



- (51) International Patent Classification:  
G06F 17/30 (2006.01) G06F 3/14 (2006.01)
- (21) International Application Number:  
PCT/US2011/065792
- (22) International Filing Date:  
19 December 2011 (19.12.2011)
- (25) Filing Language:  
English
- (26) Publication Language:  
English
- (30) Priority Data:  
12/981,860 30 December 2010 (30.12.2010) US
- (71) Applicant (for all designated States except US): **YAHOO! INC.** [US/US]; 701 First Avenue, Sunnyvale, CA 94089 (US).
- (72) Inventors; and
- (75) Inventors/Applicants (for US only): **WU, Su-lin** [US/US]; 101 Dale Avenue, San Carlos, CA 94070 (US). **BRODER, Andrei** [IL/US]; 600 Sharon Park Drive, Menlo Park, CA 94025 (US). **GABRILOVICH, Evgeniy** [IL/US]; 681 Garland Avenue, # 831, Sunnyvale, CA 94086 (US).

**LEMPEL, Ronny** [IL/IL]; 4 Ben-gurion Street, 30900 Zichron Yaakov (IL). **BORTNIKOV, Edward** [IL/IL]; Bnei Brith 6, 34752 Haifa (IL). **MIKA, Peter** [HU/ES]; Nou De La Rambla 94 5.1, E-08001 Barcelona (ES). **DONATO, Debora** [IT/ES]; Av Diagonal 177, E-08018 Barcelona (ES). **LAI, Wei-cheng** [—/US]; 7623 Kirwin Lane, Cupertino, CA 95014 (US). **LUVOGT, Christopher** [US/US]; 1152 Foley Avenue, Santa Clara, CA 95051 (US).

(74) Agent: **OSTROW, Seth, H.**; Ostrow Kaufman LLP, 555 Fifth Avenue, 19th Floor, New York, NY 10017 (US).

(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TH, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

[Continued on next page]

(54) Title: SYSTEM AND METHOD FOR PROVIDING CONTEXTUAL ACTIONS ON A SEARCH RESULTS PAGE

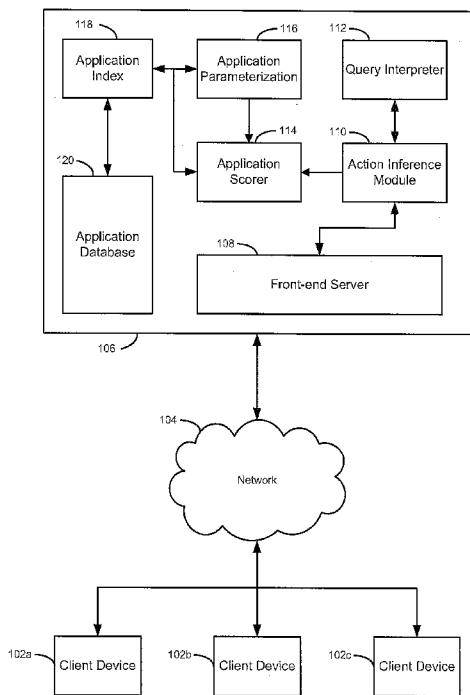


FIGURE 1

(57) Abstract: The present invention provides a method and system for providing targeted applications within a search engine results page. The method and system includes receiving a search query from a user and interpreting the search query. The method and system then first maps the interpreted query to one or more action templates, wherein mapping the interpreted query to one or more action templates comprises selecting one or more actions associated with the interpreted query. The method and system then maps the selected one or more actions associated with the interpreted query to a plurality of applications and selecting one or more applications associated with the one or more actions. Finally, the method and system displays the one or more applications within a search results page.



**(84) Designated States** (*unless otherwise indicated, for every kind of regional protection available*): ARIPO (BW, GH, GM, KE, LR, LS, MW, MZ, NA, RW, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AL, AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK, SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

**Published:**

- *with international search report (Art. 21(3))*
- *before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments (Rule 48.2(h))*

**(88) Date of publication of the international search report:**

11 October 2012

**A. CLASSIFICATION OF SUBJECT MATTER****G06F 17/30(2006.01)i, G06F 3/14(2006.01)i**

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)

G06F 17/30; G06F 3/048; G06F 15/00; G06Q 30/00

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Korean utility models and applications for utility models

