

(19) World Intellectual Property Organization  
International Bureau



(43) International Publication Date  
28 March 2002 (28.03.2002)

PCT

(10) International Publication Number  
**WO 02/25401 A2**

(51) International Patent Classification<sup>7</sup>: **G06F**

(21) International Application Number: PCT/US01/29149

(22) International Filing Date:  
17 September 2001 (17.09.2001)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:  
09/668,399 22 September 2000 (22.09.2000) US

(71) Applicant (for all designated States except US): **EBAY, INC.** [US/US]; 2125 Hamilton Avenue, San Jose, CA 95125 (US).

(72) Inventors; and

(75) Inventors/Applicants (for US only): **MONAHAN, Jay** [US/US]; Apartment C, 854 Apricot Avenue, Campbell, CA 95008 (US). **HANDLER, Bradley, A.** [US/US]; 3 Cotton Place, Menlo Park, CA 94025 (US).

(74) Agents: **MALLIE, Michael, J.** et al.; Blakely, Sokoloff, Taylor & Zafman LLP, 7th Floor, 12400 Wilshire Boulevard, Los Angeles, CA 90025 (US).

(81) Designated States (*national*): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NO, NZ, PH, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, TZ, UA, UG, US, UZ, VN, YU, ZA, ZW.

(84) Designated States (*regional*): ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

**Published:**

— without international search report and to be republished upon receipt of that report

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.



**WO 02/25401 A2**

(54) Title: METHOD AND SYSTEM FOR COMMUNICATING SELECTED SEARCH RESULTS BETWEEN FIRST AND SECOND ENTITIES OVER A NETWORK

(57) Abstract: A search result set is communicated to a first user as hypertext descriptions of data items constituting the result search set. A check box is displayed adjacent each hypertext description, utilizing which the first user may select a subset of the search result set. This subset is then communicated to a second user, again as hypertext descriptions of the subset. Check boxes are furthermore displayed to the second user so as to enable the second user to select a further and narrower subset of the search result set. Selected items of a result set of an Internet-based search may in this way conveniently be communicated between first and second users. Each of a number of interfaces provides the hypertext descriptions of the data items of the search result set.

## METHOD AND SYSTEM FOR COMMUNICATING SELECTED SEARCH RESULTS BETWEEN FIRST AND SECOND ENTITIES OVER A NETWORK

### FIELD OF THE INVENTION

The present invention relates to the field of network-based communications and, more specifically, to a method of communicating a selected subset of data items between multiple entities over a network, such as the Internet.

### BACKGROUND OF THE INVENTION

The explosive growth of the Internet as a publication and interactive communication platform has seen parallel growth in the volume of resources and materials that may be accessed by the Internet. To enable users to navigate this unprecedented volume of information, a number of so-called "search engine" technologies have been developed and deployed under various brands. Widely deployed search engine technologies have been developed by Alta Vista, Inc., Inktomi, Inc., and Google, Incorporated. Internet search-engine features have been critical to the number of the major portals (e.g., Yahoo!, Incorporated and Excite) in attracting users to such portals.

Search engine technology is also widely deployed within the context of web sites, so as to allow visitors to a particular web site to locate documents or features that may be of interest. For example, a large number of corporate web sites that operate as major communication channels to customers typically employ search engine technology to allow a user to, for example, locate technical documents and articles pertaining to specific products.

The use of search engine technology is also widely evident in Internet-based electronic marketplaces or exchanges. Currently, such marketplaces are classified as being business-to-consumer (B2C), consumer-to-consumer (C2C), or business-to-business (B2B) according to the types of parties between which they facilitate transactions. In the context of a B2B exchange, a purchaser for a particular company

may, via the online exchange, conduct a search of the inventories of suppliers, these inventories having been published by the relevant suppliers to the online exchange. Similarly, in the B2C and the C2C environments, a potential purchaser is enabled to search product offerings by multiple suppliers utilizing search engine technology employed by the relevant marketplace. One form of an electronic marketplace that has proved to be popular is the consumer-oriented online auction marketplace, where suppliers publish product or service offerings to be sold via an auction process. The publication of classified advertisements (e.g., via Yahoo! Classifieds) may also be classified as publishing to an online marketplace, where transactions are established.

The value of a search-engine technology within the context of such online marketplaces is particularly evident when one considers the number of products or services that are being offered by suppliers via such marketplaces. For example, on the popular online-auction facility developed and operated by Ebay, Incorporated of San Jose California, at any one time there may be between two and four million items or services available for receiving bids.

In order to bring a degree of automation to searching of the vast and ever-dynamic inventory available for purchase on an online marketplace, a number of such online marketplaces offer automated search features. Such automated search features typically allow the user to define search terms and conditions. The online marketplace will then, at scheduled times, automatically conduct a search utilizing the terms and conditions, and automatically communicate the results of these searches to the relevant user. In this way, the user can automatically be advised when items of interest to this user become available for purchase via the online marketplace.

Regardless of the context or environment within which an Internet-based search occurs, the results typically take the form of a list of hypertext (or linked) titles or descriptions presented in the context of a markup language document (e.g.,

HyperText Markup Language (HTML) document). To view further details regarding a particular "search hit", a user selects the hypertext title, responsive to which a resource to which the title is linked is invoked (e.g., a further HTML page may be displayed).

It often occurs that only a small percentage of a search result set is in fact of interest to the user.

### SUMMARY OF THE INVENTION

According to the present invention, there is provided a method to communicate search results between first and second entities over a communications network. A search result set is communicated to a first entity as a transmission over the communications network. A subset of the search results set is then identified as having been selected by the first entity. The subset of the search results such is then communicated to a second entity as a second transmission over the communications network.

Other features of the present invention will be apparent from the accompanying drawings and from the detailed description, which follows.

### BRIEF DESCRIPTION OF THE DRAWINGS

The present invention is illustrated by way of example and not limitation in the figures of the accompanying drawings, in which like references indicate similar elements and in which:

**Figure 1** is a block diagram illustrating an exemplary network-based transaction facility in the form of an internet-based auction facility.

**Figure 2** is a database diagram illustrating an exemplary database, maintained by and accessed via a database engine server, which at least partially implements and supports the auction facility.

**Figure 3A** illustrates an exemplary stored searches table.

**Figure 3B** illustrates an exemplary stored search results table.

**Figure 4** is an interaction diagram illustrating a sequence of interactions, according to an exemplary embodiment of the present invention, to communicate search results between first and second entities.

**Figure 5** is a block diagram illustrating an exemplary environment in which the interaction sequence illustrated in Figure 4 may be employed.

**Figure 6** is an interface map illustrating a collection of interfaces, according to an exemplary embodiment of the present invention, that may be presented to facilitate communication of search results between entities.

**Figure 7** is a flow chart illustrating a method, according to an exemplary embodiment of the present invention, of communicating search results between first and second entities.

**Figure 8** is an interaction diagram illustrating an interaction sequence, according to an exemplary embodiment of the present invention, by which search results may be communicated between a network-based auction facility and a reviewing authority.

Figures 9 - 11 illustrate exemplary embodiments of various interfaces that may be generated by a web server to facilitate the communication of selected search results between entities.

Figures 12A - 12C illustrate a sequence of result set and subset interfaces that may be presented within the context of a web search facilitated by a web search engine.

Figure 13 illustrates a further exemplary embodiment of a result set interface.

Figure 14 is a diagrammatic representation of a machine in the exemplary form of a computer system within which a set of instructions may be executed.

#### DETAILED DESCRIPTION

A method and system to communicate a selected search result set between first and second entities over a communications network are described. In the following description, for purposes of explanation, numerous specific details are set forth in order to provide a thorough understanding of the present invention. It will be evident, however, to one skilled in the art that the present invention may be practiced without these specific details.

#### Transaction Facility

Figure 1 is block diagram illustrating an exemplary network-based transaction facility in the form of an Internet-based auction facility 10. While an exemplary embodiment of the present invention is described within the context of an auction facility, it will be appreciated by those skilled in the art that the invention will find application in many different types of computer-based, and network-based, commerce facilities.

The auction facility 10 includes one or more of a number of types of front-end servers, namely communications servers in the exemplary form of page servers 12 that deliver web pages (e.g., markup language documents), picture servers 14 that dynamically deliver images to be displayed within Web pages, listing servers 16, processing servers in the exemplary form of CGI (or ISAPI) servers 18 that provide an intelligent interface to the back-end of facility 10, and search servers 20 that handle search requests to the facility 10. E-mail servers 21 provide, *inter alia*, automated e-mail communications to users of the facility 10.

The back-end servers include a database engine server 22, a search index server 24 and a credit card database server 26, each of which maintains and facilitates access to a respective database.

The Internet-based auction facility 10 may be accessed by a client program 30, such as a browser (e.g., the Internet Explorer distributed by Microsoft Corp. of Redmond, Washington) that executes on a client machine 32 and accesses the facility 10 via a network such as, for example, the Internet 34. Other examples of networks that a client may utilize to access the auction facility 10 include a wide area network (WAN), a local area network (LAN), a wireless network (e.g., a cellular network), or the Plain Old Telephone Service (POTS) network.

#### Database Structure

**Figure 2** is a database diagram illustrating an exemplary database 23, maintain by and accessed via the database engine server 22, which at least partially implements and supports the auction facility 10. The database 23 may, in one embodiment, be implemented as a relational database, and includes a number of tables having entries, or records, that are linked by indices and keys. In an alternative embodiment, the database 23 may be implemented as collection of objects in an object-oriented database.

Central to the database 23 is a user table 40, which contains a record for each

user of the auction facility 10. A user may operate as a seller, buyer, or both, within the auction facility 10. The database 23 also includes items tables 42 that may be linked to the user table 40. Specifically, the tables 42 include a seller items table 44 and a bidder items table 46. A user record in the user table 40 may be linked to multiple items that are being, or have been, auctioned via the facility 10. A link indicates whether the user is a seller or a bidder (or buyer) with respect to items for which records exist within the items tables 42.

