

EXHIBIT 12



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(12) **United States Patent**
Badros et al.

(10) **Patent No.:** **US 10,140,375 B2**
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(54) **PERSONALIZED NETWORK SEARCHING**
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(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

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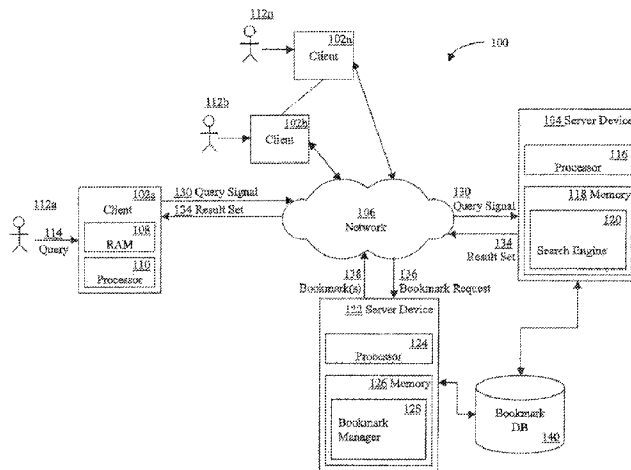
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Related U.S. Application Data
(63) Continuation of application No. 15/492,513, filed on Apr. 20, 2017, which is a continuation of application (Continued)

(57) **ABSTRACT**
Personalized network searching, in which a search query is received from a user, and a request is received to personalize a search result. Responsive to the search query and the request to personalize the search result, a personalized search result is generated by searching a personalized search object. Responsive to the search query, a general search result is generated by searching the general search object. The personalized search result and the general search result are provided to a client device, an advertisement is selected based at least in part upon the personalized search object, and the advertisement, the personalized search result, and the general search result are displayed.

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G06F 17/00 (2006.01)
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G06Q 30/02 (2012.01)
(52) **U.S. Cl.**
CPC .. **G06F 17/30867** (2013.01); **G06F 17/30893** (2013.01); **G06Q 30/0201** (2013.01); (Continued)
(58) **Field of Classification Search**
CPC G06F 17/30893; G06F 17/30867; G06Q 30/0241; G06Q 30/0201
See application file for complete search history.

20 Claims, 4 Drawing Sheets



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Related U.S. Application Data

No. 14/516,019, filed on Oct. 16, 2014, now Pat. No. 9,679,067, which is a continuation of application No. 14/074,872, filed on Nov. 8, 2013, now Pat. No. 8,886,626, which is a continuation of application No. 13/442,386, filed on Apr. 9, 2012, now Pat. No. 8,612,415, which is a continuation of application No. 13/172,961, filed on Jun. 30, 2011, now Pat. No. 8,166,017, which is a continuation of application No. 12/099,583, filed on Apr. 8, 2008, now Pat. No. 8,015,170, which is a continuation of application No. 10/726,410, filed on Dec. 3, 2003, now Pat. No. 7,523,096.

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CPC ... **G06Q 30/0241** (2013.01); *Y10S 707/99933* (2013.01); *Y10S 707/99943* (2013.01); *Y10S 707/99945* (2013.01)

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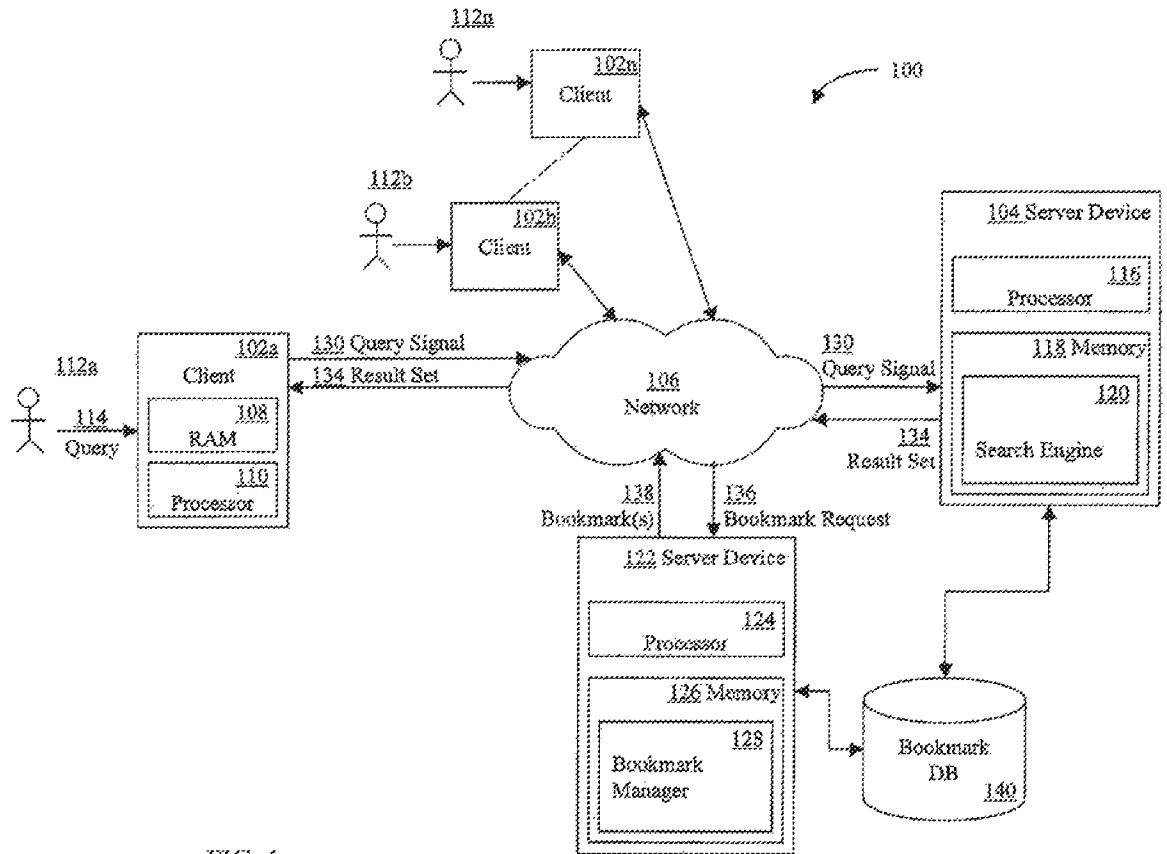


FIG. 1

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