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NO, NZ, OM, PA, PE, PG, PH, PL, PT, QA, RO, RS, RU,
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(54) **Title:** USER INITIATED CLICK BASED CONTEXTUAL ADVERTISING AND SEARCH SYSTEM

(57) **Abstract:** The present disclosure envisages a method for facilitating contextual advertising and listing of search results in terms of information/content/applications discovered on network enabled user device. The method includes the steps of identifying and extracting the keywords in response to the user action of clicking/touching/focusing/highlighting/navigating the text displayed on user display screen without modifying software application; using said keywords to pull at least one of advertisement/content/information/application/search results from an advertisement server; receiving from the advertisement server, the from an advertisement server; receiving from the advertisement server, the attributes corresponding to advertisements/contents/information/applications/search results and displaying said advertisements/ contents/ information/ applications/ search results according to said attributes on the main or separate screen of the user device, advertisements/contents/information/applications/search results and displaying said advertisements/ contents/ information/ applications/ search results according to said attributes on the main or separate screen of the user device.

INTERNATIONAL SEARCH REPORT

International application No.

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A. CLASSIFICATION OF SUBJECT MATTER		
G06Q 30/02 (2012.01) 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)		
IPC: G06Q, G06F, H04L		
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 practicable, search terms used)		
WPI; EPODOC; CNKI; CNPAT; IEEE: click, touch, keyword, advertisement, middleware, operation, system, coordinate, extract		
C. DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	CN 102067161 A (MICROSOFT CORP.) 18 May 2011 (18.05.2011) The whole document	1-16
A	US 2005/0216823 A1 (PETERSEN Joshua D. et al.) 29 September 2005 (29.09.2005) The whole document	1-16
<input type="checkbox"/> Further documents are listed in the continuation of Box C. <input checked="" type="checkbox"/> See patent family annex.		
* 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
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“O” document referring to an oral disclosure, use, exhibition or other means		
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INTERNATIONAL SEARCH REPORT
Information on patent family members

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Patent Documents referred in the Report	Publication Date	Patent Family	Publication Date
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		EP 2291806 A2	09.03.2011
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