The database 23 also includes a note table 48 populated with note records that may be linked to one or more item records within the items tables 42 and/or to one or more user records within the user table 40. Each note record within the table 48 may include, *inter alia*, a comment, description, history or other information pertaining to an item being auctioned via the auction facility 10, or to a user of the auction facility 10.

A number of other tables are also shown to be linked to the user table 40, namely a user past aliases table 50, a feedback table 52, a feedback details table 53, a bids table 54, an accounts table 56, and an account balances table 58.

The database 23 is also shown to include four tables specifically to enable an exemplary embodiment of the present invention. A stored searches table 60 stores records of the terms, parameters and conditions of searches that have been defined and saved by users for convenient recall, or for the purposes of having automated searches conducted by the search servers 20. A stored search results table 62 is constituted by a number of records, each record storing the result of a particular search conducted by, or for, a particular user. In the context of the present exemplary embodiment, the results of such a search may include a listing of items stored in the items tables 42.

A stored messages table 64 stores default and user-selectable messages, as specified by a user, to be communicated in conjunction with search results, or a subset of search results, according to the present invention. A stored addressees



table 66 includes records for each of a collection of default or user-selectable addressees of messages embodying search results. Accordingly, the stored addressees table 66 may be utilized to support an online address book for a user.

**Figure 3A** illustrates an exemplary embodiment of a stored searches table 60. A search identifier field 63 stores a unique identifier for each stored search record. A user identify field 65 stores an identifier for a user that conducted the search, and a default messenger identifier field 69 stores a key to a message stored within the stored messages table 64 and that should accompany a communication of the search results for the relevant search. A search string field 67 includes one or more search terms (or other conditions) that are utilized by the search servers 20 to located items of interest. A date last searched field 68 records the date and time on which the relevant stored search was last conducted. Another search parameters field 70 stores other conditions or parameters of fields that may be associated with a search (e.g., that the current search is not authorized or is disabled, etc.).

**Figure 3B** illustrates an exemplary stored search results table 62. A result identifier field 72 stores a unique identifier for each stored set of search results. An item identifier field 74 stores an identifier that keys to the items table 42, and identifies a unique auction item that was located by a particular search. A date field 76 records a date on which the relevant search was conducted and search identifier field 78 keys to the stored searches table 60 to identify a search that generated the relevant result.

#### Methodology - Overview

**Figure 4** is an interaction diagram illustrating a sequence 90 of interactions, according to an exemplary embodiment of the present invention, to communicate search results between first and second entities in the exemplary form of first and second users 92 and 94. While the sequence 90 describes a client-server environment whereby communications between the first and second users 92 and 94 are facilitated

by, or performed through, a web site 96, it will also be appreciated that the teachings of the present invention may be applied to a peer-to-peer environment whereby the first and second users communicate directly and not via a web site 96.

The sequence 90 commences at block 98 with the specification, by the first user 92 of a search (e.g., a Boolean text search). The specifications of the search may be, for example, performed by the input of a search terms into a form communicated to the first user from the web site 96.

At block 100, a search request is communicated from the first user 92 to the web site 96, for example, as an HTTP PUT request.

At block 102, the web site (e.g., the online auction facility 10) utilizes the search servers 20 to conduct a search to locate data items and to generate the result set of the data items. At block 104, the result set is then communicated back from the web site 96 to the first user 92, for example, in the form of a markup language document in which the result set is embodied. For example, the result set may comprise a list of hypertext links to data (e.g., documents) located by the search conducted at block 102.

At block 106, the first user 92 then selects a subset of the search result set by, for example, marking check boxes (or radio buttons) adjacent selected data items of the search result set. At block 108 the selected subset is then again communicated from the first user 92 to the web site 96 as, for example, an HTTP PUT request or as an e-mail. Further an identifier (e.g., an e-mail address), associated with the subset of search results, for the second user 94 may optionally be communicated to the web site 96 as part of the communication.

At block 110, the web site 96 generates a new markup language document that lists the subset of the search result. The page server 12 may populate a template with data items, or hypertext links to such data items. At block 112, the subset (e.g., as embedded within a markup language document) is communicated to the second user 94. Specifically, an HTML-based e-mail message may be communicated by the

e-mail servers 21 to second user 94. In an alternative embodiment, a text e-mail message may be communicated at block 112, the text e-mail message including a Uniform Resource Locator (URL), or other location identifier, identifying a network location at which a markup document listing the subset of the search results may be retrieved by the second user 94.

At block 114, the second user may then select a further subset of search results, selected from the subset communicated at block 112, by selecting check boxes adjacent to such items that constitute the subset. The second user may also identify a recipient (e.g., first user 92) to which the further subset of search results is to be communicated.

At block 116, the first subset of search results is communicated from the second user 94 back to the web site 96. At block 118, the web site 96 then, in the same manner described above with reference to block 110, generates a markup language document listing the further subset of search results, what is then communicated to the first user at block 120.

While not mandatory, the first user 92 may then again select an even further subset of search results to be communicated to an indicated recipient (e.g., the second user 94). In this way, it will be appreciated that the sequence 90 facilitates the communications of an increasingly narrowed and more select subset of an initial search result between two or more entities. For example, where two entities are assessing the relevance of a search result set, the sequence might provide a convenient and user-friendly method by which an initial search result set may be narrowed to data items of that search result set which are of particular relevance, or may require particular action.

It should be noted that the sequence 90 may have any one of a number of applications and may be implemented within any number of environments. For example, the sequence 90 may be used to narrow the search result set of any of a number of online (or Internet-based) searches. Examples of such searches include

any one of the searches typically offered by Yahoo! Incorporated (e.g., a web site, news, auction, classifieds, image, audio, product, business, and people searches to name but a few).

**Figure 5** illustrates a specific exemplary environment within which the sequence 90 may be employed. Specifically, network-based auction facility 10, such as those operated by Ebay, Incorporated, Yahoo! Incorporated and Amazon.com, may provide an automated "watching" service to users, whereby an automated search is periodically conducted to locate auction items of interest to the user, as identified utilizing user-specified search criteria. In addition to providing this automated "watching" service to a broad user base, the service may also be employed by companies and regulatory authorities to monitor network-based auction facilities 10 for irregular and illegal items. Such items may include, for example, copyright-infringing articles, unauthorized imitation products, and unauthorized utilization of trademarks. Further, regulative authorities may utilize the automated "watching" service to detect the attempted sale of illegal items such as drugs, firearms, etc.

When a user of the "watching" service receives automated notification of the existence of certain items that are up for auction via the auction facility 10, the user (e.g., a corporation or a regulatory authority) may wish to request that administrators of the auction facility 10 remove certain items from the facility 10. To this end, problematic items must be reported to administrators of the auction facility 10, who then perform an independent review of the relevant item, and remove the items as appropriate. The administrators are then typically required to report to the relevant monitoring user regarding whether or not the items have been removed.

It will be appreciated that where a large number of potentially problematic items are located by an automated watching service and communicated to a monitoring user (e.g., a company seeking to protect copyrights or trademarks), the identification of problematic items, and the communication of such identified items to the administrators of the auction facility 10 may be cumbersome and inconvenient.

Typically, a monitoring user may be required to provide, verbally or by e-mail, item identifiers (e.g., item numbers) for each of the relevant items. This may require the monitoring user to perform a cut and paste of selected item numbers that are then communicated in an e-mail to an administrator. The administrator then typically will be required manually to input a relevant item number into an appropriate interface in order to retrieve the full details regarding an item. Where a large number of items are identified by a monitoring user as being potentially problematic, this back and forth process may be particularly time consuming and cumbersome.

**Figure 5** is a block diagram illustrating such an exemplary application of the sequence 90. Specifically, a search server 20 of a net-based auction facility 10 is shown to perform a number of automated search functions 140 to provide the above-discussed automated "watching" services and to generate a result set of items according to a specified search criteria. The result set may be communicated from the search server 20 to a page server 12 that generates a markup language document (e.g., an HTML page), for example, by populating a template with the result set to thereby generate a search result set page 142. The search result set page 142 may be an HTML document, or may be a text-based e-mail message that includes a network location identifier (e.g., URL) that identifies an HTML document embodying the search results. In **Figure 5**, the search result set page 142 is shown to be communicated to an HTML-enabled e-mail client or browser 144 that executes in a client machine 32.

The search result set page 142 includes number of check boxes adjacent to each of the data items identifying the search result set. By checking the check boxes, the user is able to identify a subset of the search result set and to communicate the selected subset back to the page server 12 by selection of "submit" button presented within the search result set page 142. Specifically, the subset may be communicated as an e-mail message or an HTTP PUT request, or any utilizing any other transfer protocol or communication. The page server 12 executes a CGI script, or an ISAPI

script, 146 that receives the communication of the subset of the search results, parses the communication to locate item identifiers (e.g., numeric or otherwise) embodied within the communication and communicates these identifiers to a page creation function 141. The page creation function 141 may then compose a new markup language document embodying the subset of the search result set.

The markup language document embodying the subset of search results may be communicated to a further user in one of two exemplary ways. In one embodiment, the page creation function 141 communicates a URL identifying the created page to any e-mail server 21, which composes a text-based e-mail message that is then communicated from the e-mail server 21 to a client machine 34 of a targeted user. In this case, utilizing the URL embedded in the e-mail message, the user of the client machine 34 may access the created markup language document utilizing a browser application.

In an alternative embodiment, the page creation function 141 may communicate a markup language document to the e-mail server, which embeds the markup language document in an e-mail message. The e-mail message is then communicated to an HTML-enabled client 144 executing on the client machine 34, utilizing which the user of the client machine 34 may view the markup language document. This markup language document is indicated in **Figure 5** as being the selected subset page 148.

