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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) Inventors; and

(75) Inventors/Applicants *(for US only)*: **FIKES, Andrew** [US/US]; 1879 Fallen Leaf Lane, Los Altos, CA 94024 (US). **PREDESCU, Ovidiu** [RO/US]; 3440 Eden Drive, Santa Clara, CA 95051 (US). **FRUMKIN, Mike** [US/US]; 115 Getchell Street, Santa Cruz, CA 95060 (US).

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

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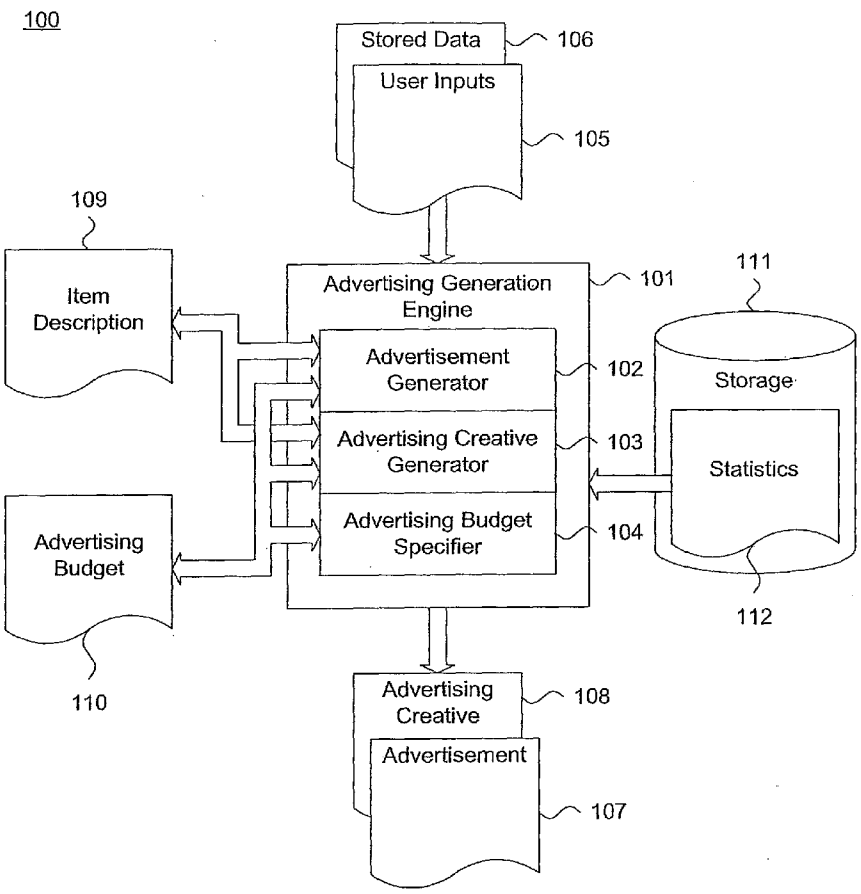
[Continued on next page]

(54) Title: SYSTEM AND METHOD FOR PROVIDING ON-LINE USER-ASSISTED WEB-BASED ADVERTISING



(57) Abstract: A system and method for providing on-line advertising is presented. An interface guiding on-line advertising creation is presented. An advertisement is created from at least one of user inputs and stored data and includes information describing at least one item. An advertising creative is generated in association with the advertisement and includes a hyperlink reference to the advertisement. The advertisement is hosted on-line as a Web page and the advertising creative is place on one or more targeted Web pages.

WO 2005/098721 A3

Declarations under Rule 4.17:

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— *as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii))*

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INTERNATIONAL SEARCH REPORT

International application No.
PCT/US05/09270

A. CLASSIFICATION OF SUBJECT MATTER
IPC: **G06Q 99/00**(2006.01)

USPC: 705/51
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. : 705/51

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)
Internet Archives WayBack Machine

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2002/0073034 A1 (WAGNER et al) 13 June 2002 (13.06.2002), column 3, lines 40-59, column 4, lines 1-45, column 5, lines 54 to column 6 lines 12, column 6, lines 38-62, column 7, lines 10-17, column 8, lines 4-9 and 37-56, and Figures 3-5, 8, and 9.	1-28

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

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Date of the actual completion of the international search	Date of mailing of the international search report
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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. (571) 273-3201	Authorized officer Raquel Alvarez Telephone No. 571-272-6715

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