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- (71) **Applicant:** MICROSOFT CORPORATION [US/US];  
One Microsoft Way, Redmond, Washington 98052-6399 (US).
- (72) **Inventors:** **SHI, Yun**; c/o Microsoft Corporation, LCA - International Patents, One Microsoft Way, Redmond, Washington 98052-6399 (US). **CHEN, Dong**; c/o Microsoft Corporation, LCA - International Patents, One Microsoft Way, Redmond, Washington 98052-6399 (US). **EDWIN, Anand**; c/o Microsoft Corporation, LCA - International Patents, One Microsoft Way, Redmond, Washington 98052-6399 (US). **BHOJAWALA, Safiya I.**; c/o Microsoft Corporation, LCA - International Patents, One Microsoft Way, Redmond, Washington 98052-6399 (US). **CHAN, Wai**; c/o Microsoft Corporation, LCA - International Patents, One Microsoft Way, Redmond, Washington 98052-6399 (US). **ABROL, Sameer**; c/o Microsoft Corporation, LCA - International Patents, One Microsoft Way, Redmond, Washington 98052-6399 (US). **BABAIAN, Haik E.**; c/o Microsoft Corporation, LCA - International

Patents, One Microsoft Way, Redmond, Washington 98052-6399 (US).

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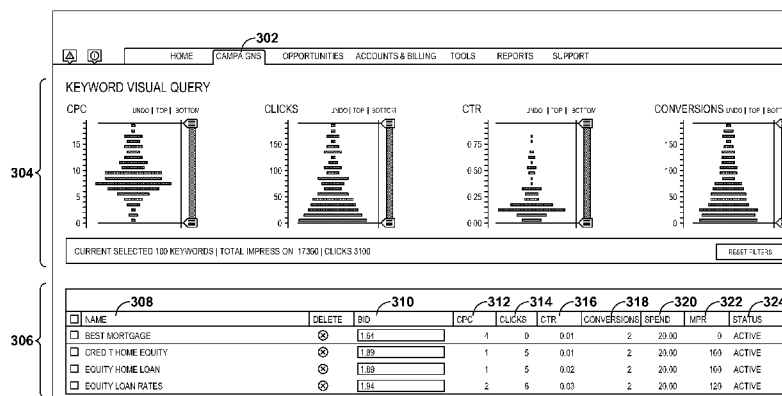
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- as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))
- as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii))

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

[Continued on next page]

(54) **Title:** PROVIDING AND FILTERING KEYWORD STACKS**FIG. 3**

(57) **Abstract:** Computer-readable media, computer systems, and computing devices for providing and filtering keyword stacks are provided. In embodiments, the method includes receiving an indication to display a set of keyword stacks. Each of the keyword stacks is associated with a different internet advertising metric. Keyword data associated with each of the internet advertising metrics is referenced. Thereafter, the keyword data associated with each of the internet advertising metrics is utilized to generate each of the keyword stacks. In some cases, each of the keyword stacks includes a set of horizontal bars vertically stacked with each horizontal bar representing a number of keywords falling within a particular metric measurement, or range thereof, corresponding with a vertical axis.



— *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))*

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## INTERNATIONAL SEARCH REPORT

International application No.  
**PCT/US2013/053106****A. CLASSIFICATION OF SUBJECT MATTER****G06F 3/048(2006.01)i, G06F 17/00(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)

G06F 3/048; G06F 15/173; G06Q 30/00; G06Q 30/02; G06F 17/30; G06F 3/01; G06F 17/00

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

Japanese utility models and applications for utility models

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

eKOMPASS(KIPO internal) &amp; Keywords:keyword, stack, interface, advertising, web

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2011-0307509 A1 (SISSIE LING-IE HSIAO et al.) 15 December 2011 See paragraphs [0041], [0085], [0092], [0393], [0396], [0400]-[0401], [0403], [0405]; claim 7; and figure 8B.	1-5
Y		8
A		6-7, 9-10
Y	KR 10-2011-0061617 A (NHN BUSINESS PLATFORM CORPORATION) 09 June 2011 See paragraphs [0191], [0193]; and figure 5.	8
A		1-7, 9-10
A	WO 2009-117273 A2 (CUIL, INC.) 24 September 2009 See paragraphs [0002], [0078]-[0079]; and figure 18.	1-10
A	WO 2006-096873 A1 (MEDIO SYSTEMS, INC.) 14 September 2006 See paragraphs [0002], [0024]-[0027]; and figure 1.	1-10
A	US 2011-0078602 A1 (STACEY GAMMON et al.) 31 March 2011 See paragraphs [0001], [0039]-[0041]; and figure 2A.	1-10



Further documents are listed in the continuation of Box C.



See patent family annex.

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"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

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"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

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International Application Division  
Korean Intellectual Property Office  
189 Cheongsu-ro, Seo-gu, Daejeon Metropolitan City, 302-701,  
Republic of Korea

Facsimile No. +82-42-472-7140

Authorized officer

LEE, Dong Yun

Telephone No. +82-42-481-8734



**INTERNATIONAL SEARCH REPORT**

Information on patent family members

International application No.

**PCT/US2013/053106**

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