In **Figure 5**, client machines 32 are shown to reside outside the context of a web site. Accordingly this embodiment describes an application which allows a first user of a client machine 32 (e.g., client machine (A)) to communicate a subset of search results to a user of a further client machine 32 (e.g., client machine (B)), both of which reside outside a web site or commerce facility.

An alternative application would allow the user of a client machine 32 to communicate the select subset search results of the search results to an administrator of a commerce facility (or web site) that utilizes an administrator client machine 150.

In this case, an e-mail (e.g., a text-based or HTML-based e-mail message) is sent to the administrative client machine 150 conveniently to communicate the auction items that are considered by the user of client machine 32 to be potentially problematic to the administrator. Further, as the subset page 148 is a markup language page document providing a listing of the auction items as hypertext, the administrator may also conveniently be able to select appropriate hypertext to invoke a full description of the relevant auction item, and is in this way spared the effort of manually inserting identifiers for auction items that have been identified by a monitoring user.

Figure 6 is an interface map 160, according to an exemplary embodiment of the present invention, illustrating a collection of interfaces that may be presented to entities (e.g., a users or administrators) to facilitate the communication of search results between such entities. The interfaces are furthermore categorized as comprising a search interfaces 162, result set interfaces 164 and result subset interfaces 166.

A first user may be presented with a manual search input page interface 168 that facilitates the input and specification of search criteria. The input into the interface 168 may, in one embodiment, be stored as an automated search 170.

Regardless of whether a search is conducted as a result of a specific, unique search request inputted into interface 168, or as automated search 170, a search result set is presented in a result set interface 172. In one embodiment, the result set interface 172 comprises a markup language document in the form of an HTML page that lists a descriptor for each of the search results, each descriptor comprising hypertext linked to a document.

Each descriptor may furthermore be displayed adjacent a check box, which is used-selectable to mark a data item to be included within a subset of the search results to be communicated to a further entity. The interface 172 further presents a "submit" or "send" button that is user-selectable to communicate the select subset,

together with a default message, to a default addressee.

An addressee and message selection input interface 174 is also accessible from the result set interface 172. Utilizing the interface 174, an addressor entity may choose from a number of pre-defined messages to accompany the subset of the result set, and also specify one or more addressees.

An addressee and message edit interface 176 is also accessible from either the result set interface 172 or the input interface 174. Utilizing the interface 176, an addressor user may edit a list of potential addressees, and also edit or author messages presented for selection in the input interface 174.

A preview interface 178 is accessible from the result set 172, and allows an addressor to preview the subset and messages to be communicated to the addressee. For example, the preview interface 178 may present the HTML page that includes hypertext descriptors of the data items of the search result subset.

A subset interface 180 is then presented to the addressor for review. The interface 180 includes hypertext descriptors of the data items of the search result subset and may also include a listing of one or more addressees and a message to accompany the result subset (e.g., the default or user-specified message).

The selected search result may also be saved as a saved subset 182 from either the search result set interface 172 or by performing an appropriate user-selection within the subset interface 180.

The search result subset, as described within the exemplary context of an HTML document, is then communicated to the addressee as a result subset interface 180 that is viewable by the addressee. The result subset interface 180, as described above, may include descriptors for each of the data items of the subset, each descriptor comprising hypertext. Accordingly, user selection of the hypertext may conveniently cause a retrieval of a full document included in the result subset. Further, each of the descriptors presented within the result subset interface 180 may also be presented in association with a check box to facilitate addressee selection



from within the subset. Utilizing the check boxes, this addressee may then define a narrowed subset of the search result set, and utilizing interfaces substantially similar to those described above, communicate this narrowed subset back to the original addressor, or to further addressees. This narrowed subset of the search results may again be listed within the context of a subset interface 186 that includes a message appropriate to the narrowed subset.

Figure 7 is a flow chart illustrating a method 200, according to an exemplary embodiment of the present invention, of communicating search results between first and second entities. It will be appreciated that the method 200 may, as described above, be utilized to communicate search results as a result of any search operation, and is not limited to the context of a network-based auction facility.

The method 200 commences at block 202 with the performance of a manual or automated search to deliver a search result set. The search result set is constituted by, for example, multiple data items (e.g., text, video, or audio data). The search may be conducted by the search server 20.

At block 204, a search result set interface 172, in an exemplary form of a markup language document, is composed to include a respective textual description (or a visual representation) for each item of the search result set. The descriptive text, in one embodiment, comprises hypertext that is user-selectable to retrieve and access the respective data item. The search result set interface 172 facilitates a user-selection mechanism whereby a user may select one or more of the data items of the result set. In the exemplary embodiment, this is facilitated by the provision of check boxes (or radio buttons) adjacent each textual description, thus to be associated with the relevant description. In an exemplary embodiment, the search result set interface 172 is composed by the page server 12.

At block 206, the result set interface 172 is communicated to the search recipient, for example as an HTML-formatted e-mail message. The communication of the result set interface 172 is, in one embodiment, performed by the e-mail server

21.

At block 208, a form output of the result set interface 172 is received, together with identification of an indicated subset recipient (or addressee). Specifically, the output of the result set interface comprises a subset of the result set. In one exemplary embodiment, the form output is received by a CGI or ISAPI script executed by the page server 12.

At block 201, the indicated recipient (or addressee) of the subset is identified, and a message (default or otherwise indicated) is identified to accompany the communication of the result search subset to the subset recipient.

At block 201, the subset interface 180, in the exemplary embodiment form of a markup language document, is composed to include a textual description (or other visually indicator) for each of the items of the subset, the textual descriptions providing links to the actual data items. The subset interface 180 enables a user-selection mechanism for each textual description (e.g., a check box or radio button), and also includes a message (default or user-selected) to accompany the subset of the search results to the subset recipient (or addressee). Again, in one exemplary embodiment, the subset interface 184 may be composed by the page server 12.

At block 214, the subset interface 180 is communicated, for example as an HTML-formatted e-mail communication, to the subset recipient. In one exemplary embodiment, the communication at block 214 is performed by the e-mail server 21.

At decision block 216, a determination is made as to whether a further, possibly narrowed subset is received, for example, at the page server 212. If not, the method 200 then terminates at block 218. Alternatively, should the subset recipient (or addressee) communicate a reduced subset of the search results, selected from the subset communicated at block 214, the method 200 loops back to block 210, and a further subset interface 186 may be generated, in the manner described above, for delivery to an indicated recipient (e.g., the original addressor) of such a further subset.

It will be appreciated that the method 200 may loop through blocks 210-216 to achieve the communication of a continually narrowed, reduced subset of the original result set between two or more entities.

Exemplary Embodiment: Network-Based Auction Facility

Figure 8 is an interaction diagram illustrating an interaction sequence 220, according to an exemplary embodiment of the present invention, by which search result may be communicated between a network -based auction facility 10 and a company or reviewer authority 222 that desires to monitor items being auctioned via the auction facility 10.

To this end, the auction facility 10 is shown to include an automated or manual search function 224, site administration personnel 226, and a collection of web, application, and/or database server 228. The company, or reviewing authority, 222, is shown to employ screening or review personnel 230.

As illustrated, at 232, search results, comprising a search result set, are communicated from the search function 224, via the servers 228, to the screening or review personnel 230. The search results are communicated as an HTML-formatted e-mail, or as an HTML document.

At 234, the personnel 230 are able, by selecting hypertext links associated with each data item constituting the search results, to make multiple queries to item listings, the queries being responded to by the servers 228 of the auction facility 10.

Having then reviewed the result set, the personnel 230 communicate selected items (a subset) of the result set to the servers 228. In one embodiment, the personnel may select the data items using check boxes, in the manner described above. In this case the communication may take the form of an HTML form output.

At 238, the server 228, utilizing the identification of the selected items, generates a report message, for example in the form of an HTML page, that is delivered to the site administration personnel 226. It will be appreciated that the

personnel 226 may, as described above with reference to the multiple queries at 234, perform multiple queries against the item listings to ascertain whether a request of the company or review authority 222 to remove items from the auction facility 10 is warranted or not.

At 240 the site administration personnel 226 issue a remove message 240 to the servers 228 to effect the removal of certain items, from among the selected items, from the auction facility 10.

As 242, the servers 228 automatically generate a confirmation message to the screening or review personnel 230, confirming the removal of certain of the selected items from the auction facility 10 or possibly communicating reasons for the retention of certain of these selected items on the auction facility 10.

**Figures 9-11** illustrates exemplary embodiments of the various interfaces discussed above, these exemplary embodiments constituting HTML pages that may be generated by a web server.

Referring to **Figure 9A**, the exemplary result set interface 170 is shown to include a number of textual descriptions 250, in the form of hypertext, each textual description 250 having a check box associated therewith that screening or review personnel 230 may check to indicate user-selection of the relevant item. The interface 172 also includes a user-selectable preview button 254 utilizing which personnel 230 may invoke a preview of the result subset interface 180.

A default button 256 is user-selectable to cause the communication of the selected subset of the result set 251 to a default addressee (of addressees) with a default message. An edit button 258 is user-selectable to invoke the address and message edit interface 176 whereby the user might edit default addressee or message specifications. An input button 260 is user-selectable to invoke the addressee and message selection input interface 174 whereby the user may input addressee or messages details.

**Figure 10** illustrates an exemplary addressee and message edit interface 176. The interface 176, in an addressee field 262, displays a default addressee to receive the selected subset of a search result set. Similarly, a message field 264 contains the text of a default message to be communicated to the identified addressee. In the exemplary embodiment, the addressee is indicated to be a member of the site administration personnel 226, and the default message is shown to constitute a request that the items constituting the subset be removed from the on-line auction facility 10. The interface 176 also presents a number of stored addressees that may be selected as default addressees.

