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[Continued on next page]

(54) Title: AUTO-SUGGESTED CONTENT ITEM REQUESTS

400

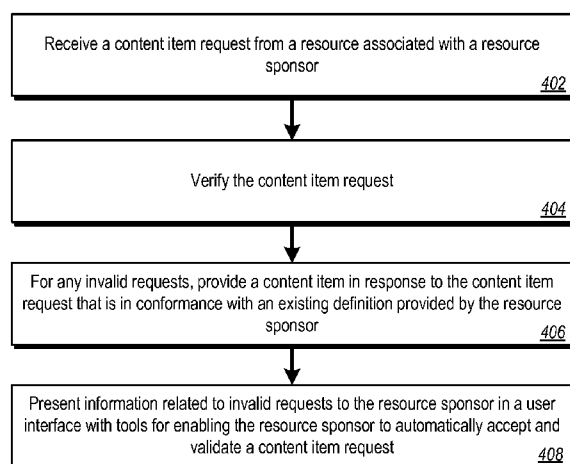


FIG. 4A

(57) Abstract: Methods, systems, and apparatus, including computer programs encoded on a computer-readable storage medium, including a method comprising: receiving a content item request from a resource, the resource associated with a resource sponsor; verifying the content item request including filtering out spam requests and determining if the content item request is valid; for any invalid requests, providing a content item in response to the content item request that is in conformance with an existing definition provided by the resource sponsor; and presenting information related to invalid requests to the resource sponsor in a user interface, the user interface including tools for enabling the resource sponsor to automatically accept and validate a content item request so that subsequent requests of the same type are validated upon receipt.



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, ML, MR, NE, SN, TD, TG).

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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 15/173; G06Q 30/02; G06F 7/00; G06F 17/30; G06F 7/06; G06F 11/00

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

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: webpage, content, request, (valid or invalid)

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 2008-0306815 A1 (DYKES ROBERT ROSCOE et al.) 11 December 2008 See abstract and claim 1.	1-29
A	US 2007-0282874 A1 (LUKE METCALFE) 06 December 2007 See paragraphs [0029]-[0032] and claim 1.	1-29
A	US 2010-0106571 A1 (CATORCINI ALESSANDRO P. et al.) 29 April 2010 See abstract and claim 1.	1-29
A	US 2007-0266150 A1 (HYO LEE et al.) 15 November 2007 See abstract and claim 1.	1-29

☐ 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

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