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(54) Title: APPARATUSES, METHODS AND SYSTEMS FOR AN INFORMATION COMPARATOR COMPARISON ENGINE

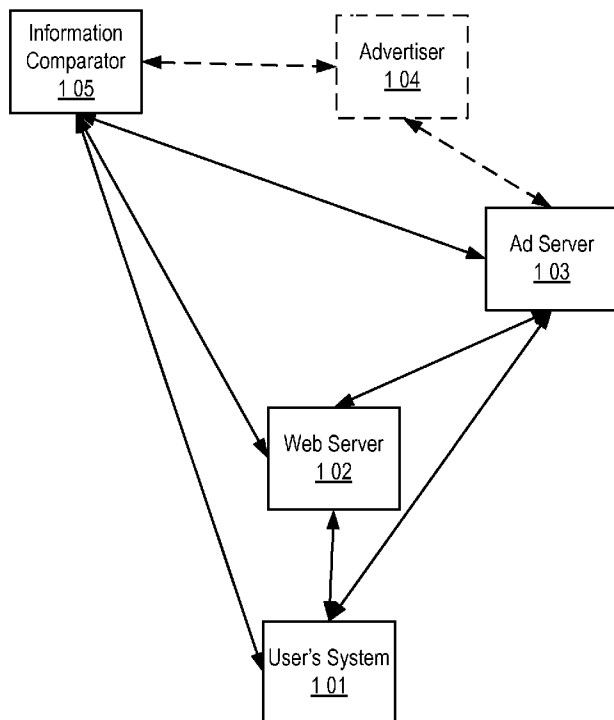


FIG. 1A

(57) Abstract: The disclosure details the implementation of an apparatuses, methods, and systems for an information comparator comparison engine. The disclosure teaches an information comparator comparison engine for the determination, generation and presentation of comparison information that is user-friendly, attractive and straightforward. In one embodiment, the information comparator comparison engine provides facilities for the determination, generation and/or presentation of ads and/or other information items in the context of a comparison. The information comparator comparison engine allows for the presentation of multiple comparative information items in numerous contexts and situations. In one embodiment, the information comparator comparison engine may group, tag and/or categorize information items to identify comparable information items. The information comparator comparison engine enhances search mechanisms, research and comparisons regarding information, news, advertising, and/or the like. Further, the information comparator comparison engine may provide a mechanism for analytics that assists in making information searches more efficient and meaningful.



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USPC 707/3Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
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Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

PubWEST(USPT,PGPB,EPAB,JPAB), DialogPRO(Engineering), Google Scholar

Search Terms advertisement/advertiser/advertising, comparison engine/comparator, search, database, template/pane/window, demographic, user history, stream/server, text/HTML/hyperlink/image/video/audio etc

C DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No
Y	US 2006/0010108 A1 (Greenberg) 12 January 2006 (12 01 2006) entire document especially para [0005] - [0014], [0018] - [0029] and Figs 1 and 2	1-38
Y	US 2002/0083034 A1 (Orbanes et al) 27 June 2002 (27 06 2002) entire document especially para [0012], [0125], claim 17 and Figs 5, 6, and 17	1-38
Y	US 2005/0256766 A1 (Garcia et al) 17 November 2005 (17 11 2005) abstract, para [0003], [0012], [0068], [0089] - [0091]	15, 16, 18, 20, 30, and 31

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