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(71) Applicant (for all designated States except US):
GOOGLE, INC. [US/US]; 1600 Amphitheatre Parkway,
Mountain View, CA 94043 (US).

(72) Inventor: **LESTER, Chad**; 40 Circle Road, Redwood
City, CA 94062 (US).

(74) Agent: **POKOTYLO, John, C.**; Straub & Pokotylo, 620
Tinton Avenue, Bldg. B, 2nd Floor, Tinton Falls, NJ 07724-
3260 (US).

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ZW.

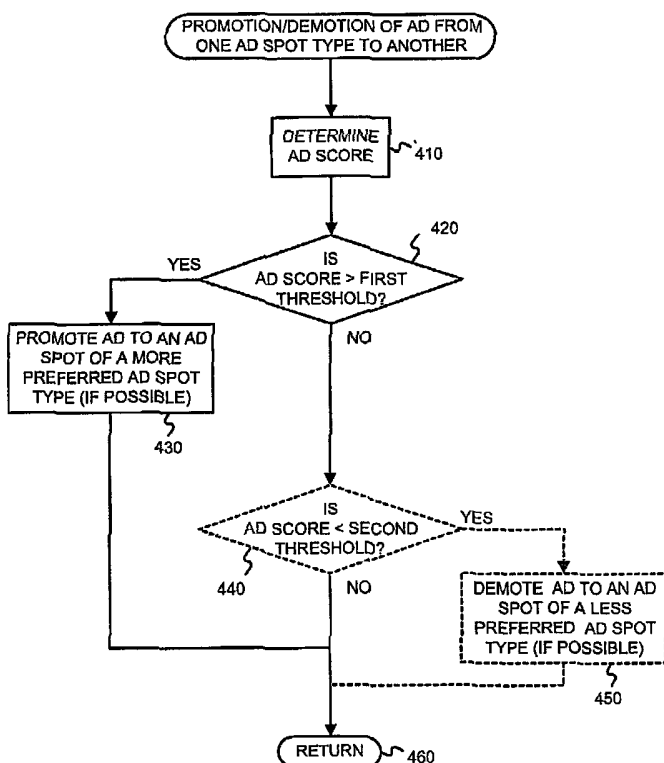
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Declarations under Rule 4.17:

— as to applicant's entitlement to apply for and be granted
a patent (Rule 4.17(ii)) for the following designations AE,
AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ,
CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE,

[Continued on next page]

(54) Title: PROMOTING AND/OR DEMOTING AN ADVERTISEMENT FROM AN ADVERTISING SPOT OF ONE TYPE TO AN ADVERTISING SPOT OF ANOTHER TYPE



(57) Abstract: Ads may be promoted to a more preferred ad spot type and/or demoted to a less preferred ad spot type in a manner that maximizes or increases their economic values and/or their utility to their audience. Such promoting and/or demoting may be done based on accepted ad monetary amount information and/or ad performance information.



EG, 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, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, UZ, VC, VN, YU, ZA, ZM, ZW, ARIPO patent (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG)

- as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii)) for the following designations AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, 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, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, UZ, VC, VN, YU, ZA, ZM,

ZW, ARIPO patent (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG)

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INTERNATIONAL SEARCH REPORT

International application No.

PCT/US04/21080

A. CLASSIFICATION OF SUBJECT MATTER

IPC(7) : G06F 17/00

US CL : 707/10300R

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. : 707/10300R 707/3,101;709/224;705/14

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)
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C. DOCUMENTS CONSIDERED TO BE RELEVANT

| Category * | Citation of document, with indication, where appropriate, of the relevant passages | Relevant to claim No. |
|------------|--|-----------------------|
| X,P | US 2003/0149937 A1 (McElfresh et al.) 07 August 2003, see entire document. | 1-48 |
| A,P | US 6,714,975 B1 (Aggarwal et al.) 30 March 2004. | 1-48 |
| A | US 6,269,361 B1 (Davis et al.) 31 July 2001. | 1-48 |

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☐ See patent family annex.

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"&" document member of the same patent family

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Name and mailing address of the ISA/US

Mail Stop PCT, Attn: ISA/US
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Facsimile No. (703) 305-3230

Authorized officer

BRIAN JOHNSON

Telephone No. (571) 272-3595

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PCT/US04/21080

Continuation of B. FIELDS SEARCHED Item 3:
USPAT;US-PGPUB;USOCR
likelihood,placement,advertisement,link,position,layout,yahoo,Overture Services, Inc.