Exhibit 3

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(12) **United States Patent**   (10) **Patent No.:**   **US 7,076,443 B1**
Emens et al.   (45) **Date of Patent:**   **Jul. 11, 2006**

(54) **SYSTEM AND TECHNIQUE FOR AUTOMATICALLY ASSOCIATING RELATED ADVERTISEMENTS TO INDIVIDUAL SEARCH RESULTS ITEMS OF A SEARCH RESULT SET**

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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 1116 days.

(21) Appl. No.: **09/583,516**

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(51) **Int. Cl.**
G06F 17/60 (2006.01)
(52) **U.S. Cl.** **705/14**; 705/10; 705/26; 705/27
(58) **Field of Classification Search** 705/1, 705/10, 14, 26, 27
See application file for complete search history.
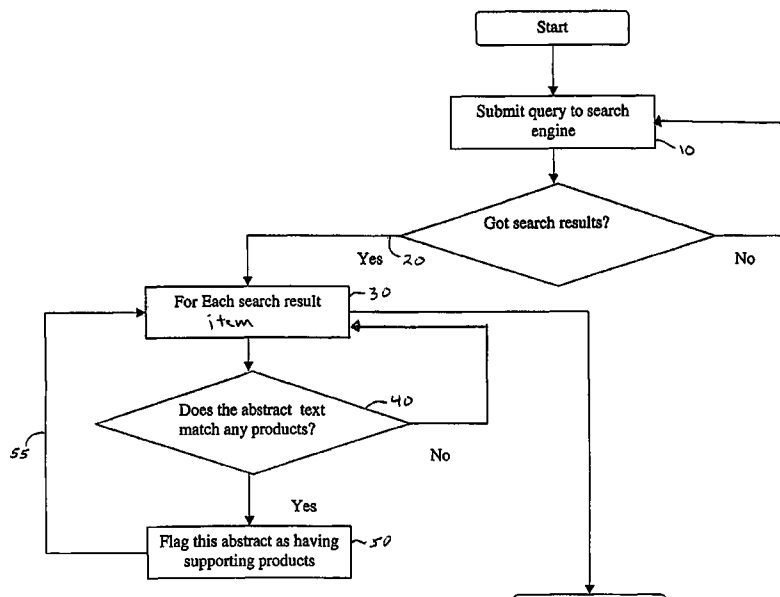
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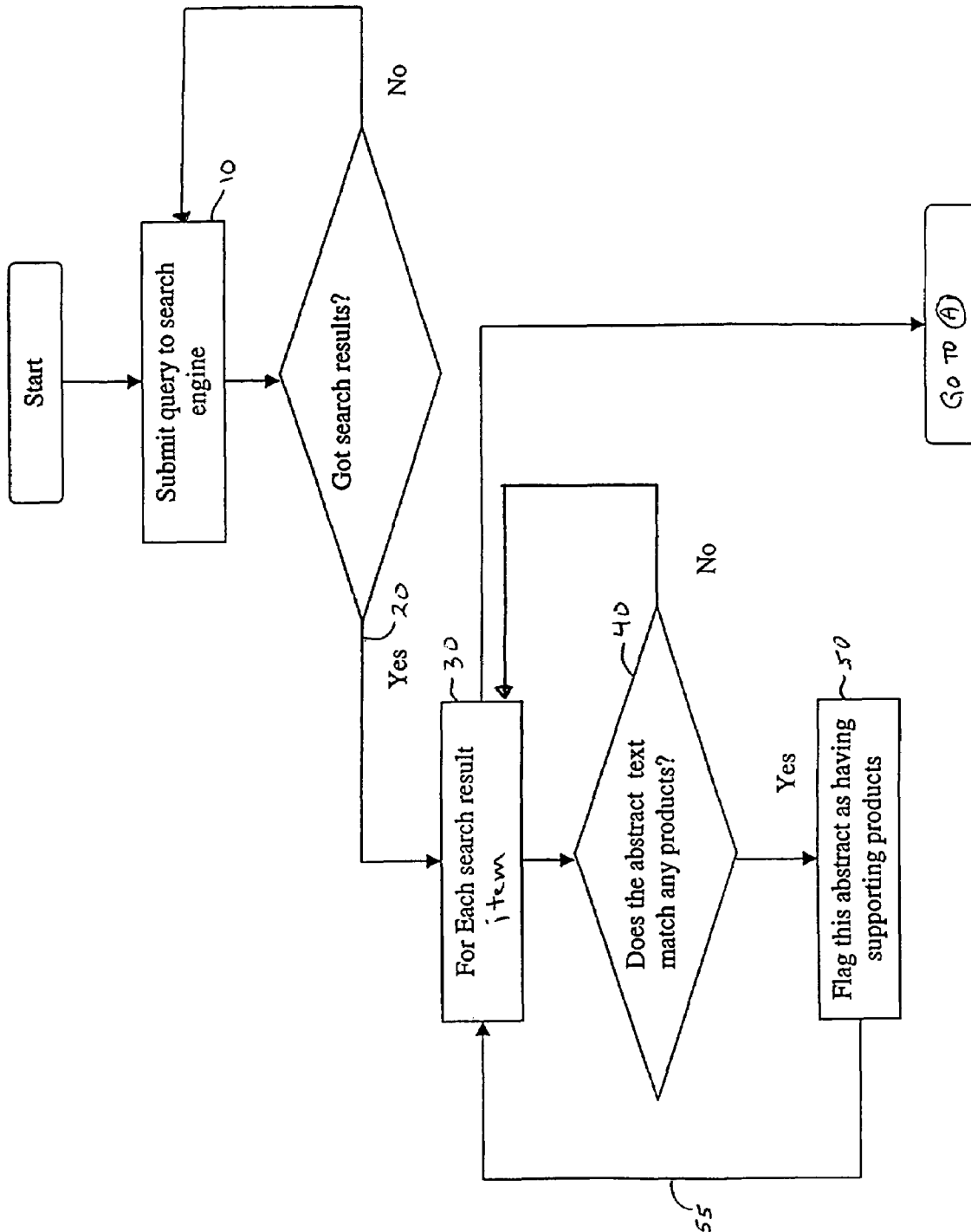
(57)   **ABSTRACT**

