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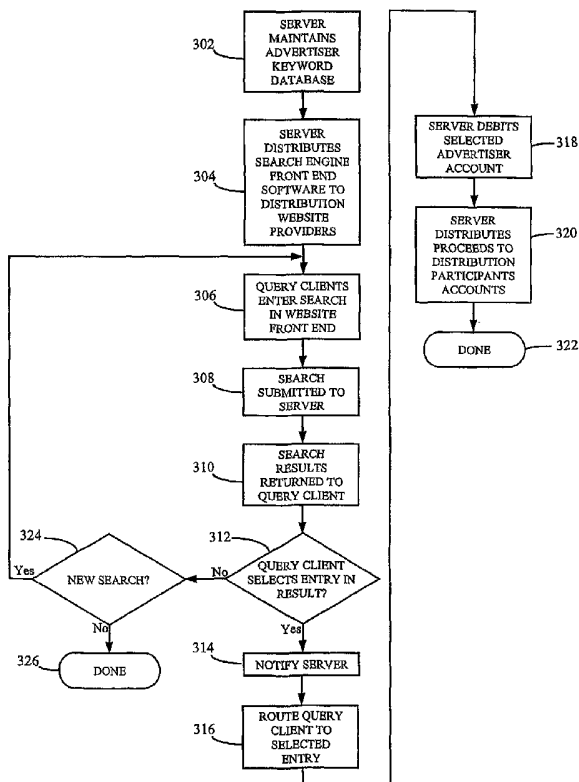
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[Continued on next page]

(54) Title: SYSTEM AND METHOD FOR PAY FOR PERFORMANCE ADVERTISING HAVING BIDDABLE ADVERTISING UNITS UTILIZING ROTATING ROUTING TO ADVERTISER WEBSITES



(57) Abstract: A computer system and method for a pay for performance advertising system which comprises an account database (150) maintained in computer readable media, the account database comprising a plurality of advertising accounts having funds associated therewith. The computer system further comprises an advertiser database (125) maintained in computer readable media, the advertiser database comprising an advertising unit associated with one or more participating advertisers and bid denominations associated with the participating advertisers. The computer system also comprises a query processing section (129) operatively coupled to the advertiser database. The query processing section is programmed to retrieve, responsive to an advertising unit selection entered on a query client computer, a next advertiser (410) in a rotation of participating advertisers associated with the advertising unit, based on the bid denomination of the participating advertisers, and to route the query client to an advertising content page associated with the next advertiser in the rotation of participating advertisers retrieved by the query processing section.

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MW, MX, MZ, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU,  
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**INTERNATIONAL SEARCH REPORT**

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<p><b>A. CLASSIFICATION OF SUBJECT MATTER</b>                  IPC(7) : G06F 17/06                  US CL : 705/14                  According to International Patent Classification (IPC) or to both national classification and IPC</p>												
<p><b>B. FIELDS SEARCHED</b></p> <p>Minimum documentation searched (classification system followed by classification symbols)                  U.S. : 705/14</p> <p>Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched</p> <p>Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)                  EAST: banner, ad, advert\$, bid, random, rotation</p>												
<p><b>C. DOCUMENTS CONSIDERED TO BE RELEVANT</b></p> <table border="1"> <thead> <tr> <th>Category *</th> <th>Citation of document, with indication, where appropriate, of the relevant passages</th> <th>Relevant to claim No.</th> </tr> </thead> <tbody> <tr> <td>Y</td> <td>US 2001/0054001 A1 (ROBINSON) 20 December 2001 (20.12.2002), entire disclosure, but especially col 4-5.</td> <td>1-31</td> </tr> <tr> <td>A</td> <td>WO 01/01217 A2 (COLORSTAMPS, INC.) 04 January 2001 (04.01.2001), entire disclosure.</td> <td></td> </tr> </tbody> </table>			Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.	Y	US 2001/0054001 A1 (ROBINSON) 20 December 2001 (20.12.2002), entire disclosure, but especially col 4-5.	1-31	A	WO 01/01217 A2 (COLORSTAMPS, INC.) 04 January 2001 (04.01.2001), entire disclosure.		
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<p><input type="checkbox"/> Further documents are listed in the continuation of Box C.      <input type="checkbox"/> See patent family annex.</p>												
<p>* Special categories of cited documents:</p> <table border="0"> <tr> <td>"A" document defining the general state of the art which is not considered to be of particular relevance</td> <td>"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</td> </tr> <tr> <td>"E" earlier application or patent published on or after the international filing date</td> <td>"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</td> </tr> <tr> <td>"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)</td> <td>"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</td> </tr> <tr> <td>"O" document referring to an oral disclosure, use, exhibition or other means</td> <td>"&amp;" document member of the same patent family</td> </tr> <tr> <td>"P" document published prior to the international filing date but later than the priority date claimed</td> <td></td> </tr> </table>			"A" document defining the general state of the art which is not considered to be of particular relevance	"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	"E" earlier application or patent published on or after the international filing date	"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	"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)	"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	"O" document referring to an oral disclosure, use, exhibition or other means	"&" document member of the same patent family	"P" document published prior to the international filing date but later than the priority date claimed	
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<p>Date of the actual completion of the international search 21 March 2005 (21.03.2005)</p>		<p>Date of mailing of the international search report <b>18 MAY 2005</b></p>										
<p>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. (703) 305-3230</p>		<p>Authorized officer                  Jeffrey D. Carlson <i>[Signature]</i>                  Telephone No. 703-308-1113</p>										