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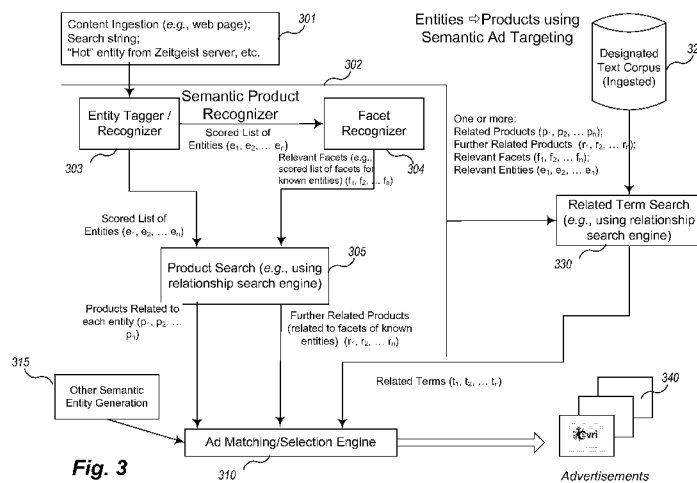
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[Continued on next page]

(54) Title: ENHANCED ADVERTISEMENT TARGETING



(57) **Abstract:** Methods, techniques, and systems for advertisement targeting are provided. Example embodiments provide an enhanced ad targeting system ("EATS"), which given one or more products, determines keywords to associate with those products and which, given one or more entities, determines related products for which ads can be targeted. In some embodiments, the EATS uses semantic analysis and relationship searching to aid in the selection of ads more relevant to a context or search query.

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## INTERNATIONAL SEARCH REPORT

International application No.  
**PCT/US2010/030778****A. CLASSIFICATION OF SUBJECT MATTER****G06Q 30/00(2006.01)i, G06F 17/30(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)

G06Q 30/00; G06F 3/00; G06F 17/30; G06F 17/40

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:advertisement, keyword, product, and targeting advertisement

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y A	US 2009-0076886 A1 (DULITZ DANIEL et al.) 19 March 2009 See the abstract, figures 1-9, pages 1-3 and claims 1-21.	9-11, 16-18 1-5
Y A	US 2008-0249986 A1 (CLARKE-MARTIN STEVEN et al.) 09 October 2008 See the abstract, figures 1-5, pages 1-3 and claims 1-22.	9-11, 16-18 1-5
A	US 2007-0174258 A1 (SCOTT A. JONES et al.) 26 July 2007 See the abstract, figures 1-7, pages 1-3 and claims 1-21.	1-5, 9-11, 16-18
A	KR 10-2008-0111822 A (KANG, JUNG OOK) 24 December 2008 See the abstract, figures 1-11, pages 3-5 and claims 1-11.	1-5, 9-11, 16-18

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

\* Special categories of cited documents:

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"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

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**INTERNATIONAL SEARCH REPORT**

Information on patent family members

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Patent document cited in search report	Publication date	Patent family member(s)	Publication date
US 2009-0076886 A1	19.03.2009	None	
US 2008-0249986 A1	09.10.2008	None	
US 2007-0174258 A1	26.07.2007	AU 2007-206022 A1 AU 2007-208181 A1 AU 2007-208183 A1 AU 2007-211160 A1 CN 101405731 A CN 101405732 A CN 101405733 A CN 101405734 A EP 1982277 A2 EP 1982278 A2 EP 1982279 A2 EP 1982280 A2 JP 2009-524155 A JP 2009-524156 A JP 2009-524157 A JP 2009-524158 A KR 10-2008-0091821 A KR 10-2008-0091822 A KR 10-2008-0114693 A KR 10-2009-0003190 A US 2007-0174244 A1 US 2007-0174273 A1 US 2007-0185841 A1 US 2007-0185843 A1 WO 2007-084847 A2 WO 2007-087473 A2 WO 2007-087475 A2 WO 2007-089967 A2 WO 2008-091478 A1	26.07.2007 02.08.2007 02.08.2007 09.08.2007 08.04.2009 08.04.2009 08.04.2009 08.04.2009 22.10.2008 22.10.2008 22.10.2008 22.10.2008 25.06.2009 25.06.2009 25.06.2009 25.06.2009 14.10.2008 14.10.2008 31.12.2008 09.01.2009 26.07.2007 26.07.2007 09.08.2007 09.08.2007 26.07.2007 02.08.2007 02.08.2007 09.08.2007 31.07.2008
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