The resultant search result items from a search engine performing an Internet search are associated with similar or related advertisements. These associated advertisements, once acquired, may be viewed by a user on demand. An Internet user selects a query to submit to a search engine. For each search result item available from the query, a matching search of related product advertisements is then performed. For each related product advertisement found for a given search result item, the search result item is then flagged. This process is repeated until each search result item has been investigated and matched to related product advertisements when applicable. The user then designates a selection. This selection initiates a search of an advertisement database. Each product advertisement acquired is then formatted and displayed to the user.

The computer system capable of associating related advertisements to individual search results items uses the following subsystems: 1) a product database; 2) a user/session manager; 3) a product matching manager; 4) a product listing manager; and, 5) a result presentation manager.
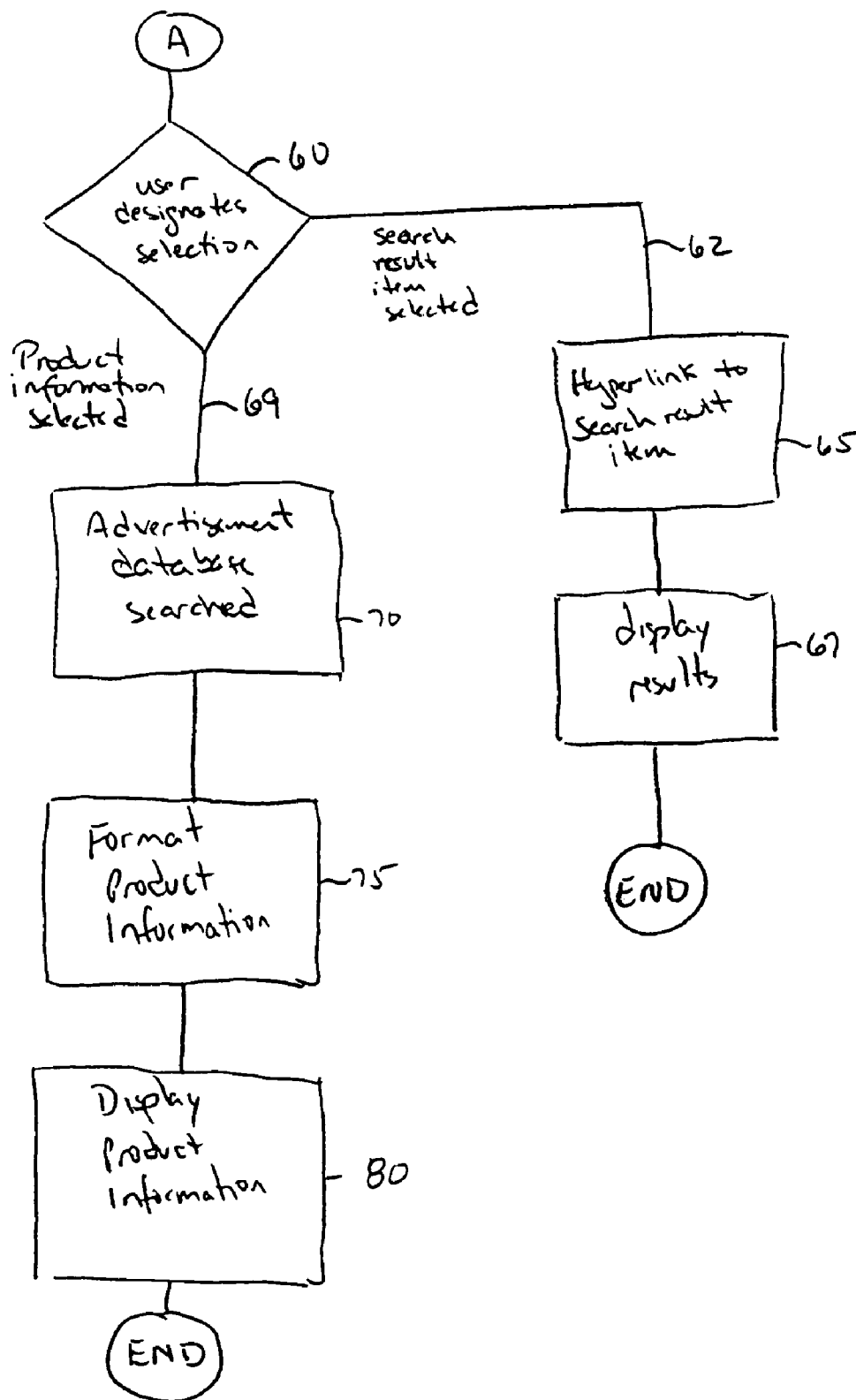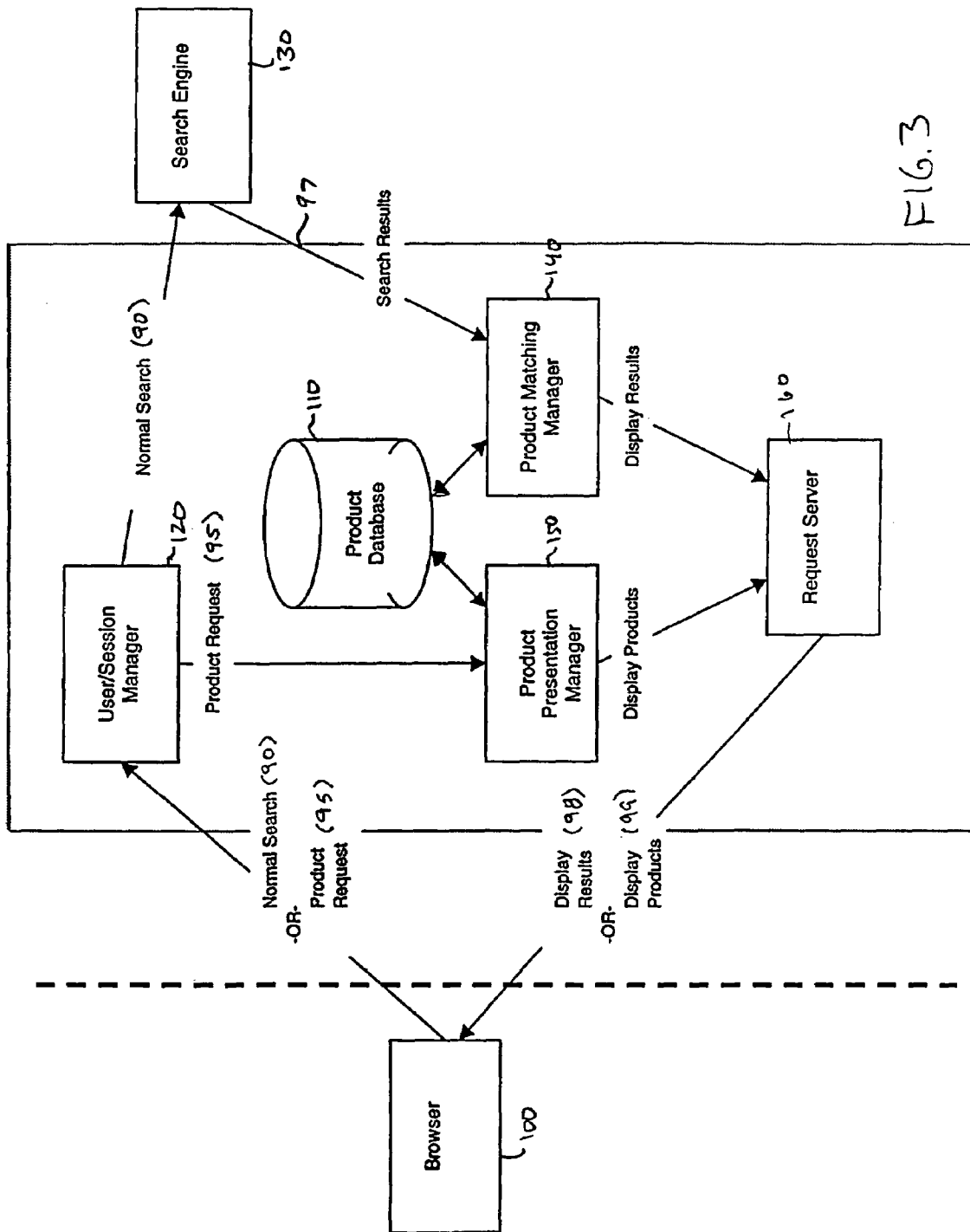
35 Claims, 3 Drawing Sheets

FIG 1

FIG 2

FIG. 3

DOCKET ALARM

Explore Litigation Insights

Docket Alarm provides insights to develop a more informed litigation strategy and the peace of mind of knowing you're on top of things.

Real-Time Litigation Alerts

Keep your litigation team up-to-date with **real-time alerts** and advanced team management tools built for the enterprise, all while greatly reducing PACER spend.

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