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(71) Applicant: **GOOGLE, INC.** [US/US]; 2400 Bayshore Parkway, Mountain View, CA 94043 (US).

(72) Inventors: **BARRY, Christopher, J.**; 15 Lee Boulevard, Somers, NY 10589 (US). **BRONNIMANN, Eric, Robert**; 3450 28th Street, Apt.6H, Astoria, NY 11106 (US). **EWERDT, Jacob, Paul**; 7856 West Mansfield Parkway,

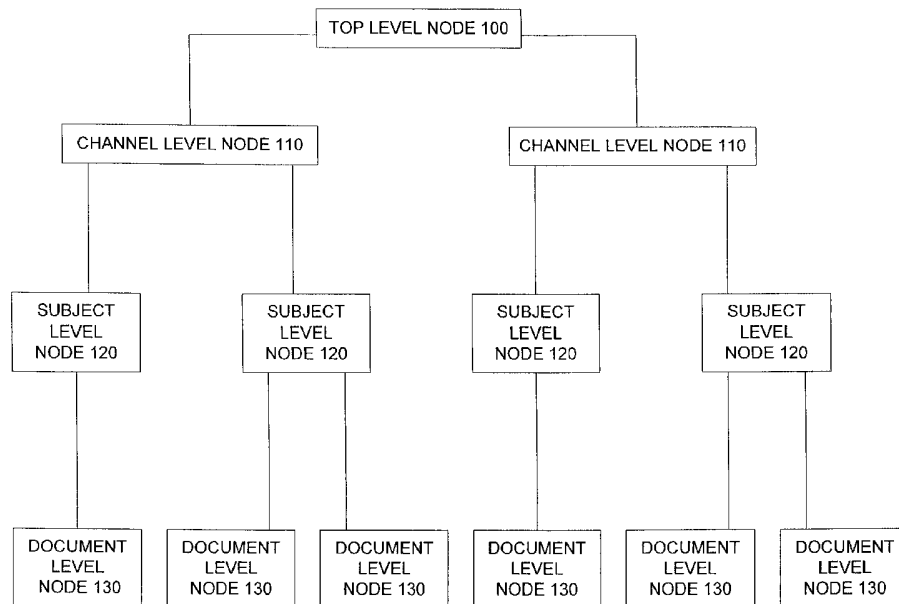
Apt.307, Lakewood, CO 80235 (US). **DAY, William, C.**; 266 Maple Street, Haworth, NJ 07641 (US). **DONOVAN, Kevin, RJB.**; 260 Church Street, Apt. 3C1, White Plains, NY 10603 (US). **HAMMOND, Brian**; 382 3rd Avenue, Apt.10-B, New York, NY 10016 (US). **KLEIN, Elizabeth**; 200 East 15th Street, New York, NY 10003 (US). **KNELL, Matthew, Gordon**; 290 Hylan Boulevard, Staten Island, NY 10305-2035 (US). **McCOY, Ron**; 3983 Gladney Drive, Doraville, GA 30340 (US). **PLATH, Sara, Frances**; 456 West 45th Street, #6, New York, NY 10036 (US). **PORTER, Dan, C.**; 619 8th Avenue, Brooklyn, NY 11215 (US). **SAAM, Eric, Christopher**; 501 Whitewood Road, Union, NJ 07083 (US).

(74) Agents: **BUROKER, Brian, M.** et al.; Hunton & Williams, LLP, 1900 K Street, N.W., Suite 1200, Washington, DC 20006-1109 (US).

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(54) Title: PROVIDING ADVERTISING OVER THE INTERNET



(57) Abstract: Methods and systems for providing advertising content over the Internet through a hierarchical content-specific node structure and pricing advertising delivery over each node independently. Independent delivery and pricing allows an advertiser to pay more for advertisements delivered to a narrowly targeted audience likely to be interested in the goods or services offered by the advertising entity and to pay less for advertisements directed at a more general audience who may or may not have an interest in the goods or services offered. The less content specific the node is, the less targeted the advertisement will be, and therefore, the less valuable the advertisement will be to the advertising entity. Targeted advertising to multiple levels of content specific nodes is enabled.

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A. CLASSIFICATION OF SUBJECT MATTER

IPC(7) : G06F 17/60

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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. : 705/26,14

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)

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 6,026,368 A (BROWN et al) 15 February 2000 (15.02.2000), see abstract and summary.	1-27
A	US 5,636,346 A (SAXE) 03 June 1997, (03.06.1997), see abstract and summary.	1-27
A	US 5,931,901 A (WOLFE et al) 03 August 1999 (03.08.1999), see abstract and summary.	1-27



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	"&" document member of the same patent family
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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. (703)305-3230

Authorized officer

Mark A Fadok

Telephone No. (703) 308-1113