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[Continued on next page]

(54) Title: KEYWORD REPORTING FOR MOBILE APPLICATIONS

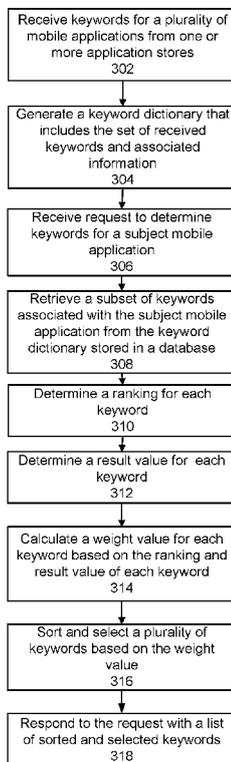


FIG. 3

(57) Abstract: A keyword reporting system for mobile applications is disclosed that generates keyword reports for a subject mobile application. The reports include a set of most relevant keywords for the subject mobile application with their associated ranking and result value. The ranking of a keyword is the subject mobile application's position in a search result for the keyword. A result value is determined for each keyword as well, where the result value is the number of mobile applications found in a search result for the keyword. Based on the ranking and result value of each keyword, a weight value is determined for each keyword. The weight value indicates the relevance of the keyword for the subject mobile application. A set of keywords are sorted and selected based on the weight value and a keyword report is generated that includes the set of keywords along with their rankings.

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## INTERNATIONAL SEARCH REPORT

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## A. CLASSIFICATION OF SUBJECT MATTER

IPC(8) - G06F 7/00; G06F 17/00; G06F 17/30 (2016.01)

CPC - G06F 7/00; G06F 17/00; G06F 17/30; G06F 17/30286; G06F 17/30864; G06F 17/30867 (2016.05)

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)

IPC - G06F 7/00; G06F 17/00; G06F 17/30

CPC - G06F 7/00; G06F 17/00; G06F 17/30; G06F 17/30286; G06F 17/30864; G06F 17/30867; Y10S 707/99931; Y10S 707/99933; Y10S 707/99934

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

USPC - 707/706.000; 707/713.000; 707/722.000; 707/723.000; 707/728.000; 707/748.000; 707/749.000; 707/750.000 (keyword delimited)

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

Orbit, Google Patents, Google Scholar, Google, Directory of Open Access Journals

Search terms used: mobile, cellular, cell phone, keyword, tag, search, rank, result, value, weight, app, application, dictionary, database, set, subset, country, status, predefined, predetermined, time, interval, active, inactive

## C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 2013/0091142 A1 (JOSEPH et al) 11 April 2013 (11.04.2013) entire document	1-26
Y	US 2012/0269116 A1 (XING BO et al) 25 October 2012 (25.10.2012) entire document	1-26
A	US 2014/0278986 (CLIPFILE CORPORATION) 18 September 2014 (18.09.2014) entire document	1-26
A	US 2014/0164367 (ELECTRONICS AND TELECOMMUNICATIONS RESEARCH INSTITUTE) 12 June 2014 (12.06.2014) entire document	1-26
A	US 2012/0123855 A1 (GU) 17 May 2012 (17.05.2012) entire document	1-26
A	US 8,898,155 B2 (TANG) 25 November 2014 (25.11.2014) entire document	1-26

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

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"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

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