



- (51) International Patent Classification:
G06F 7/00 (2006.01) *G06F 17/30* (2006.01)
- (21) International Application Number:
PCT/US2011/062911
- (22) International Filing Date:
1 December 2011 (01.12.2011)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data:
61/458,775 1 December 2010 (01.12.2010) US
- (72) Inventor; and
- (71) Applicant : MOSER, George [US/US]; 4 Avocet Drive
No. 4-204, Redwood City, California 94065 (US).
- (74) Agent: INTELINK LAW GROUP LLC; 26253 N 111th
St, Scottsdale, Arizona 85255 (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, CL, 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, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, SC, SD,
SE, SG, SK, SL, SM, ST, SV, SY, TH, TJ, TM, TN, TR,
TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

- (84) Designated States (unless otherwise indicated, for every
kind of regional protection available): ARIPO (BW, GH,
GM, KE, LR, LS, MW, MZ, NA, RW, SD, SL, SZ, TZ,
UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU,
TJ, TM), European (AL, AT, BE, BG, CH, CY, CZ, DE,
DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU,
LV, MC, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK,
SM, 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 the identity of the inventor (Rule 4.17(i))
- as to applicant's entitlement to apply for and be granted a
patent (Rule 4.17(ii))
- of inventorship (Rule 4.17(iv))

Published:

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

- (88) Date of publication of the international search report:
2 August 2012

(54) Title: INTERNET SEARCH ENGINE

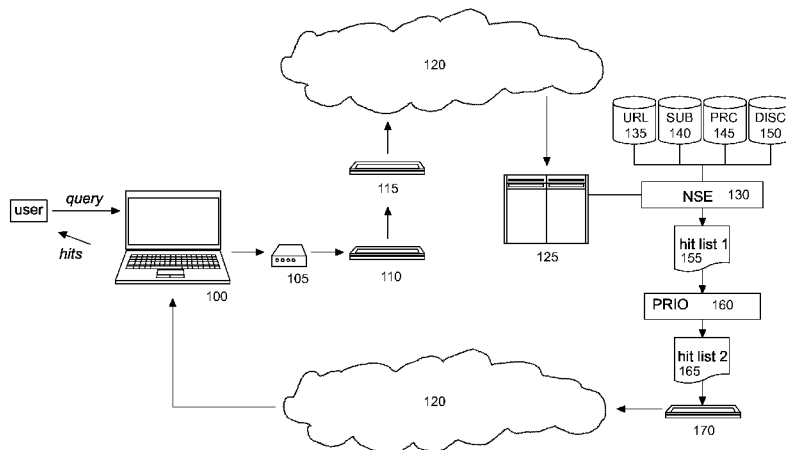


FIGURE 5

(57) Abstract: A computer search engine is provided in which advertising results can be paid for via a success fee incurred upon completion of a sale of a product to a user who previously received a link to that product within a search query result. The search query result can be prioritized based on criteria beneficial to consumers.



INTERNATIONAL SEARCH REPORT

International application No.
PCT/US 11/62911

A. CLASSIFICATION OF SUBJECT MATTER

IPC(8) - G06F 7/00, G06F 17/30 (2012.01)

USPC - 707/723

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(8): G06F 7/00, G06F 17/30 (2012.01)

USPC: 707/723

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
USPC: 707/767, 770, 999.009, E17.063; 705/14.44, 14.54, 14.64, 14.69, 14.71, 26.1 (view search terms below).

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
PUBWEST(PGPB, USPT, JPUB, EPUB); Google Scholar and Patents. Terms: user modified, customizable, re-ranking, reorganize, result, search engine, merchant, business, advertiser, seller, conversion, commission, fee, search engine, search result, layout, relative location, sizing, ranking by price

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2003/0216930 A1 (DUNHAM et al.) 20 November 2003 (20.11.2003) entire document, especially Abstract; para [0013], [0014], [0015], [0030], [0046], [0052], [0056].	1-3, 8, 11, 13-17
Y		4-7, 9, 10, 12, 18-22
Y	US 7,818,209 B1 (LU et al.) 19 October 2010 (19.10.2010) entire document, especially Abstract; col 3, ln 12-25.	4-7
Y	US 2009/0077056 A1 (RAVIKUMAR et al) 19 March 2009 (19.03.2009) entire document, especially Abstract; para [0018], [0019], [0025], [0027],[0032]; Fig. 1.	9, 10,12, 18-22

Further documents are listed in the continuation of Box C.

* Special categories of cited documents:	"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
"A" document defining the general state of the art which is not considered to be of particular relevance	"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
"E" earlier application or patent but published on or after the international filing date	"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
"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)	"&" document member of the same patent family
"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	

Date of the actual completion of the international search 21 March 2012 (21.03.2012)	Date of mailing of the international search report 06 APR 2012
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. 571-273-3201	Authorized officer: Lee W. Young PCT Helpdesk: 571-272-4300 PCT OSP: 571-272-7774