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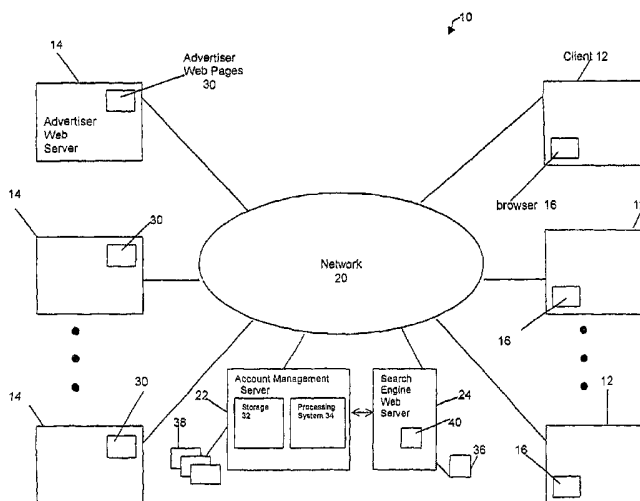
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- (74) Agent: **RAUCH, John, G.**; Brinks Hofer Gilson Lione, P.O. Box 10087, Chicago, IL 60610 (US).
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- (71) Applicant: **OVERTURE SERVICES, INC.** [US/US];
140 W. Union Street, Pasadena, CA 91103 (US).
- (72) Inventors: **CHEUNG, Dominic, Dough-Ming**; 1915 Via Del Rey, South Pasadena, CA 91030 (US). **SINGH, Narinder, Pal**; 28 Mirada Road, Half Moon Bay, CA 94019 (US). **SOULANILLE, Thomas, A.**; 931 S. El Molino Avenue, Pasadena, CA 91106 (US). **DAVIS, Darren, J.**; 1571 Sekio Street, Rowland Heights, CA 91748 (US).
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(54) Title: SYSTEM AND METHOD FOR PROVIDING PLACE AND PRICE PROTECTION IN A SEARCH RESULT LIST GENERATED BY A COMPUTER NETWORK SEARCH ENGINE



(57) Abstract: A method and apparatus (see Fig. 1) for managing search listings in a search database (32) include storing one or more search listings for an advertiser is disclosed. Each search listing includes an associated search term. The system receives from the advertiser identification information for a search listing and a desired rank for the identified search listing, a maximum cost per click for the search listing, or both. The system stores the desired rank and/or maximum cost per click for the search listing. The system then determines a cost per click for the identified search listing based on the desired rank and other search listings which include the search term associated with the identified search listing.



For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

INTERNATIONAL SEARCH REPORT

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A. CLASSIFICATION OF SUBJECT MATTER

IPC(7) : G 06F 17/30; G 06F 17/40

US CL : 705/37

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)

U.S. : 705/37

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)

EAST

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 6,223,178 B1(HIMMEL et. al) 24 APRIL 2001, Abstract; Figs 1-8; col 2 line 45-col 3 line 10; col 3 line 28-col 4 line 60; col 5 line 6-col 6 line 15; col 6 line 30-col 7 line 30; col 8 line 39-col 11 line 9	1-71
Y	US 5,946,646 A (SCHENA et. al) 31 AUGUST 1999, Abstract; Figs. 1-8; col 2 line 16-44; col 2 line 64-col 4 line 19; col 4 line 23-col 5 line 27	1-71
Y	US 5,745,882 A (BIXLER et. al) 28 APRIL 1998, Abstract, Figs 1-7; col 2 lines 14-59; col 3 line 11-col 4 line 61; col 5 line 4-col 6 line 10	1-7



Further documents are listed in the continuation of Box C.



See patent family annex.

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"O" document referring to an oral disclosure, use, exhibition or other means		
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Box PCT
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Facsimile No. (703) 305-3230

Authorized officer

GEOFFREY AKERS

Telephone No. (703) -306-5844