**Figure 11** illustrates an exemplary embodiment of an addressee and message input interface 174, whereby the e-mail addresses for the addressees and custom messages may be specified.

Returning to **Figure 9A**, an exemplary subset interface 180 is shown to include the text of a message (e.g., a default message), as well as a subset 270 of selected search results. It will be noted that the subset 270 is indicated by textual descriptions for those items for which the review personnel 230 marked check boxes within the result set interface 172. The textual descriptions of the subset of search results are again hypertext, which is user-selectable to invoke a full item listing 253 for the relevant data item. Further, the textual descriptions for the subset 270 are again presented in association with check boxes utilizing which an administrator may select data items for To this end, the interface 180 is shown to include a reply button 272 that is user-selectable to reply to screening or review personnel 230 with a default message and a further subset of the result set 251.

An example of a further subset interface 186, as may be presented to the screening and review personnel 230, is shown in **Figure 9B**.

### Exemplary Embodiment-Web Search

Figures 12A-12C illustrates a sequence of result set and subset interfaces 172, 180 and 184 that may be presented within the context of a web search facilitated by any one of a number a well-known web search engines, such as Yahoo! or Google. The interfaces present similar functionality and features to those discussed above with reference to Figures 9A and 9B. It will however be noted that the result subset interface 172 includes a save button 280 that is user- selectable to save a selected subset of the search results as a saved subset 182.

Figure 13 illustrates yet a further exemplary embodiment of the result set interface 172, whereby each data item is represented with a hypertext textual description and associated with respective send, save, send and delete, and delete check boxes 282, 284, 286, 288 that are user-selectable to specify a user-specified action with respect to each of the items of the search result set.

### Computer System

Figure 14 shows a diagrammatic representation of a machine in the exemplary form of a computer system 300 within which a set of instructions, for causing the machine to perform any one of the methodologies discussed above, may be executed. In alternative embodiments, the machine may comprise a network router, a network switch, a network bridge, Personal Digital Assistant (PDA), a cellular telephone, a web appliance or any machine capable of executing a sequence of instructions that specify actions to be taken by that machine.

The computer system 300 includes a processor 302, a main memory 304 and a static memory 306, which communicate with each other via a bus 308. The computer system 300 may further include a video display unit 310 (e.g., a liquid crystal display (LCD) or a cathode ray tube (CRT)). The computer system 300 also includes an alpha-numeric input device 312 (e.g., a keyboard), a cursor control device 314 (e.g., a mouse), a disk drive unit 316, a signal generation device 18 (e.g., a

speaker) and a network interface device 320

The disk drive unit 316 includes a machine-readable medium 324 on which is stored a set of instructions (i.e., software) 326 embodying any one, or all, of the methodologies described above. The software 326 is also shown to reside, completely or at least partially, within the main memory 304 and/or within the processor 302. The software 326 may further be transmitted or received via the network interface device 320. For the purposes of this specification, the term "machine-readable medium" shall be taken to include any medium that is capable of storing or encoding a sequence of instructions for execution by the machine and that cause the machine to perform any one of the methodologies of the present invention. The term "machine-readable medium" shall accordingly be taken to include, but not be limited to, solid-state memories, optical and magnetic disks, and carrier wave signals.

Thus, a method and system to communicate selected search results between first and second entities over a communications network have been described. Although the present invention has been described with reference to specific exemplary embodiments, it will be evident that various modifications and changes may be made to these embodiments without departing from the broader spirit and scope of the invention. Accordingly, the specification and drawings are to be regarded in an illustrative rather than a restrictive sense.

CLAIMS

What is claimed is:

1. A method of communicating search results between first and second entities over a communications network, the method including:  
  
communicating a search result set to a first entity as a first transmission over the communications network;  
  
identifying a subset of the search result set as having being selected by the first entity; and  
  
communicating the subset of the search results to the second entity as a second transmission over the communications network.
2. The method of claim 1 wherein the search result set is automatically generated by an automated search function that performs a search operation.
3. The method of claim 1 where in the search result set is generated responsive to a search request from the first entity.
4. The method of claim 1 wherein the search result set is communicated to the first entity as information utilized to generated an interface on a display device, the interface including item identifiers for each item of the search result set.
5. The method of claim 4 wherein the interface comprises a markup language document.



6. The method of claim 5 wherein the markup language document is communicated as a response to a browser request.
7. The method of claim 5 wherein the markup language document is communicated as part of an email communication to the first entity
8. The method of claim 4 wherein the interface provides a selection function associated with each item of the search result set that is selectable by the first entity to include an associated item of the search result set within the subset.
9. The method of claim 8 wherein the interface comprises a markup language document and the selection function comprises one of a group including a radio button and a check box.
10. The method of claim 4 wherein the identifying of the subset includes identifying items of the search result set indicated by the first entity as belong to the subset via the interface.
11. The method of claim 1 including identifying an associated message to be communicated together with the subset of the search result set to the second entity and wherein the communicating of the subset includes communicating both the subset and the associated message to the second entity.
12. The method of claim 11 wherein the message is a default message associated with communications to the second entity.
13. The method of claim 11 wherein the default message is selected from a number of messages associated with the first entity.

14. The method of claim 11 wherein the message is inputted by the first entity via an interface sequence that displays the search results set to the first entity on a display device.
15. The method of claim 1 including identifying an address of the second entity to which the subset of the search result set is to be communicated.
16. The method of claim 15 wherein the address is a default address associated with communications from the first entity.
17. The method of claim 15 wherein the address is selected from a plurality of target network addresses maintained for the first entity.
18. The method of claim 15 wherein the address is inputted by the first entity via an interface sequence that displays the search result set to the first entity on a display device.
19. The method of claim 1 wherein the subset is communicated to the second entity as information utilized to generate a further interface on a display device, the further interface including links to each item of the subset.
20. The method of claim 19 wherein the further interface comprises a markup language document.
21. The method of claim 19 wherein the markup language document is communicated as a response to a browser request.

22. The method of claim 19 wherein the markup language document is communicated as part of an e-mail communication to the second entity.

23. A machine-readable medium storing a sequence of instructions that, when executed by a machine, cause the machine to:

communicate a search result set to a first entity as a first transmission over a communications network;

identify a subset of the search result set as having been selected by a first entity; and

communicate the subset of the search result set to a second entity as a second transmission over the communications network.

24. A system to communicate search results between first and second entities over a communications network, the system including:

a communications server to communicate a search result set to a first entity as a first transmission over the communications network; and

a processing server to identify a subset of the search result set as having been selected by the first entity,

wherein the communications server is further to communicate the subset of the search results set to the second entity as a second transmission over the communications network.

25. The system of claim 24 including a search server to perform an automated search function automatically to generate the search result set.
26. The system of claim 24 including a search server to perform a search to generate the search result set responsive to a search request from the first entity.
27. The system of claim 24 wherein the communications server is to communicate the search result set to the first entity as information utilized to display an interface on a display device, the interface including item identifiers for each item of the search result set.
28. The system of claim 27 wherein the interface comprises a markup language document.
29. The system of claim 28 wherein the communications server communicates the markup language document to the first entity responsive to a browser request.
30. The system of claim 28 wherein the communications server is to communicate the markup language document to the first entity as part of an e-mail communication.
31. The system of claim 27 wherein the interface provides a selection function associated with each item of the search result set that is selectable by the first entity to include an associated item of the search result set within the subset.
32. The system of claim 27 wherein the processing server is to identify items of the search result set indicated by the first entity as belonging to the subset via the interface.

33. The system of claim 24 wherein the communications server is to identify an associated message to be communicated together with the subset of the search result set to the second entity and to communicate both the subset and the associated message to the second entity as the second transmission over the communications network.

34. The system of claim 24 wherein the communications server is to identify an address of the second entity to which the subset of the search result set is to be communicated as the second transmission over the communications network.

35. The system of claim 24 wherein the communications server is to communicate the subset to the second entity as information utilized to display a further interface on a display device, the further interface including links to each item of the subset.

36. A system for communicating search results between first and second entities over a communications network, the system including:

first means for communicating a search result set to a first entity as a first transmission over the communications network; and

second means for identify a subset of the search result set as having being selected by the first entity,

wherein the first means is further for communicating the subset of the search result set to the second entity as a second transmission over the communications network.

