

Exhibit 3



US007076443B1

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Emens et al.

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 (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**

FOREIGN PATENT DOCUMENTS

WO WO 98/36366 * 8/1998

OTHER PUBLICATIONS

Dialog reference. File 16, 06806736. "Excite@Home Launches New Shopping Service for Holiday Shoppers" PR Newswire, pp4463, Nov. 15, 1999.*

* cited by examiner

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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**

(22) Filed: **May 31, 2000**

(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.

(56) **References Cited**

U.S. PATENT DOCUMENTS

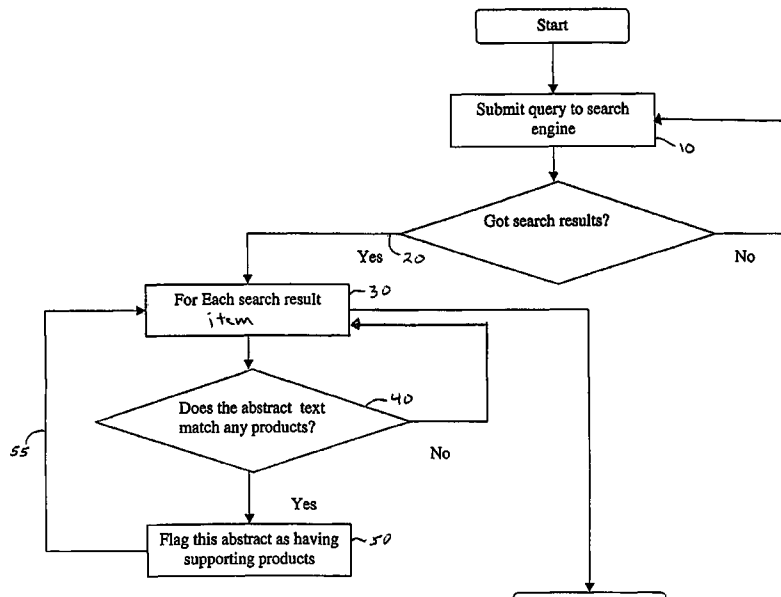
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ABSTRACT

