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- (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.
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[Continued on next page]

(54) Title: CONTEXT-BASED RANKING OF SEARCH RESULTS

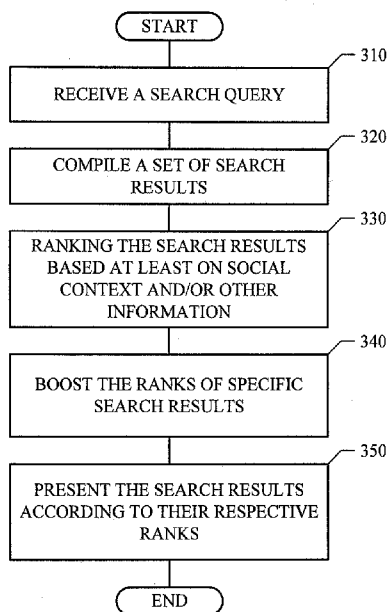


FIGURE 3

(57) Abstract: In one embodiment, a computing device may access a search query provided by a user; identify a set of search results in response to the search query, wherein one or more search results in the set are associated with a feature of a social-networking system; rank the set of search results based on one or more factors; boost one or more ranks of the one or more search results associated with the feature to bring the feature to the user's attention; and present the set of search results to the user in order of its ranking.

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**Declarations under Rule 4.17:**

- *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))*

**Published:**

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

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**A. CLASSIFICATION OF SUBJECT MATTER****G06F 17/30(2006.01)i, G06F 3/14(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 17/30; G06Q 50/30; G06F 7/00; G06Q 30/02

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: search, result, associate, social network, rank, user, attention, present, and similar terms.

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X A	US 2009-0271374 A1 (DAVID S. KORN et al.) 29 October 2009 See paragraphs 18, 40-43, 64; claim 1; and figures 2, 9-14.	1-5, 7-11, 13-17 6, 12, 18
A	US 2009-0307205 A1 (ELIZABETH F. CHURCHILL et al.) 10 December 2009 See paragraphs 43-50; claim 1; and figures 1-6, 8.	1-18
A	US 2008-0005072 A1 (CHRISTOPHER A. MEEK et al.) 03 January 2008 See paragraphs 31-39; claim 1; and figures 1-7.	1-18
A	US 2006-0235873 A1 (KAPENDA J. THOMAS) 19 October 2006 See paragraphs 10-13; claim 1; and figures 8-17.	1-18
A	KR 10-2011-0032878 A (SEOK KI KIM) 30 March 2011 See page 5; claim 1; and figure 1.	1-18

 Further documents are listed in the continuation of Box C. See patent family annex.

\* 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 but 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 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

"&amp;" document member of the same patent family

Date of the actual completion of the international search

31 JANUARY 2013 (31.01.2013)

Date of mailing of the international search report

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**INTERNATIONAL SEARCH REPORT**

Information on patent family members

International application No.

**PCT/US2012/040160**

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
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KR 10-2011-0032878 A	30.03.2011	None	