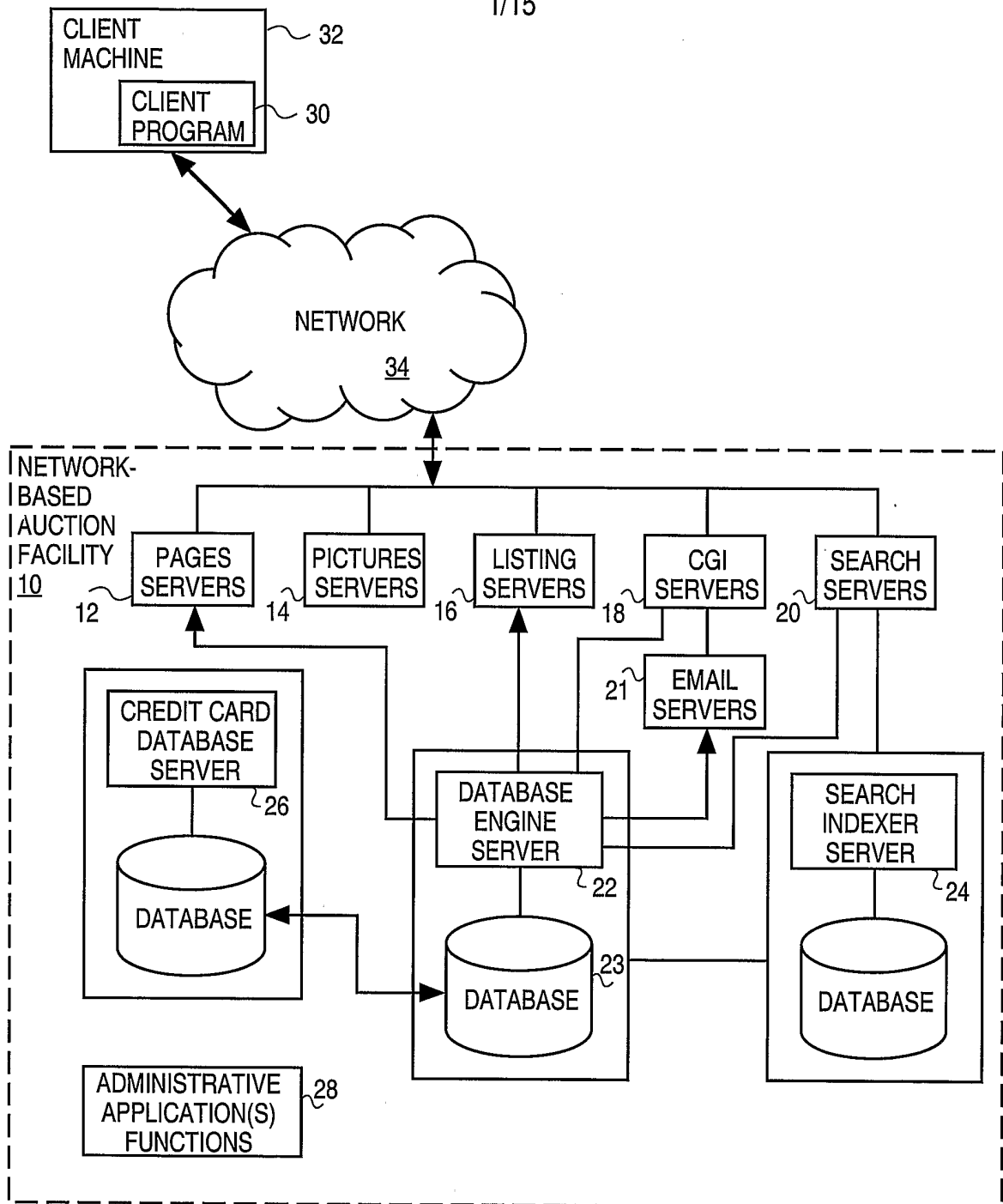


FIG. 1

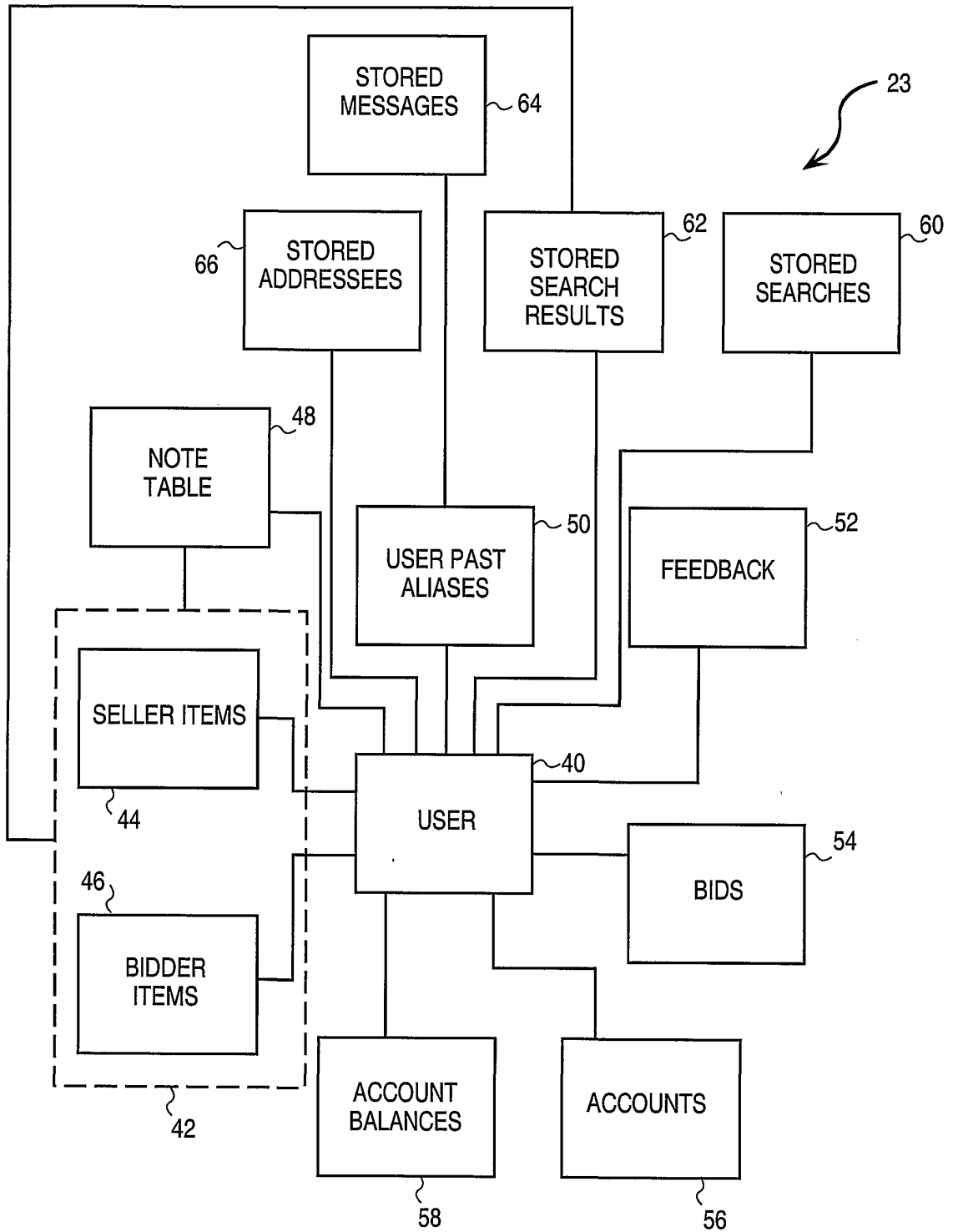


FIG. 2

STORED SEARCHES

63 SEARCH ID	64 USER ID	66 DEFAULT MESSAGE ID	66 SEARCH STRING	68 DATE LAST SEARCHED	70 OTHER SEARCH PARAMETERS
0002	0101	00186	XYZSTATION	00/00/00	NOT AUTHORIZED

