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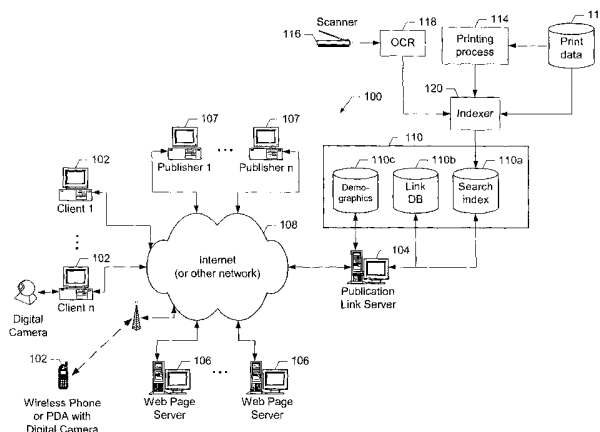
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(54) Title: METHODS AND APPARATUS FOR SERVING A WEB PAGE TO A CLIENT DEVICE BASED ON PRINTED PUBLICATIONS AND PUBLISHER CONTROLLED LINKS



(57) Abstract: The system described herein generates a search index and a hyperlink database associated with a plurality of printed publications from different publishers. The search index includes a plurality of words and/or phrases from the printed publications. The search index is preferably based on print data received from the associated publisher. The hyperlink database logically associates publication hit specifications with network addresses. A publication hit specification identifies a portion of the print data. For example, a publication hit specification may be a data record identifying a book by International Serial Book Number (ISBN), one or more pages in the book by page number, and one or more words in the book by the text of the word(s). Preferably, the network address points to a web page. The hyperlink database is based on network addresses received from an administrator authorized by the publisher (e.g., a person given a password by the content creator and/or copyright owner). Subsequently, the system is able to direct client devices to specific web pages in response to search queries received from client devices by correlating the received queries to network addresses using the search index and the hyperlink database.

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INTERNATIONAL SEARCH REPORT

International Application No.

PCT/US 01/40647

A. CLASSIFICATION OF SUBJECT MATTER
IPC 7 G06F17/30

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, IBM-TDB, INSPEC

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category °	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 5 751 961 A (SMYK) 12 May 1998 (1998-05-12) the whole document ---	1-40
E	WO 02 19170 A (DIGIMARC CORPORATION) 7 March 2002 (2002-03-07) the whole document ---	1-40
E	WO 01 35279 A (OPENLY INFORMATICS, INC.) 17 May 2001 (2001-05-17) the whole document ---	1-40
E	US 2001/049687 A1 (RUSSELL) 6 December 2001 (2001-12-06) the whole document -----	1-40



Further documents are listed in the continuation of box C.



Patent family members are listed in annex.

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US 2001049687	A1	06-12-2001	NONE	