

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
5 April 2007 (05.04.2007)

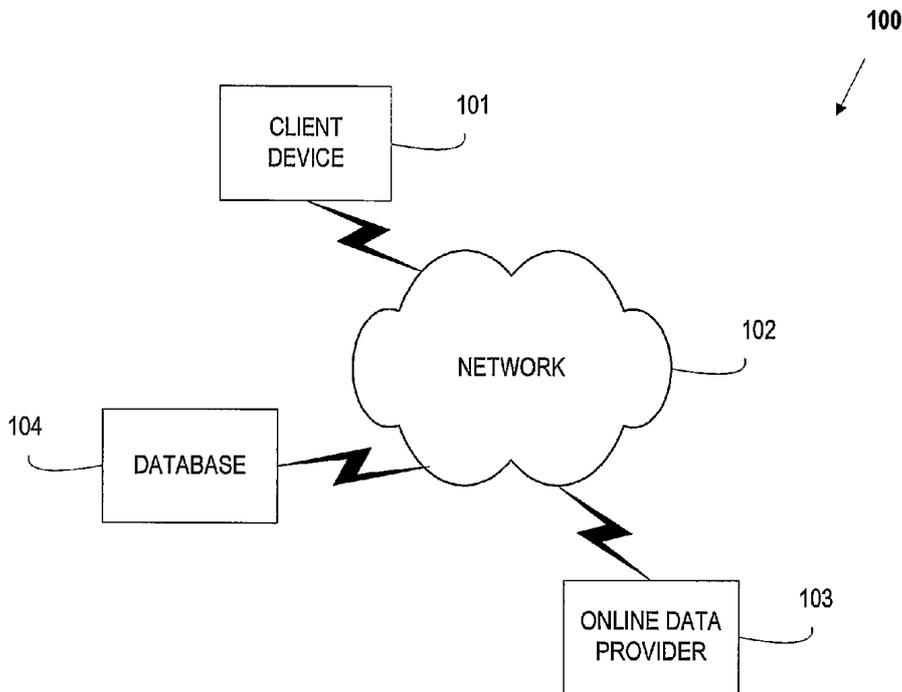
PCT

(10) International Publication Number
WO 2007/038599 A3

- (51) International Patent Classification:
G06F 7/00 (2006.01) G06F 17/30 (2006.01)
- (21) International Application Number:
PCT/US2006/037678
- (22) International Filing Date:
28 September 2006 (28.09.2006)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data:
11/236,853 28 September 2005 (28.09.2005) US
- (71) Applicant (for all designated States except US):
GOOGLE INC. [US/US]; 1600 Amphitheatre Park-
way, Mountain View, CA 94043 (US).
- (72) Inventors: REYNAR, Jeff; 525 E. 11th Street, Apt.
7A, New York, NY 10009 (US). KENNEL, Jonathan;
990 6th Avenue, Apt. 19M, New York, NY 10018 (US).
FALOLA, Dolapo; 201 W. 92nd Street, 3E, New York,
NY 10025 (US). CHANDHOK, Nikhil; 154 E. 29th
Street, 14F, New York, NY 10016 (US).

- (74) Agent: ABDI, Leila, R.; Fish & Richardson P.C., P.O. Box
1022, Minneapolis, Minnesota 55440-1022 (US).
 - (81) Designated States (unless otherwise indicated, for every
kind of national protection available): AE, AG, AL, AM,
AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN,
CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI,
GB, GD, GE, GH, GM, HN, HR, HU, ID, IL, IN, IS, JP,
KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT,
LU, LV, LY, MA, MD, MG, MK, MN, MW, MX, MY, MZ,
NA, NG, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RS, RU,
SC, SD, SE, SG, SK, SL, SM, SV, SY, TJ, TM, TN, TR,
TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.
 - (84) Designated States (unless otherwise indicated, for every
kind of regional protection available): ARIPO (BW, GH,
GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM,
ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM),
European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI,
FR, GB, GR, HU, IE, IS, IT, LT, LU, LV, MC, NL, PL, PT,
RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA,
GN, GQ, GW, ML, MR, NE, SN, TD, TG).
- Published:
— with international search report
- (88) Date of publication of the international search report:
7 May 2009

(54) Title: ONLINE DATA VERIFICATION OF LISTING DATA



(57) Abstract: A system and method for online verification of data including receiving listing information associated with an entity, determining whether the listing information corresponds to an entry in a database, generating an identifier based on whether the listing information corresponds to an entry in a database, outputting the identifier to a user associated with the entity, initiating contact with the user using the listing information, receiving input from the user, and verifying the listing information using the input and the identifier.

WO 2007/038599 A3

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US06/37678

A. CLASSIFICATION OF SUBJECT MATTER
 IPC: G06F 7/00(2006.01),17/30(2006.01)

USPC: ~~707/1,2,3~~
 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. : 707/1,2,3

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)
 Please See Continuation Sheet

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
— Y	US 6,711,157 B1 (TANG et al) 23 March 2004 (23.03.2004), column 7, lines 40-45, 5:49	— 1-19
— Y	US 20040174965 A1 (BRAEM et al.) 9 September 2004 (09.09.2004), paragraphs [0067]-[0071])	— 1-19
— Y	US 6,480,885 B1 (OLIVIER et al) 12 November 2002 (12.11.2002), 4:1-6, 18:22-28	— 8

Further documents are listed in the continuation of Box C. See patent family annex.

Special categories of cited documents:	"T"
"A" document defining the general state of the art which is not considered to be of particular relevance	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, etc. exhibition or other means	"Z" document member of the same patent family
"P" document published prior to the international filing date but later than the priority date claimed	

Date of the actual completion of the international search: 20 December 2007 (20.12.2007)

Date of mailing of the international search report: 04 JAN 2008

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 Charles D. Adams Telephone No. (571)272-3938
---	---

INTERNATIONAL SEARCH REPORT

International application No.
PCT/US06/37678

C. (Continuation) DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
-- Y	US 20020161723 A1 (ASOKAN et al) 31 October 2002 (31.10.2002), paragraphs [0005], [0030])	----- 14-17

INTERNATIONAL SEARCH REPORT

International application No.
PCT/US06/37678

Continuation of B. FIELDS SEARCHED Item 3:

US-PGPUBs, USPatents, USOCR, EPO, JPO, DERWENT, IBM Technical Disclosure Bulletins

Search terms: (contact or call or mail or email) with (owner or subscriber or purchase), (determine or output or create or show) with (security or verification or verify or authenticat) with (code or symbol or identifier), (request or ask) with (security or verification or verify or authenticate) with (code or symbol or identifier)