FIG. 3A

STORED SEARCH RESULTS

72 RESULT ID	74 ITEM ID	76 DATE	78 SEARCH ID
1010	2323	010100	0101

FIG. 3B



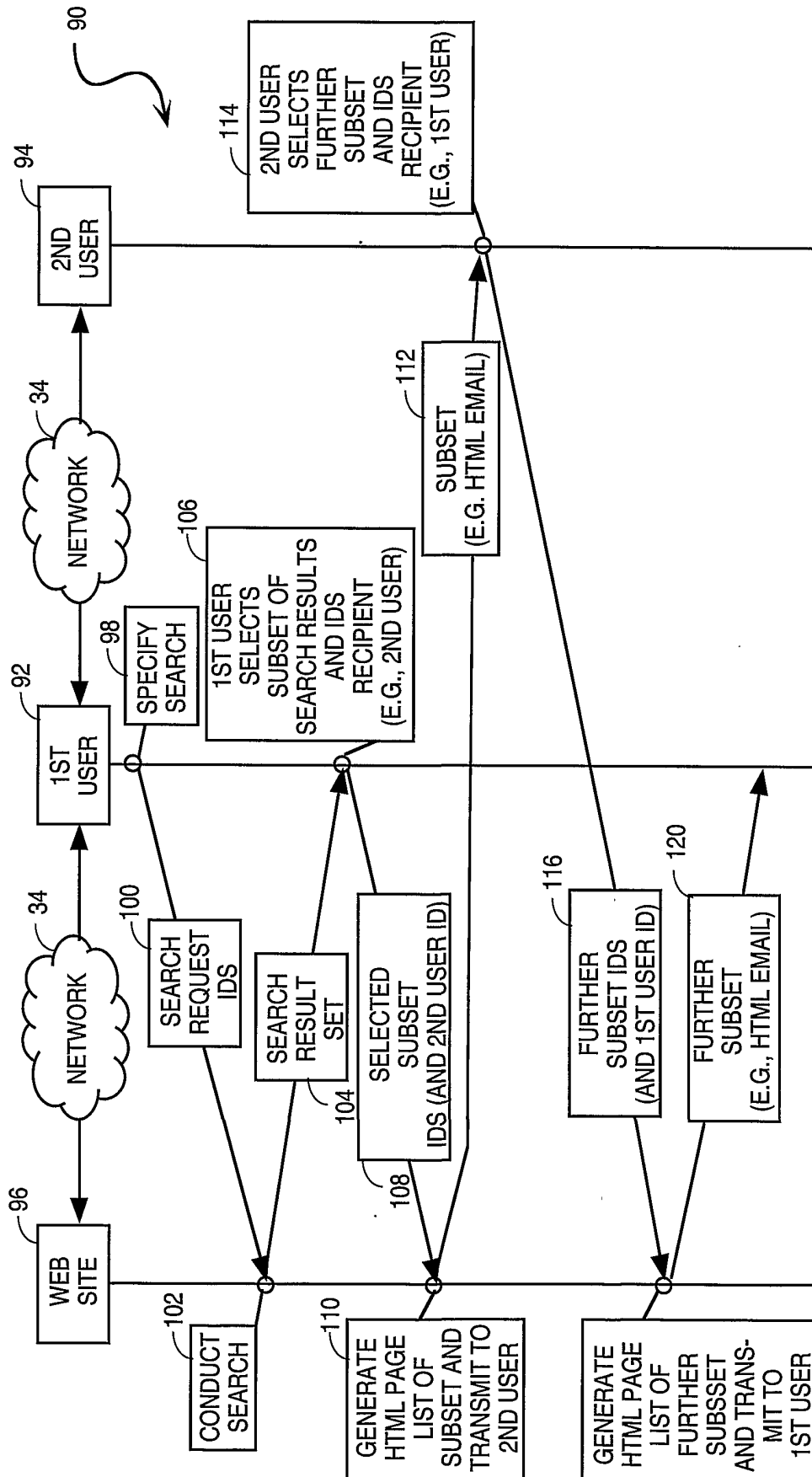


FIG. 4

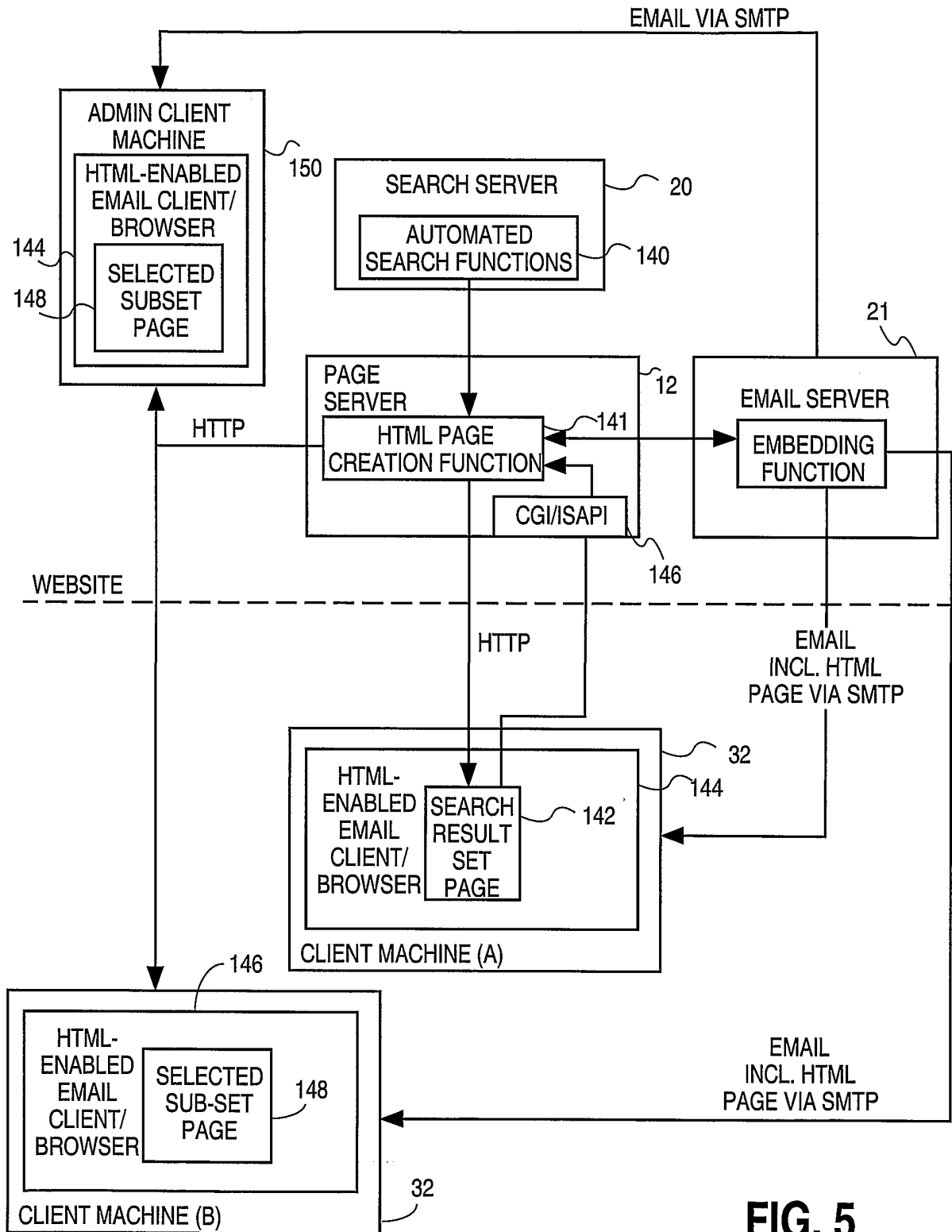


