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(54) Title: IMPROVED METHOD OF CUSTOMIZING WEBPAGES FOR CONTENT/ADVERTISING BY USING COST PER ACTION FEES AND REBATES

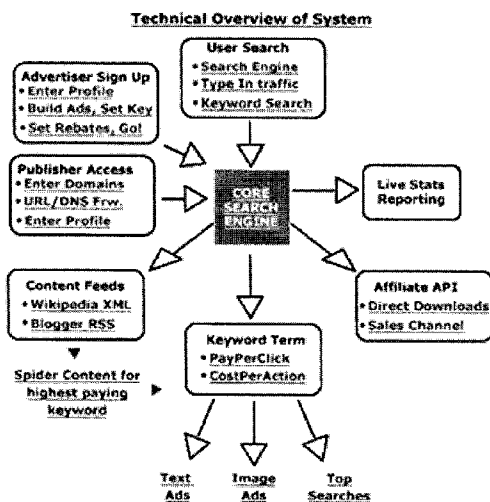


FIGURE 1

(57) Abstract: A method for advertisers to promote their services or products on the Internet using a cost-per-action fee with a low to zero pay-per-click fee. A business method provides for an online search advertising company that dynamically customizes webpages for content and advertising based on searches performed by users and other important criteria. Advertisers can opt-in to an automated rebate system that automatically pays them and the user back for sales made through the system.

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INTERNATIONAL SEARCH REPORT

International application No.

PCT/US 07/62591

A. CLASSIFICATION OF SUBJECT MATTER
 IPC(8) - G06Q 30/00 (2007.01)
 USPC - 705/14
 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)
 USPC: 705/14

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
 USPC: 705/8, 14, 27, 500; 707/3, 6, 9; 715/736, 738, 968

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
 Electronic databases: USPTOWEST (DB=PGPB, USPT, EPAB, JPAB); DIALOG PRO
 Search Terms Used: promoting service, promotion service, promoting product, promotion product, Internet, webpage, web page, dynamic custom, dynamically customize, content, fee, cost per action, criteria, user search, advertise, advertiser, pay click etc

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2003/0216930 A1 (DUNHAM et al.) 20 November 2003 (20.11.2003), abstract and para [0029], [0031]-[0035], [0037], [0040], [0042]-[0046], [0049]-[0054], [0058]-[0065], [0068]-[0070].	1-2
A	US 2004/0267729 A1 (SWAMINATHAN et al.) 30 December 2004 (30.12.2004), abstract and para [0049]-[0050], [0091]-[0104], [0130], [0134], [0479]-[0480].	1-2

Further documents are listed in the continuation of Box C.

* 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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"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)	"&" document member of the same patent family
"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	

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