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Avenue, Menlo Park, CA 94025 (US). **BAUER, John** [US/US]; 415 Del Medio #8, Mountain View, CA 94040 (US).

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(71) Applicant (for all designated States except US): **GOOGLE INC.** [US/US]; 1600 Amphitheatre Parkway, Bldg. 41, Mountain View, CA 94043 (US).

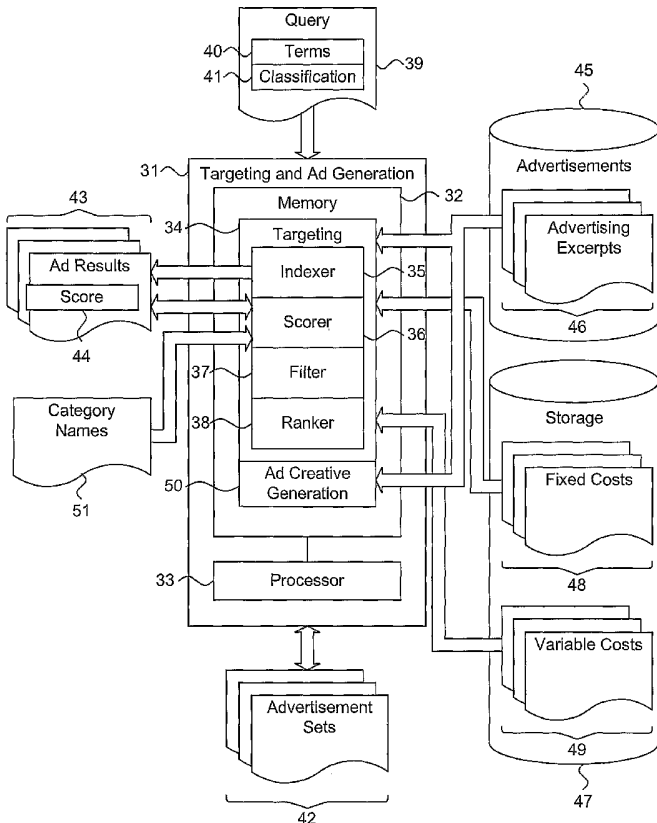
(72) Inventors; and

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(75) Inventors/Applicants (for US only): **FIKES, Andrew** [US/US]; 1879 Fallen Leaf Lane, Los Altos, CA 94024 (US). **KONINGSTEIN, Ross** [US/US]; 1028 Henderson

[Continued on next page]

(54) Title: AUTOMATICALLY TARGETING WEB-BASED ADVERTISEMENTS



(57) Abstract: A system (31) and method (110) for automatically targeting Web-based advertisements (45) is described. Advertisements (45) are identified relative to a query (39), wherein identified advertisements (45) describe characteristics (61) relative to at least one of a product and a service. The advertisements (45) are scored according to match between the query (39) and the characteristics (61) of the identified advertisements (45). At least some of the advertisements (45) are provided as Web-based content (24).

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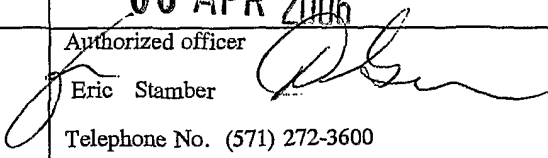
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<b>A. CLASSIFICATION OF SUBJECT MATTER</b> IPC(8) : G06Q 30/00 US CL : 705/14 According to International Patent Classification (IPC) or to both national classification and IPC		
<b>B. FIELDS SEARCHED</b> Minimum documentation searched (classification system followed by classification symbols) U.S. : 705/14 Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched EAST (pg-pub; uspat; usocr; deerwent; jpo; epo; ibm_tdb) Electronic data base consulted during the international search (name of data base and, where practicable, search terms used) Proquest		
<b>C. DOCUMENTS CONSIDERED TO BE RELEVANT</b>		
Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X,P	US 6,778,975 B1 (ANICK et al.) 17 August 2004 (17.08.2004), col 5, line 2 to col 6, line 61 and col 7, lines 24-41.	1-29
X	US 2003/0050863 A1 (RADWIN). 13 March 2003 (13.03.2003). Parag. 3, 7, 14, 28, 31, 35, 40, 41, 43, 46, 52, 54	1-29
A	US 6,098,065 A (SKILLEN et al.). 01 August 2000 (01.08.2000). Whole document.	1-29
<input type="checkbox"/> Further documents are listed in the continuation of Box C. <input type="checkbox"/> See patent family annex.		
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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. (571) 273-3201	Authorized officer  Eric Stamber Telephone No. (571) 272-3600	

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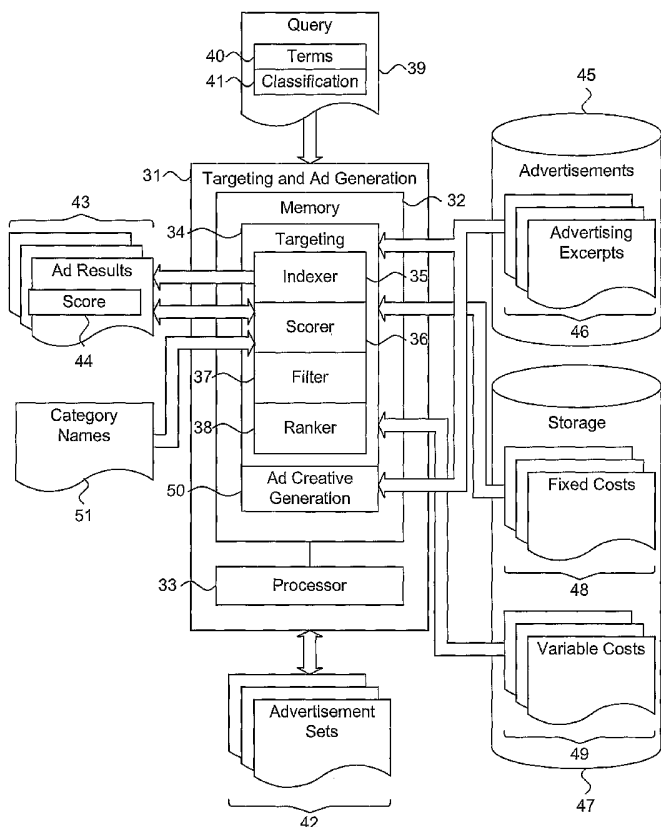
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