FIG. 5

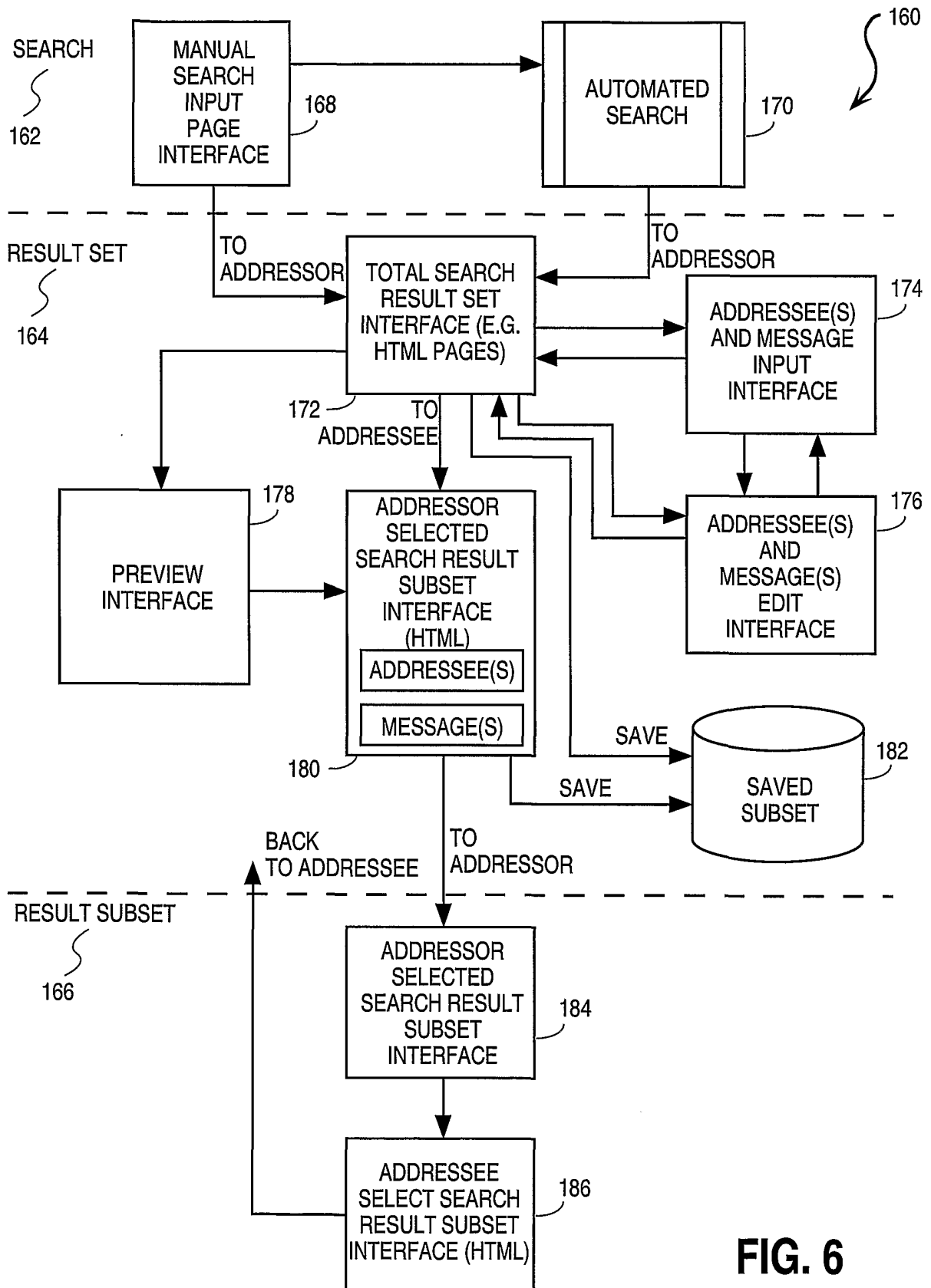


FIG. 6

7/15

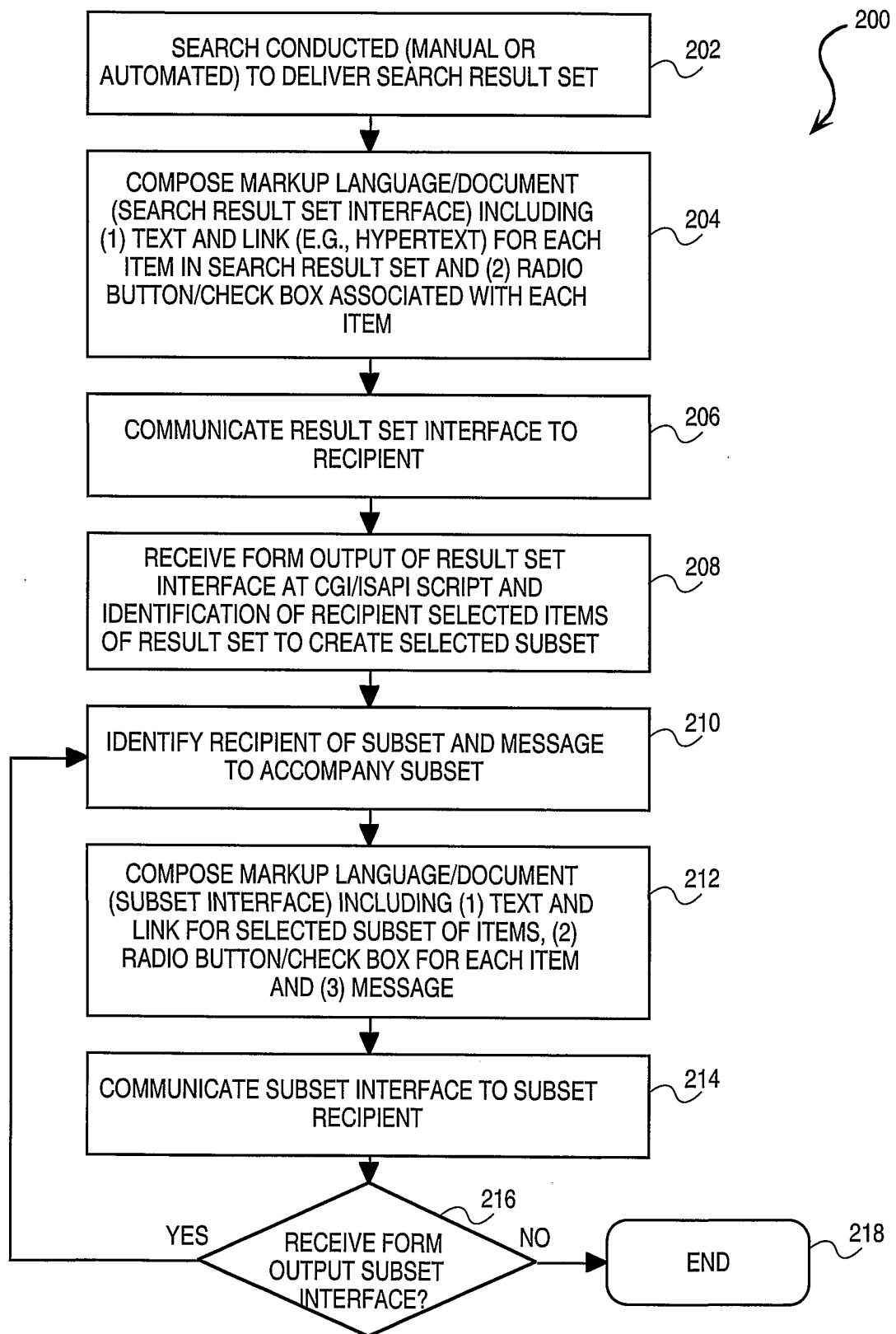


FIG. 7

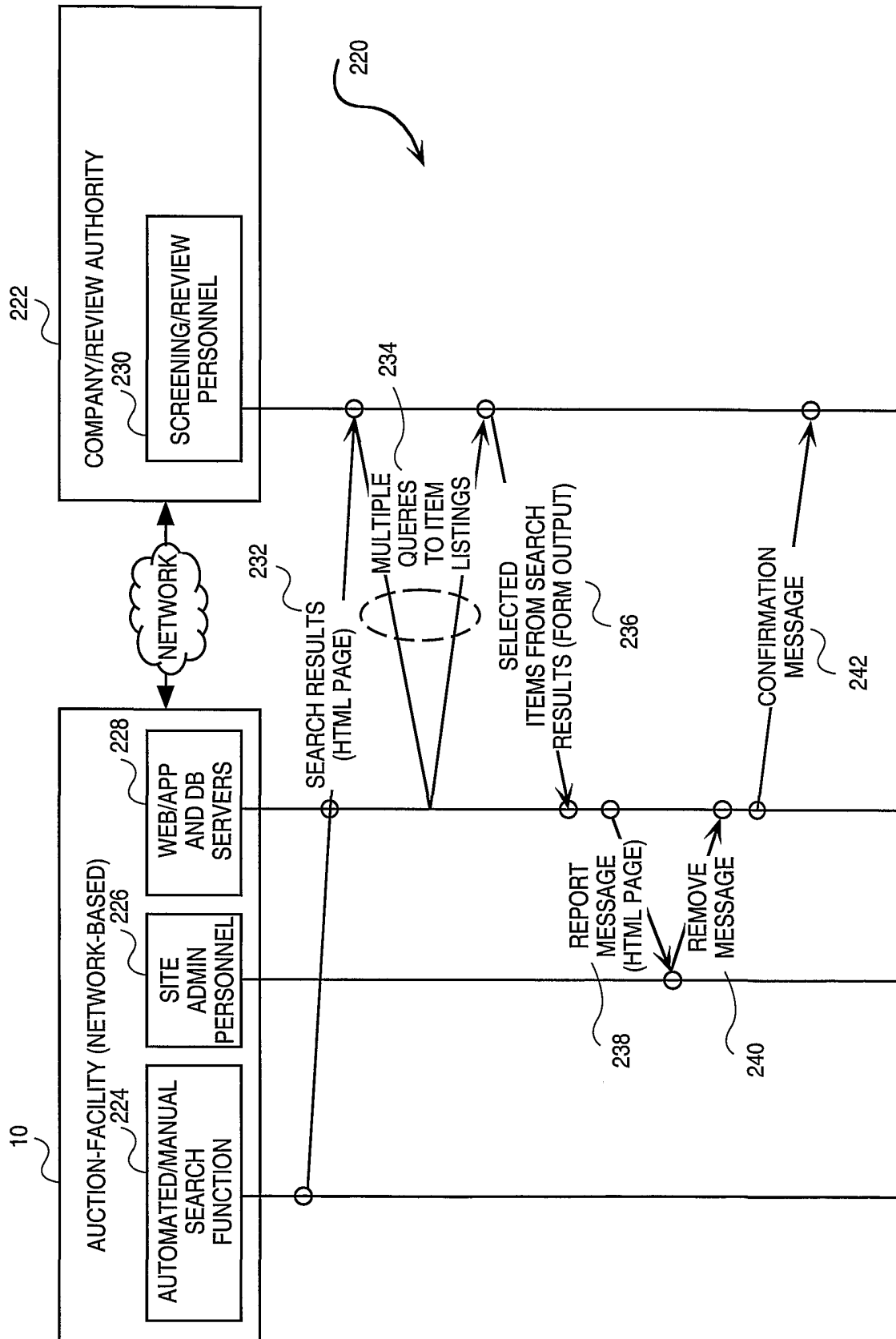
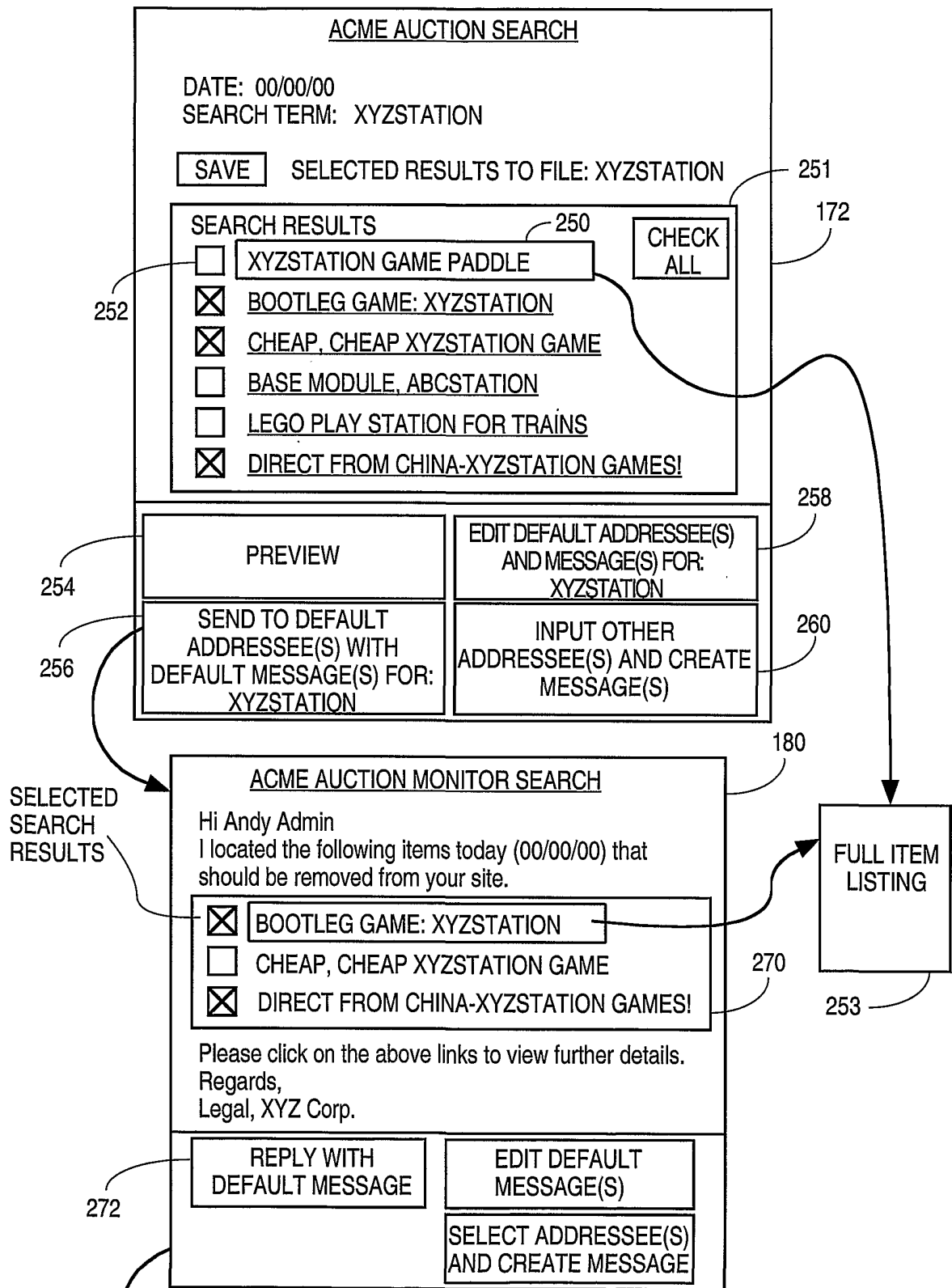


