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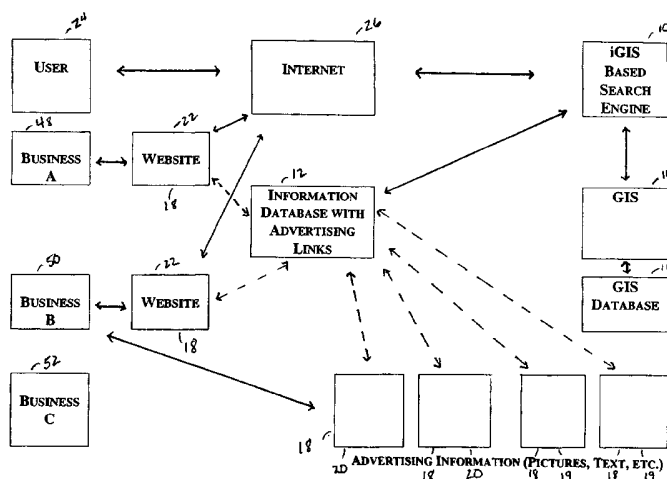
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For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

(54) Title: METHOD AND APPARATUS FOR A GIS BASED SEARCH ENGINE UTILIZING REAL TIME ADVERTISING



(57) Abstract: The present invention provides for a global computer network geographic information system, or GIS, based search engine. The GIS search engine utilizes a geographic information system, or GIS, to extend the functionality of traditional databases by combining spatial features with information records. The GIS search engine correlates a business and its relevant information, such as its products and services, to a record in the database of the GIS system that corresponds to a unique geographical location. This correlation enables the GIS based search engine to limit its search results to user defined geographic criteria. In addition, the GIS based search engine can be combined with real time advertising to create a dynamic "yellow page reference." Thus, the search engine will not only provide the name, phone number, and/or address of the business, but it can also provide additional information on the business.

## INTERNATIONAL SEARCH REPORT

Inter Application No  
PCT/US 01/20911

A. CLASSIFICATION OF SUBJECT MATTER  
IPC 7 G06F17/30 G06F17/60

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 7 G06F

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

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

EPO-Internal, WPI Data, PAJ, INSPEC, COMPENDEX, IBM-TDB, BIOSIS

## C. DOCUMENTS CONSIDERED TO BE RELEVANT

| Category * | Citation of document, with indication, where appropriate, of the relevant passages                                                                                                                                                                                                                                                                                                                                                                                                                                  | Relevant to claim No. |
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| X          | <p>YATES J D ET AL: "Navigation of the Internet with spatial databases" DATABASE APPLICATIONS IN NON-TRADITIONAL ENVIRONMENTS, 1999. (DANTE '99). PROCEEDINGS. 1999 INTERNATIONAL SYMPOSIUM ON KYOTO, JAPAN 28-30 NOV. 1999, LOS ALAMITOS, CA, USA, IEEE COMPUT. SOC, US, 28 November 1999 (1999-11-28), pages 121-124, XP010379700 ISBN: 0-7695-0496-5 abstract; figures 1,2 page 121, left-hand column, paragraph 2 -page 124, right-hand column, paragraph 4</p> <p style="text-align: center;">---<br/>-/--</p> | 1-35                  |

☒ Further documents are listed in the continuation of box C.

☐ Patent family members are listed in annex.

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## C.(Continuation) DOCUMENTS CONSIDERED TO BE RELEVANT

| Category * | Citation of document, with indication, where appropriate, of the relevant passages                                                                                                                                                                                                                                                                                                                                                                                                                                               | Relevant to claim No. |
|------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|
| X          | <p>GOVINDARAJAN J ET AL: "Geo Viser.<br/>Geographic visualization of search engine<br/>results"<br/>DATABASE AND EXPERT SYSTEMS APPLICATIONS,<br/>1999. PROCEEDINGS. TENTH INTERNATIONAL<br/>WORKSHOP ON FLORENCE, ITALY 1-3 SEPT.<br/>1999, LOS ALAMITOS, CA, USA, IEEE COMPUT.<br/>SOC, US,<br/>1 September 1999 (1999-09-01), pages<br/>269-273, XP010352427<br/>ISBN: 0-7695-0281-4<br/>abstract; figures 1-5<br/>page 269, left-hand column, paragraph 2<br/>-page 272, left-hand column, last<br/>paragraph</p> <p>---</p> | 1-35                  |
| A          | <p>CHRISTEL M G ET AL: "Interactive maps for<br/>a digital video library"<br/>MULTIMEDIA COMPUTING AND SYSTEMS, 1999.<br/>IEEE INTERNATIONAL CONFERENCE ON FLORENCE,<br/>ITALY 7-11 JUNE 1999, LOS ALAMITOS, CA,<br/>USA, IEEE COMPUT. SOC, US,<br/>7 June 1999 (1999-06-07), pages 381-387,<br/>XP010342819<br/>ISBN: 0-7695-0253-9<br/>abstract; figures 1-6</p> <p>-----</p>                                                                                                                                                  | 1-35                  |