

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
20 January 2005 (20.01.2005)

PCT

(10) International Publication Number
WO 2005/006283 A3

(51) International Patent Classification⁷: G06F 17/30

(21) International Application Number:
PCT/US2004/021081

(22) International Filing Date: 30 June 2004 (30.06.2004)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
10/610,322 30 June 2003 (30.06.2003) US

(71) Applicant (for all designated States except US):
GOOGLE, INC. [US/US]; 1600 Amphitheatre Parkway, Mountain View, CA 94043 (US).

(72) Inventor: BHARAT, Krishna, Bharat; 470 Oakgrove Drive, Apt. 205, Santa Clara, CA 95054 (US).

(74) Agent: POKOTYLO, John, C.; Straub & Pokotylo, 620 Tinton Avenue, Building B, 2nd Floor, Tinton Falls, NJ 07724-3260 (US).

(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD,

MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

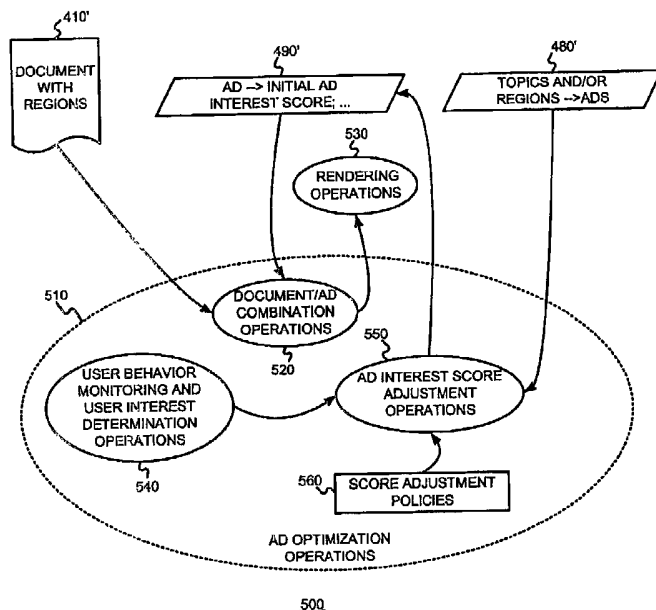
(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Declarations under Rule 4.17:

— as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii)) for the following designations AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, UZ, VC, VN, YU, ZA, ZM, ZW, ARIPO patent (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE,

[Continued on next page]

(54) Title: RENDERING ADVERTISEMENTS WITH DOCUMENTS HAVING ONE OR MORE TOPICS USING USER TOPIC INTEREST INFORMATION



(57) Abstract: Ambiguities with respect to a user topic interest may be resolved so that useful topic-relevant ads can be presented. Such ambiguities may be resolved by monitoring user behavior, determining a user topic interest (e.g., from a plurality of different candidate topics) based on the monitored behavior, and serving ads relevant to the determined user topic interest.

WO 2005/006283 A3



IT, LU, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG)

- *as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii)) for the following designations AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, UZ, VC, VN, YU, ZA, ZM, ZW, ARIPO patent (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE,*

IT, LU, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG)

Published:

- *with international search report*
— *before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments*

(88) Date of publication of the international search report:

27 October 2005

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.

INTERNATIONAL SEARCH REPORT

International application No.
PCT/US04/21081

A. CLASSIFICATION OF SUBJECT MATTER IPC(7) : G06F 17/30 US CL : 707/003 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) U.S. : 707/003 707/001,005 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 practicable, search terms used) Please See Continuation Sheet										
C. DOCUMENTS CONSIDERED TO BE RELEVANT <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 10%;">Category *</th> <th style="width: 70%;">Citation of document, with indication, where appropriate, of the relevant passages</th> <th style="width: 20%;">Relevant to claim No.</th> </tr> </thead> <tbody> <tr> <td style="vertical-align: top;">X,P --- Y,P</td> <td style="vertical-align: top;">US 2004/0059708 A1 (Dean et al.) 25 March 2004, see entire document.</td> <td style="vertical-align: top;">1-10,20,28,36-38,42,46-55,61 ----- 11-19,21-27,29-35,39-41,43-45,56-60,62-64</td> </tr> <tr> <td style="vertical-align: top;">Y</td> <td style="vertical-align: top;">US 2002/0053078 A1 (Holtz et al.) 02 May 2002, see entire document.</td> <td style="vertical-align: top;">11-19,21-27,29-35,39-41,43-45,56-60,62-64</td> </tr> </tbody> </table>		Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.	X,P --- Y,P	US 2004/0059708 A1 (Dean et al.) 25 March 2004, see entire document.	1-10,20,28,36-38,42,46-55,61 ----- 11-19,21-27,29-35,39-41,43-45,56-60,62-64	Y	US 2002/0053078 A1 (Holtz et al.) 02 May 2002, see entire document.	11-19,21-27,29-35,39-41,43-45,56-60,62-64
Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.								
X,P --- Y,P	US 2004/0059708 A1 (Dean et al.) 25 March 2004, see entire document.	1-10,20,28,36-38,42,46-55,61 ----- 11-19,21-27,29-35,39-41,43-45,56-60,62-64								
Y	US 2002/0053078 A1 (Holtz et al.) 02 May 2002, see entire document.	11-19,21-27,29-35,39-41,43-45,56-60,62-64								
<input type="checkbox"/> Further documents are listed in the continuation of Box C. <input type="checkbox"/> See patent family annex.										
<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; vertical-align: top;"> * 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 published on or after the international filing date "L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified) "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 </td> <td style="width: 50%; vertical-align: top;"> "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 "&" document member of the same patent family </td> </tr> </table>		* 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 published on or after the international filing date "L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified) "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 "&" document member of the same patent family							
* 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 published on or after the international filing date "L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified) "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 "&" document member of the same patent family									
Date of the actual completion of the international search 28 August 2005 (28.08.2005)	Date of mailing of the international search report <div style="font-size: 1.5em; font-weight: bold; text-align: center;">14 SEP 2005</div>									
Name and mailing address of the ISA/US Mail Stop PCT, Attn: ISA/US Commissioner for Patents P.O. Box 1450 Alexandria, Virginia 22313-1450 Facsimile No. (703) 305-3230	Authorized officer <div style="text-align: center;"> BRIAN JOHNSON </div> Telephone No. (571) 272-3595									

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US04/21081

Continuation of B. FIELDS SEARCHED Item 3:

USPAT; US-PGPUB;USOCR;EPO;JPO;DERWENT;IBM_TDB

relevant,ads,advertis\$4,search,topic,document\$2,pages,web,internet,control\$4,monitor\$3,region,similar