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- (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, BN, 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, IR, IS, JP, KE, KG, 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, PA, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, SA, 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.
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[Continued on next page]

(54) **Title:** DIRECTING COMMUNICATIONS TO SEMANTIC BUNDLES OF LOCATIONS

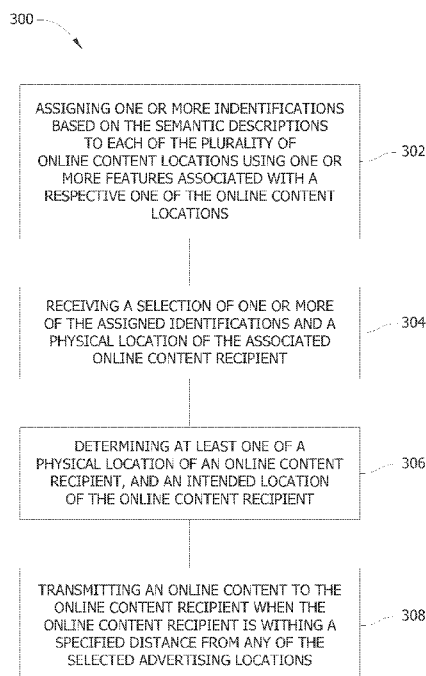


FIG. 3

(57) **Abstract:** A system and a computer-implemented method of serving online content items using a semantic description of a feature that is common to a plurality of online content locations are provided. The method includes assigning one or more identifications based on the semantic descriptions to each of the plurality of online content locations using one or more features associated with a respective one of the online content locations, receiving a selection of one or more of the assigned identifications and a physical location of the associated online content locations, determining at least one of a physical location of an online content recipient, and an intended location of the online content recipient, and transmitting an online content item to the online content recipient when the online content recipient is within a specified distance from any of the selected online content locations.



UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, 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, KM, ML, MR, NE, SN, TD, TG).

— *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))*

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INTERNATIONAL SEARCH REPORT

International application No.
PCT/US2014/014869**A. CLASSIFICATION OF SUBJECT MATTER****G06Q 50/10(2012.01)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)

G06Q 50/10; G06F 17/30; G06Q 50/00; G01C 21/36; G06F 3/04I

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) & Keywords: online content location, semantic description, recipient location

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 2011-0289090 A1 (JIAN ZHOU et al.) 24 November 2011 See abstract, paragraphs [0034], [0036], [0039] and claims 1, 4, 5.	1-20
Y	US 2008-0297488 A1 (HOWARD L. OPEROWSKY et al.) 04 December 2008 See abstract, paragraphs [0037], [0041] and claims 1, 10-12.	1-20
A	KR 10-2008-0035089 A (YAHOO INC.) 23 April 2008 See abstract, paragraphs [0026]-[0037] and claim 1.	1-20
A	US 7698336 B2 (SUMAN K. NATH) 13 April 2010 See abstract and claim 1.	1-20
A	US 2010-0257163 A1 (CHIKAI J. OHAZAMA et al.) 07 October 2010 See abstract, paragraphs [0044], [0045] and claim 1.	1-20



Further documents are listed in the continuation of Box C.



See patent family annex.

* Special categories of cited documents:

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"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

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"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

"&" document member of the same patent family

Date of the actual completion of the international search

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INTERNATIONAL SEARCH REPORT

Information on patent family members

International application No.

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Patent document cited in search report	Publication date	Patent family member(s)	Publication date
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