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



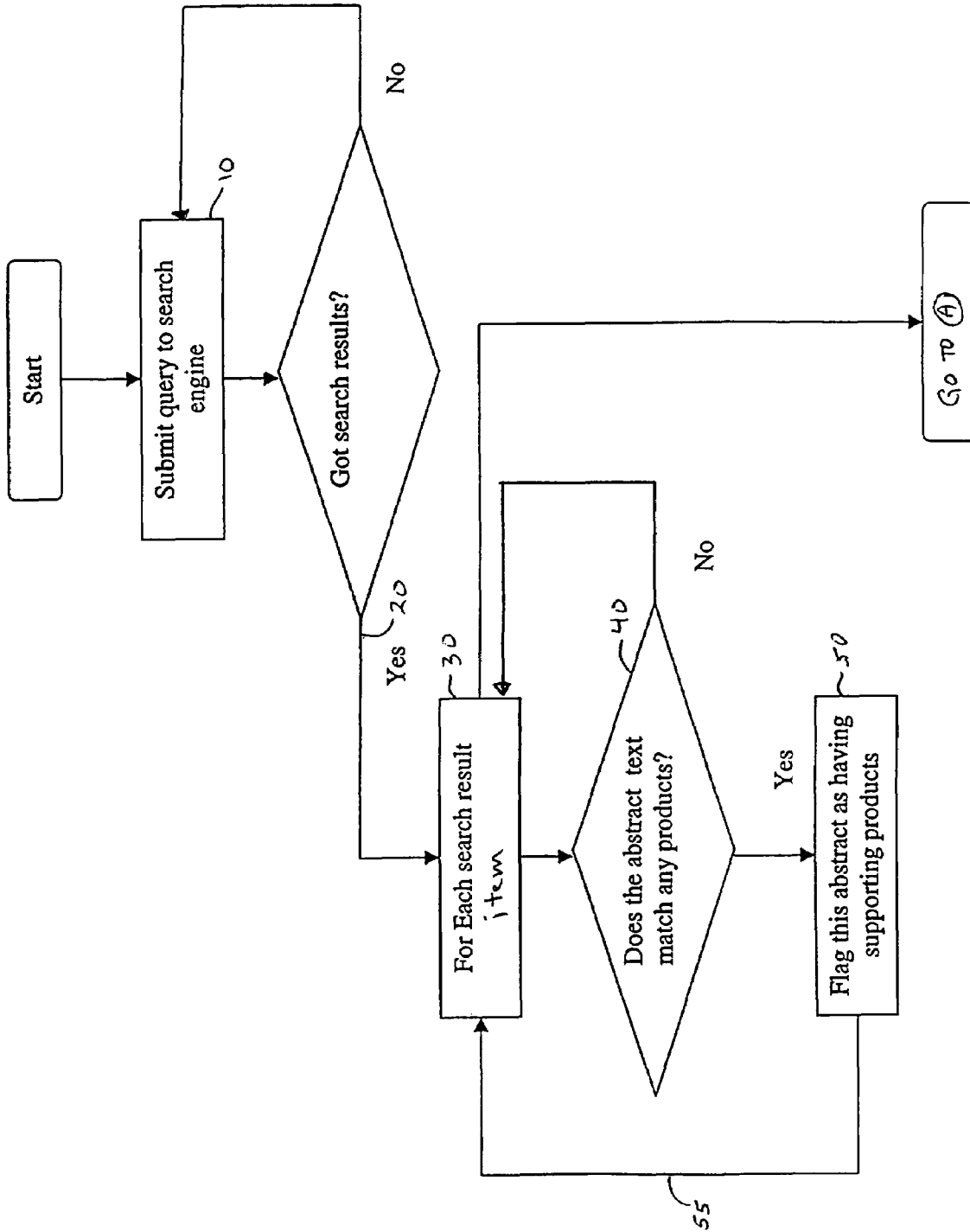


FIG 1

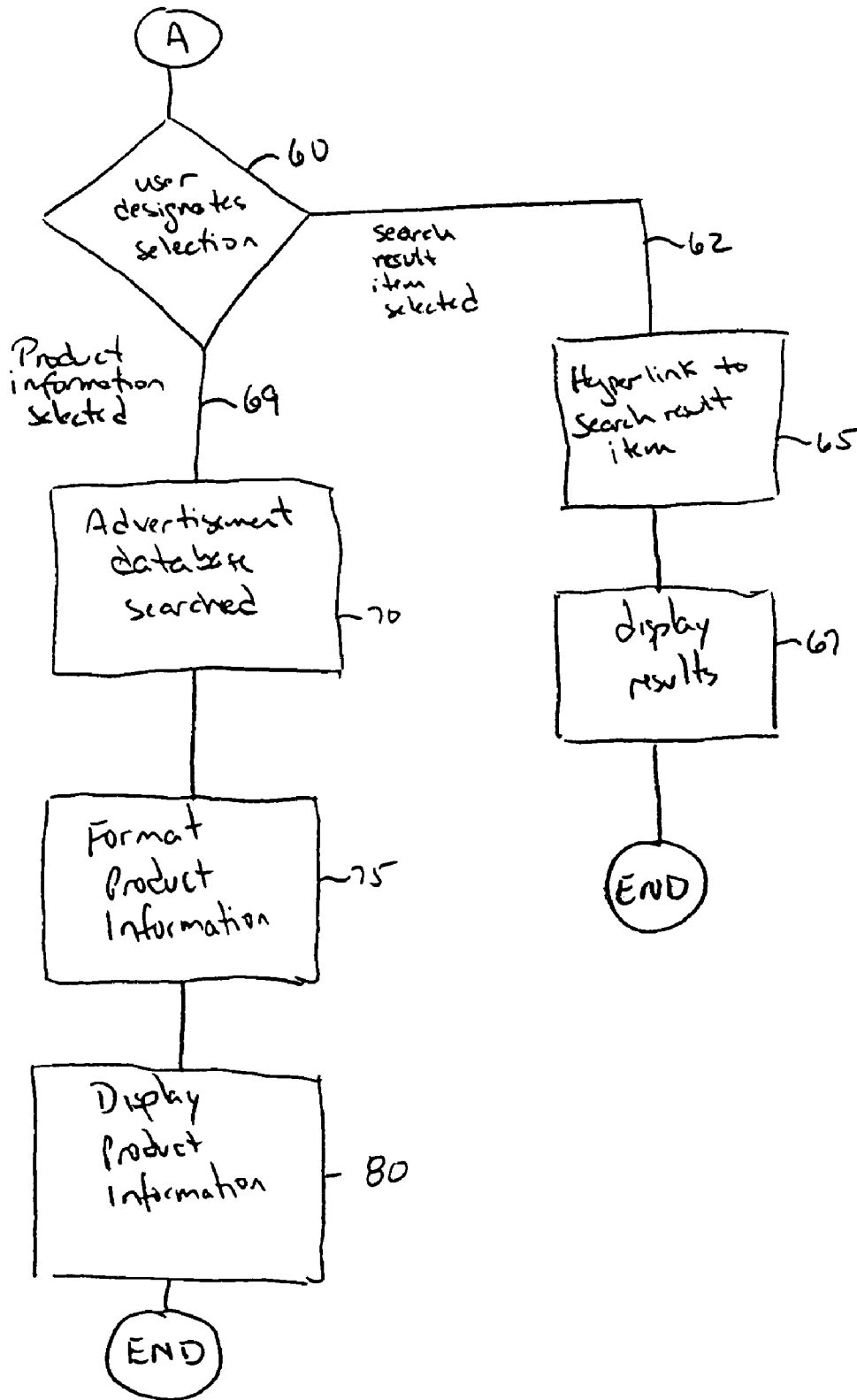