Japanese utility models and applications for utility models

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

eKOMPASS(KIPO internal) &amp; Keywords: search, query, result, application

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 2010-0257466 A1 (LUKE WROBLEWSKI et al.) 07 October 2010 See abstract; paragraphs[0022-0024,0026];caim 1 and figures 2,5.	1-20
A	US 2007-0198340 A1 (MARK LUCOVSKY et al.) 23 August 2007 See abstract; paragraphs[0044,0057];caim 1,15 and figures 4-9.	1-20
A	US 2009-0070326 A1 (REINER KRAFT) 12 March 2009 See abstract; paragraphs[0092-0094,0108];caim 1 and figures 2,3-6,12.	1-20
A	US 2009-0089652 A1 (LIANG-YU CHI et al.) 02 April 2009 See abstract; paragraphs[0061-0065];caim 1 and figures 1-2,4b,5-9.	1-20

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

\* Special categories of cited documents:

"A" document defining the general state of the art which is not considered to be of particular relevance

"E" earlier application or patent but published on or after the international filing date

"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of citation or other special reason (as specified)

"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

"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

"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

"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

"&amp;" document member of the same patent family

Date of the actual completion of the international search

20 AUGUST 2012 (20.08.2012)

Date of mailing of the international search report

**22 AUGUST 2012 (22.08.2012)**

Name and mailing address of the ISA/KR

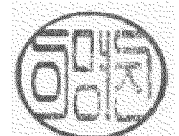
Korean Intellectual Property Office  
189 Cheongsu-ro, Seo-gu, Daejeon Metropolitan  
City, 302-701, Republic of Korea

Facsimile No. 82-42-472-7140

Authorized officer

LEE, Myung Jin

Telephone No. 82-42-481-8474



**INTERNATIONAL SEARCH REPORT**

Information on patent family members

International application No.

**PCT/US2011/065792**

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
US 2010-0257466 A1	07.10.2010	None	
US 2007-0198340 A1	23.08.2007	AU 2007-217789 A1 AU 2007-217789 B2 AU 2010-249152 A1 CA 2642658 A1 CN 101421732 A EP 1110678 A1 EP 1110678 A4 EP 1110678 B1 EP 1999706 A2 JP 2001-245462 A US 2003-0127932 A1 US 2007-0130126 A1 US 2007-0198342 A1 US 2007-0198343 A1 US 2007-0198344 A1 US 2007-0198500 A1 US 2007-0198921 A1 US 2007-0208611 A1 US 2009-0192900 A1 US 2011-0040622 A1 US 6683396 B2 US 7844603 B2 US 8122019 B2 WO 01-02139 A1 WO 2007-097999 A2 WO 2007-097999 A3 WO 2007-098000 A2 WO 2007-098000 A3 WO 2007-098074 A2 WO 2007-098074 A3 WO 2007-098208 A2 WO 2007-098208 A3 WO 2007-098421 A2 WO 2007-098421 A3	30.08.2007 02.09.2010 23.12.2010 30.08.2007 29.04.2009 27.06.2001 28.03.2007 16.04.2008 10.12.2008 07.09.2001 10.07.2003 07.06.2007 23.08.2007 23.08.2007 23.08.2007 23.08.2007 23.08.2007 06.09.2007 30.07.2009 17.02.2011 27.01.2004 30.11.2010 21.02.2012 11.01.2001 30.08.2007 30.08.2007 30.08.2007 30.08.2007 30.08.2007 30.08.2007 30.08.2007 30.08.2007 30.08.2007 30.08.2007
US 2009-0070326 A1	12.03.2009	CN 101124609 A EP 1782380 A2 EP 1782380 A4 JP 2008-508605 A JP 2008-508605 T JP 4805929 B2 KR20070048761 A US 2006-026013 A1 US 2006-167857 A1 US 7451152 B2 US 7958115 B2 WO 2006-014835 A2	13.02.2008 09.05.2007 29.04.2009 21.03.2008 21.03.2008 02.11.2011 09.05.2007 02.02.2006 27.07.2006 11.11.2008 07.06.2011 09.02.2006

**INTERNATIONAL SEARCH REPORT**

Information on patent family members

International application No.

**PCT/US2011/065792**

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
		WO 2006-014835 A3	04.10.2007
		WO 2006-014835 B1	15.11.2007
US 2009-0089652 A1	02.04.2009	None	