FIG. 8

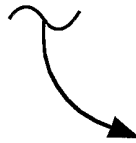
9/15



TO FIG. 9B

**FIG. 9A**

FROM FIG. 9A



ACME REMOVAL REPORT

HI LEGAL BEGAL, XYZ CORP  
I CONFIRM THAT THE FOLLOWING ITEMS  
HAVE BEEN REMOVED:

- BOOTLEG GAME : XYZSTATION
- DIRECT FROM CHINA : XYZSTATION GAME

REGARDS,  
ANDY ADMIN

184

**FIG. 9B**

11/15

**EDIT DEFAULT SETTING INTERFACE**

CURRENT DEFAULT:

ADDRESSEE  262

MESSAGE:  264

SELECT AS DEFAULT:

SUE ADMIN - MESSAGE

JOHN ADMIN - MESSAGE

176

**FIG. 10**

**OTHER ADDRESEE(S) AND MESSAGE(S) INTERFACE**

1. EMAIL  MESSAGE  174

2. EMAIL  MESSAGE

**FIG. 11**



12/15

ABC SEARCH ENGINE BANNER AD - CAT PRODUCT

SEARCH TERM : CAT

- [BIGCATS.COM](#)
- [CAT RAGS](#)
- [SMALLCATS.COM](#)
- [SIAMESE CATS](#)
- [MYCAT.COM](#)
- [CATEPILLAR](#)
- [BENGAL CATS](#)
- [PERSIAN CATS](#)

172

280

RECIPIENT NAME

EMAIL ADDRESS(S) OF RECIPIENT(S)

MESSAGE

YOUR NAME

YOUR EMAIL ADDRESS

FIG. 12A

EMAIL (HTML) BANNER AD - CAT PRODUCT

TO: XYZ@ABC.COM

FROM: ABC@XYZ.COM

Hi <name>

I thought you would be interested in the following \*selected\* results of a search I conducted using the ABC search engine. Click on the links to view the page.

- [SIAMESE CATS](#)
- [BENGAL CATS](#)
- [PERSIAN CATS](#)

180

FIG. 12B

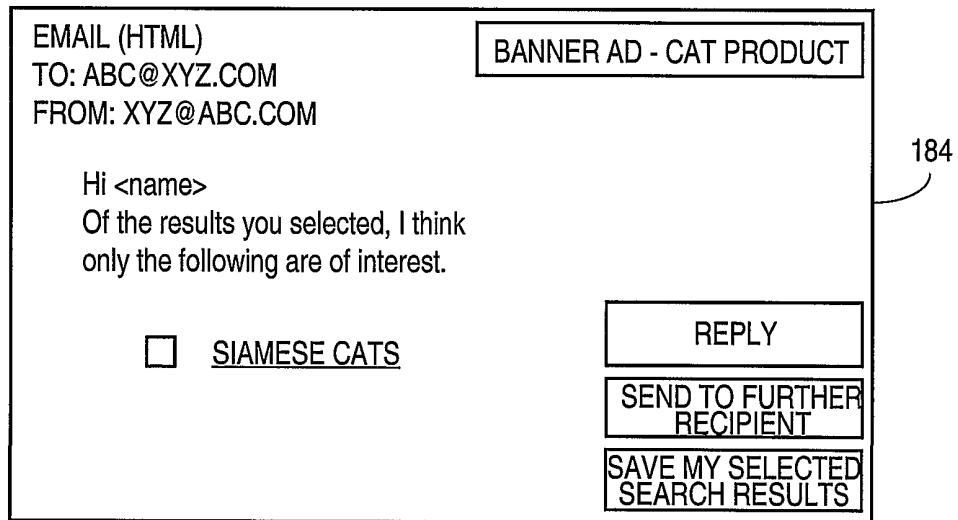


FIG. 12C

BANNER AD - CAT PRODUCT

ABC SEARCH ENGINE

OPTIONS      282      284      286      288      TERM : CAT

SEND <input type="checkbox"/>	SAVE <input type="checkbox"/>	SEND AND DELETE <input type="checkbox"/>	DELETE <input checked="" type="checkbox"/>	<u>BIGCATS.COM</u>
SEND <input type="checkbox"/>	SAVE <input type="checkbox"/>	SEND AND DELETE <input type="checkbox"/>	DELETE <input checked="" type="checkbox"/>	<u>CAT RAGS</u>
SEND <input type="checkbox"/>	SAVE <input type="checkbox"/>	SEND AND DELETE <input type="checkbox"/>	DELETE <input checked="" type="checkbox"/>	<u>SMALLCATS.COM</u>
SEND <input type="checkbox"/>	SAVE <input checked="" type="checkbox"/>	SEND AND DELETE <input type="checkbox"/>	DELETE <input type="checkbox"/>	<u>SIAMESE CATS</u>
SEND <input type="checkbox"/>	SAVE <input type="checkbox"/>	SEND AND DELETE <input type="checkbox"/>	DELETE <input checked="" type="checkbox"/>	<u>MYCAT.COM</u>
SEND <input type="checkbox"/>	SAVE <input type="checkbox"/>	SEND AND DELETE <input type="checkbox"/>	DELETE <input checked="" type="checkbox"/>	<u>CATEPILLAR</u>
SEND <input type="checkbox"/>	SAVE <input checked="" type="checkbox"/>	SEND AND DELETE <input type="checkbox"/>	DELETE <input type="checkbox"/>	<u>BENGAL CATS</u>
SEND <input type="checkbox"/>	SAVE <input checked="" type="checkbox"/>	SEND AND DELETE <input type="checkbox"/>	DELETE <input type="checkbox"/>	<u>PERSIAN CATS</u>

RECIPIENT NAME

EMAIL ADDRESS(S) OF RECIPIENT(S)

MESSAGE

YOUR NAME

YOUR EMAIL ADDRESS

174

FIG. 13

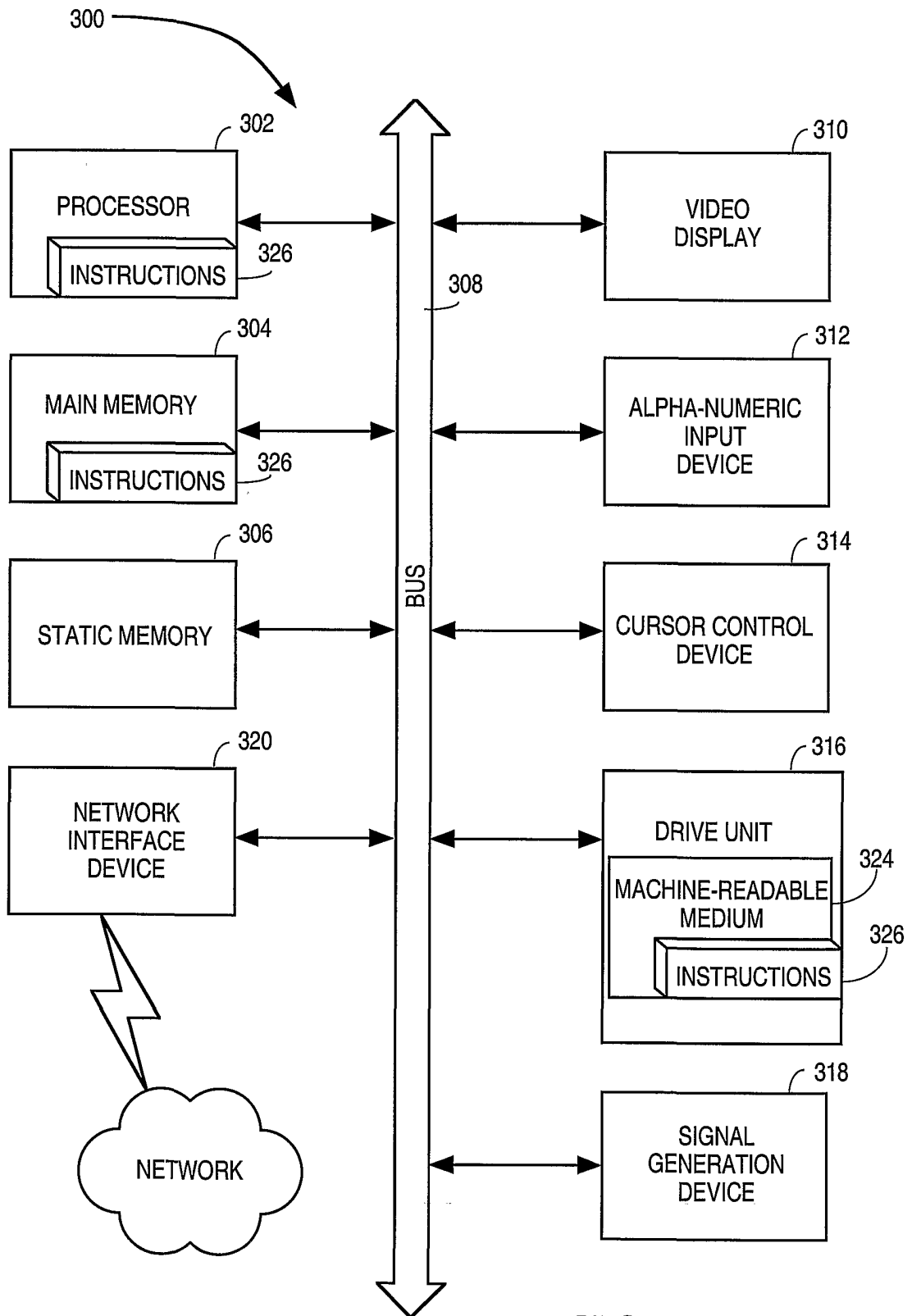


FIG. 14