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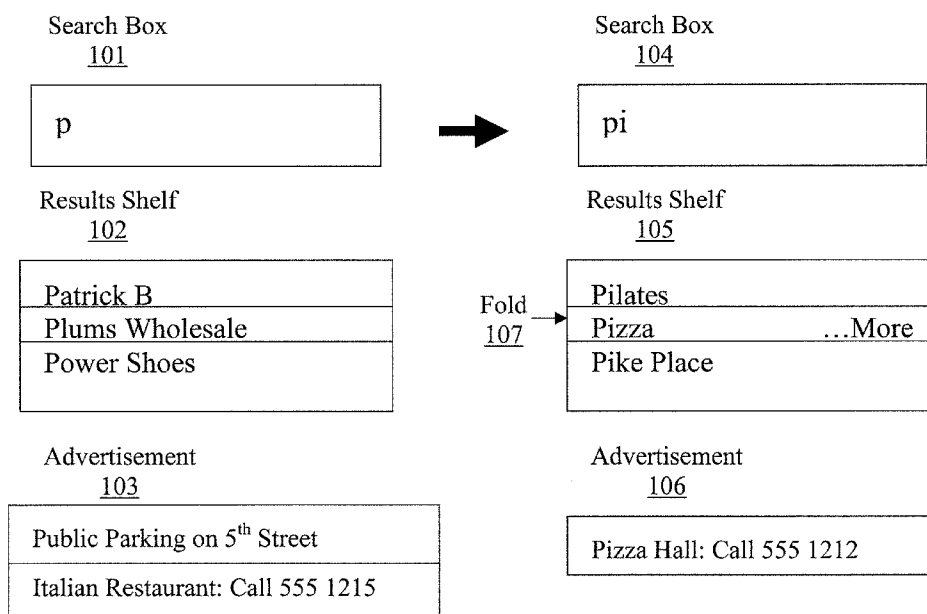
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- before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments
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(54) Title: METHOD FOR SEARCHING CONTENT AND PRESENTING ADVERTISEMENTS



(57) Abstract: A user-interface method of incrementally identifying and presenting a collection of content items and a collection of advertisements in which the identification is at least in part based on input incrementally entered by a user on an input-constrained device is presented. The method includes providing a set of content items and bids with associated advertisements. The bids organized into unambiguous and ambiguous categories. Incremental input is entered in order to identify desired content items. In response to the incremental input content items are identified and provided. Advertisements are also identified and provided based on a predetermined function. The presentation order is determined at least in part by an economic utility function.

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US07/65703

A. CLASSIFICATION OF SUBJECT MATTER

IPC: G06F 7/00(2006.01)

USPC: 707/3

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. : 707/3

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)

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 6,269,361 B1 (DAVIS et al) 31 July 2001 (31.07.2001), abstract, column 4, lines 51-64, column 5, lines 18 to column 6, lines 35, column 9, lines 19 to column 10, lines 35, column 12, lines 40-55, column 13, lines 3-25 and 50-64, column 18, lines 4-65, Figures 2, 5, 7, and 9.	1-3

☐ Further documents are listed in the continuation of Box C.

☐ See patent family annex.

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