FIG. 2

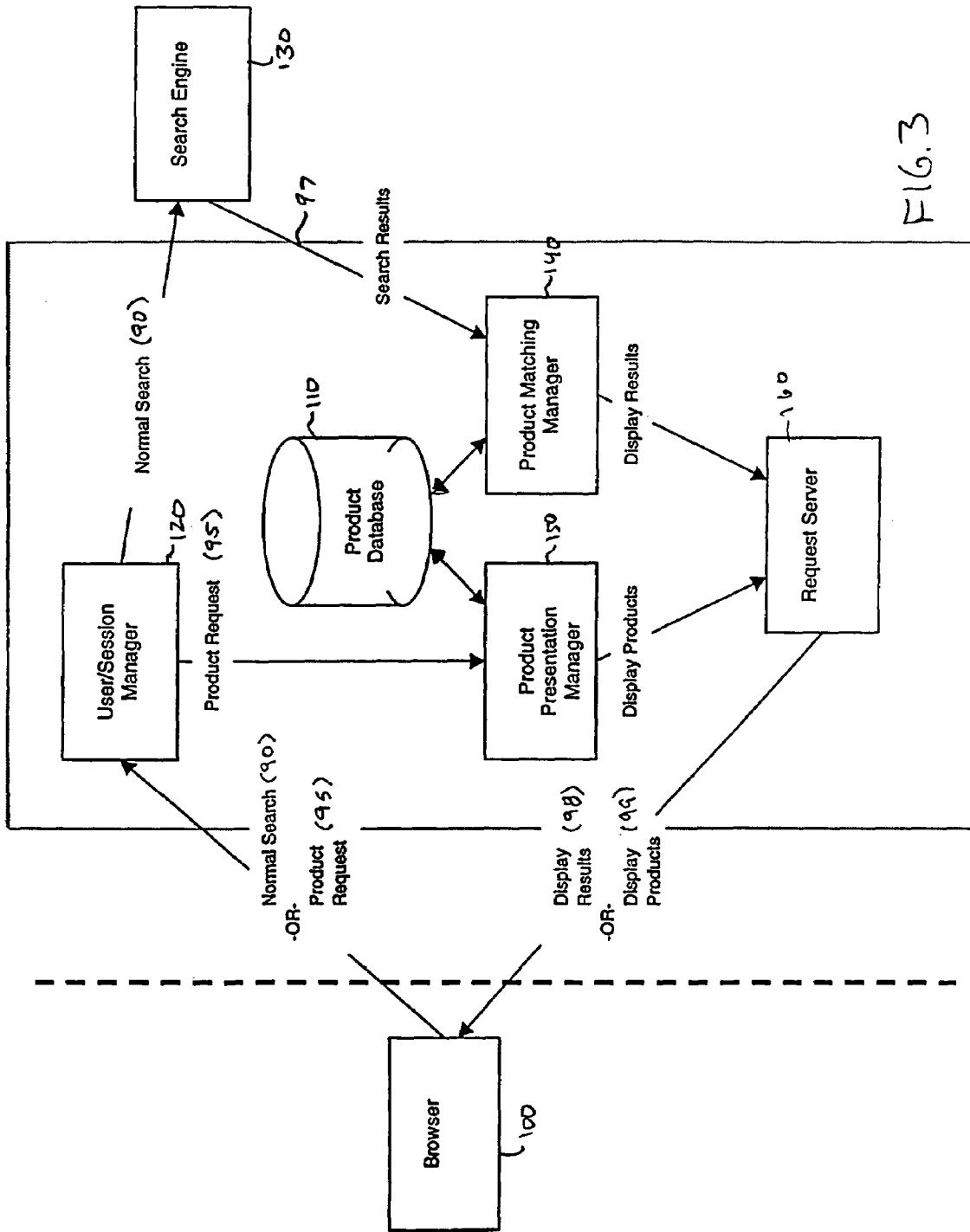


FIG. 3

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