12.2007) US(71) Applicant (for all designated States except US): **MICROSOFT CORPORATION** [US/US]; One Microsoft Way, Redmond, Washington 98052-6399 (US).(72) Inventors: **DOMINOWSKA, Ewa**; c/o Microsoft Corporation, One Microsoft Way, Redmond, Washington 98052-6399 (US). **RAGNO, Robert J.**; c/o Microsoft Corporation, One Microsoft Way, Redmond, Washington 98052-6399 (US).

(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM,

AO, AT, AU, AZ, BA, BB, BG, BH, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

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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: PROGRESSIVE PRICING SCHEMES FOR ADVERTISEMENTS

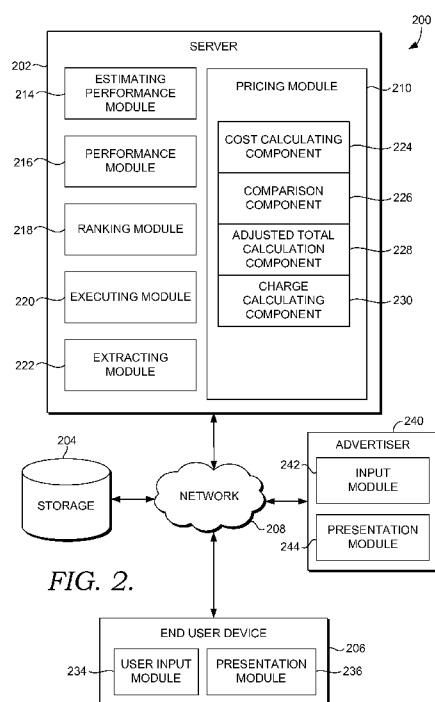


FIG. 2.

(57) Abstract: Systems, methods, and computer-readable media for calculating charges for advertisements are provided. The historical performance (such as CTR) of an online advertisement is utilized to calculate accurate performance prediction, in turn used to calculate the current cost per selection (click-through) of the advertisement. The current cost per selection may be multiplied by the total number of times the advertisement has been presented to user(s) to determine the adjusted revenue total for the advertisement. In embodiments, the charge due for the advertisement is the adjusted revenue total for the advertisement less the amount of revenue previously received for the advertisement.



- *as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii))* — *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))*

**Published:**

- *with international search report (Art. 21(3))*

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## INTERNATIONAL SEARCH REPORT

International application No.  
**PCT/US2008/083525****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)

IPC G06Q 30/00

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 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)

e-KIPASS(KIPO internal) "advertisement, cost, revenue, click, action, bid"

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 2006/0069614 A1 (AGARWAL et al.) 30 March 2006 See abstract; figures 1-11; claims 1-53.	1-20
Y	US 2003/0149622 A1 (SINGH et al.) 07 August 2003 See abstract; figures 1-32; claims 1-44.	1-20
A	KR 10-2006-0008676 A (DREAMI COMMUNICATIONS) 27 January 2006 See abstract; figures 1-4; claims 1-6.	1-20



Further documents are listed in the continuation of Box C.



See patent family annex.

\* Special categories of cited documents:

"A" document defining the general state of the art which is not considered to be of particular relevance

"E" earlier application or patent but published on or after the international filing date

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"O" document referring to an oral disclosure, use, exhibition or other means

"P" document published prior to the international filing date but later than the priority date claimed

"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention

"X" 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

"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

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

Date of the actual completion of the international search

09 JULY 2009 (09.07.2009)

Date of mailing of the international search report

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Name and mailing address of the ISA/KR

Korean Intellectual Property Office  
Government Complex-Daejeon, 139 Seonsa-ro, Seo-  
gu, Daejeon 302-701, Republic of Korea

Facsimile No. 82-42-472-7140

Authorized officer

KIM, Soo Seob

Telephone No. 82-42-481-8377



**INTERNATIONAL SEARCH REPORT**

Information on patent family members

International application No.

**PCT/US2008/083525**

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