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| <p><b>(51) International Patent Classification:</b><br/> <b>G06Q 50/00</b> (2006.01)</p> <p><b>(21) International Application Number:</b><br/> PCT/US2008/080006</p> <p><b>(22) International Filing Date:</b><br/> 15 October 2008 (15.10.2008)</p> <p><b>(25) Filing Language:</b><br/> English</p> <p><b>(26) Publication Language:</b><br/> English</p> <p><b>(30) Priority Data:</b><br/> 11/872,615      15 October 2007 (15.10.2007)      US</p> <p><b>(71) Applicants</b> (<i>for all designated States except US</i>):<br/> <b>GOOGLE INC.</b> [US/US]; 1600 Amphitheatre Parkway,<br/> Mountain View, California 94043 (US). <b>JINDAL, Deep-<br/> ak</b> [IN/US]; 505 Kirkham Street, San Francisco, Califor-<br/> nia 94122 (US). <b>OESTLIEN, Christian</b> [US/US]; 200<br/> Brannan Street, #143, San Francisco, California 94107<br/> (US).</p> | <p><b>(72) Inventor; and</b><br/> <b>(75) Inventor/Applicant</b> (<i>for US only</i>): <b>SAH, Adam</b> [US/US];<br/> 295 Geoffroy Drive, Santa Cruz, California 95062 (US).</p> <p><b>(74) Agent: DRAGSETH, John A.</b>; Fish &amp; Richardson P.C.,<br/> P.O. Box 1022, Minneapolis, Minnesota 55440-1022<br/> (US).</p> <p><b>(81) Designated States</b> (<i>unless otherwise indicated, for every<br/> kind of national protection available</i>): AE, AG, AL, AM,<br/> AO, AT, AU, AZ, BA, BB, BG, BH, BR, BW, BY, BZ,<br/> CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ,<br/> EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN,<br/> HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR,<br/> KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME,<br/> MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO,<br/> NZ, OM, PG, PH, PL, PT, RO, RS, RU, SC, SD, SE, SG,<br/> SK, SL, SM, ST, SV, SY, TJ, TM, TN, TR, TT, TZ, UA,<br/> UG, US, UZ, VC, VN, ZA, ZM, ZW.</p> <p><b>(84) Designated States</b> (<i>unless otherwise indicated, for every<br/> kind of regional protection available</i>): ARIPO (BW, GH,<br/> GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM,<br/> ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ,</p> |
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[Continued on next page]

- (54) Title:** EXTERNAL REFERENCING BY PORTABLE PROGRAM MODULES

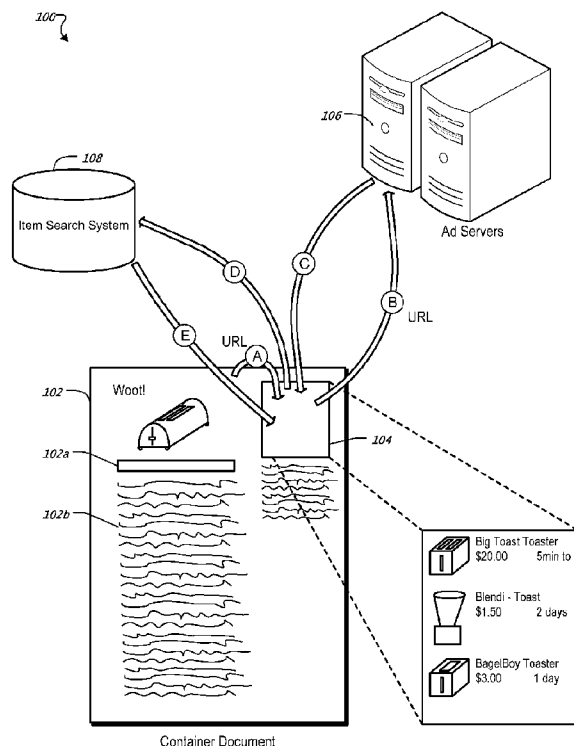


FIG. 1

- (57) Abstract:** A computer-implemented method includes storing at a computer server indicative data for a first web-accessible document that is not associated with the computer server, receiving a request from a program module in a container document associated with the web-accessible document, and providing, in response to the request, information related to the indicative data.



TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MT, NL, NO, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

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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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13 August 2009

## INTERNATIONAL SEARCH REPORT

International application No.  
**PCT/US2008/080006****A. CLASSIFICATION OF SUBJECT MATTER****G06Q 50/00(2006.01)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)

IPC G06F17/30, G06F17/00, G06Q30/00, G16F13/00, G06Q50/00, G16Q10/00

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 since 1975  
Japanese Utility models and applications for Utility models since 1975Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)  
eKIPASS (KIPO internal) & keyword : "advertise,commercial,search,blog, keyword,database,portable"**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

| Category*   | Citation of document, with indication, where appropriate, of the relevant passages                                                                                                   | Relevant to claim No.                   |
|-------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------|
| X<br>Y<br>A | US 2004/0193580 A1 (ANTHONY G. MARTIN, et al.) 30 September 2004<br>See the abstract; paragraphs [0017]-[0023],[0027],[0030]-[0035],[0039-0053]; claims 1-20.                        | 1-2,5,17-18<br>3-4,6-7,16,19-20<br>8-15 |
| Y<br>A      | US 2007/0174258 A1 (SCOTT A. JONES, BRAD BOSTIC) 26 July 2007<br>See the abstract; claims 1-2,17; figures 3a,7.                                                                      | 3-4,6-7,16,19-20<br>1-2,5,8-15,17-18    |
| A           | US2005/0154746 A1 (HONGCHE LIU, et al.) 14 July 2005<br>Paragraphs [0038]-[0044],[0056]-[0062],[0066]; claims 1,3,5-13,16,18,24,39,51,59.                                            | 1-20                                    |
| A           | US 2005/0192948 A1 (JOSHUA JUSTUS MILLER, MARCIO PUGINA) 1 September 2005<br>Paragraphs [0004]-[0009],[0021]-[0022],[0027]-[0036],[0039]-[0043]; claims 1-5,10,16-17,20,29,31-34,37. | 1-20                                    |
| A           | KR 10-2007-0029389 A (M FUTURE CO., LTD.) 14 March 2007<br>See the abstract; page 7-8; claims 1,2,4,5,7,11-13.                                                                       | 1-20                                    |
| A           | JP 2004-54918 A (OSAKA INDUSTRIAL PROMOTION ORGANIZATION) 19 February 2004<br>See the abstract; paragraphs [0034]-[0039],[0047],[0063]-[0072]; claim 1.                              | 1-20                                    |

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

\* Special categories of cited documents:

"A" document defining the general state of the art which is not considered to be of particular relevance

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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

"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone

"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

"&amp;" document member of the same patent family

Date of the actual completion of the international search

16 JUNE 2009 (16.06.2009)

Date of mailing of the international search report

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Name and mailing address of the ISA/KR

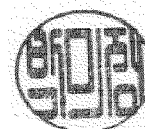
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**INTERNATIONAL SEARCH REPORT**

Information on patent family members

International application No.

**PCT/US2008/080006**

| Patent document<br>cited in search report | Publication<br>date | Patent family<br>member(s)                                                                                                                                                                                                                                                                                                                                                  | Publication<br>date                                                                                                                                                                                                                                      |
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