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Shapira et al.

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(54) **ACCESSING SOFTWARE APPLICATION
FUNCTIONALITY IN SEARCH**

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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 388 days.

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(57) **ABSTRACT**

(65) **Prior Publication Data**

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A method includes transmitting a search query from a computing device to a search system configured to generate search results in response to a received search query, and receiving search results from the search system in response to transmitting the search query. The search results include an application access mechanism that references a native application and indicates one or more operations for the application to perform. The application performing the operations sets the application into an application state. The search results also include an application download address that indicates a location for downloading the application. The method also includes generating a user selectable link that includes the application access mechanism and the application download address, and displaying the user link. In response to receiving a user selection of the selectable link, the method also includes downloading, installing, launching, and causing the native application to perform the one or more operations.

Related U.S. Application Data

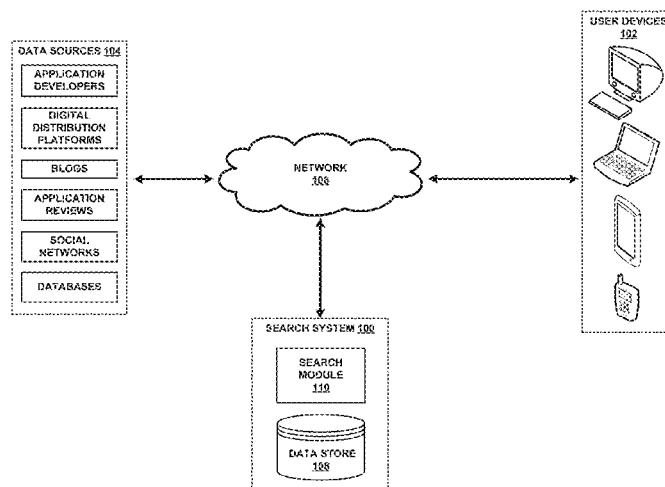
(60) Provisional application No. 61/943,105, filed on Feb.
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(51) **Int. Cl.**
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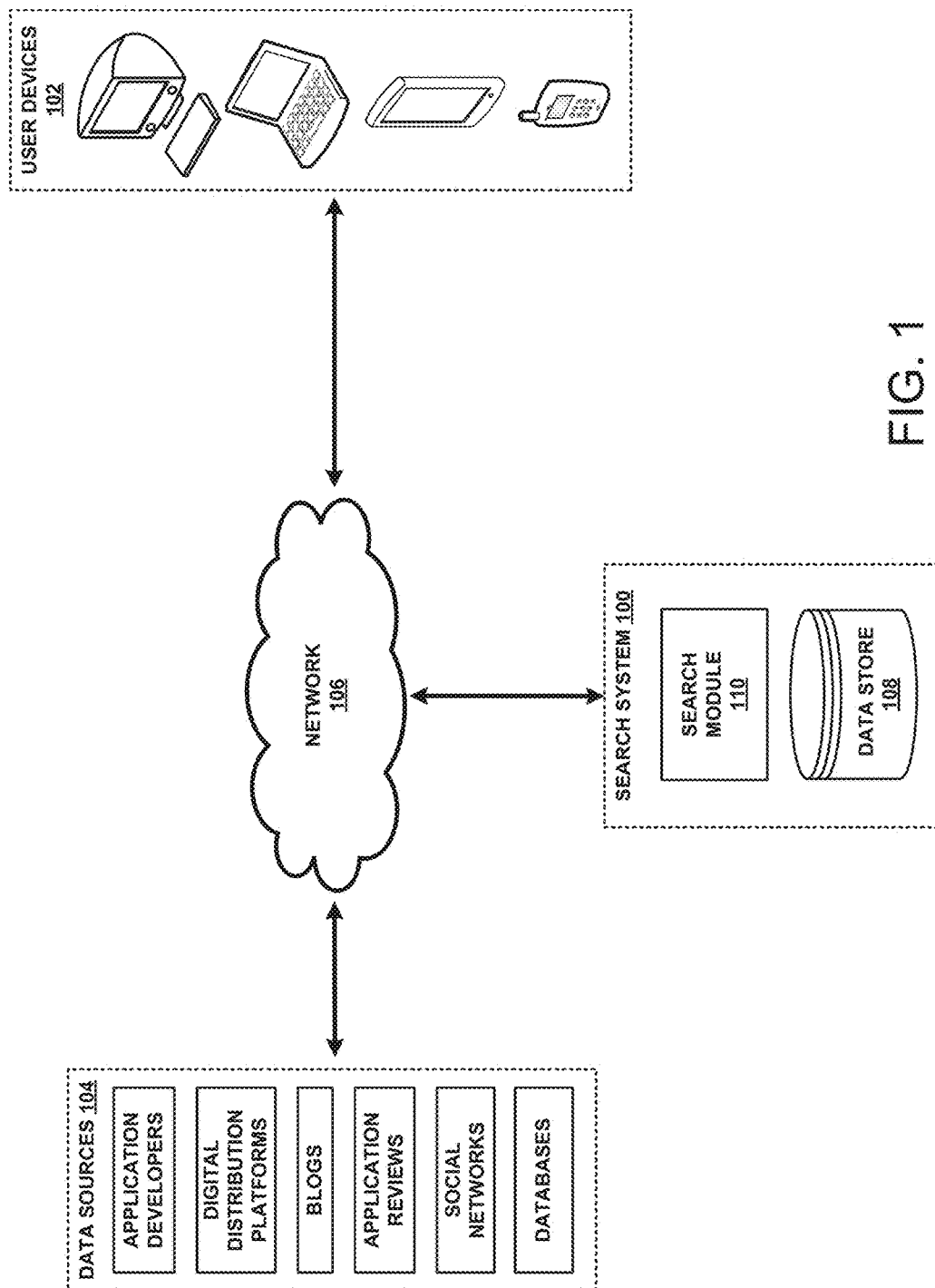
(52) **U.S. Cl.**
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See application file for complete search history.

20 Claims, 16 Drawing Sheets



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H04L 67/10 (2013.01); **H04W 4/022**
(2013.01); **H04W 4/20** (2013.01)
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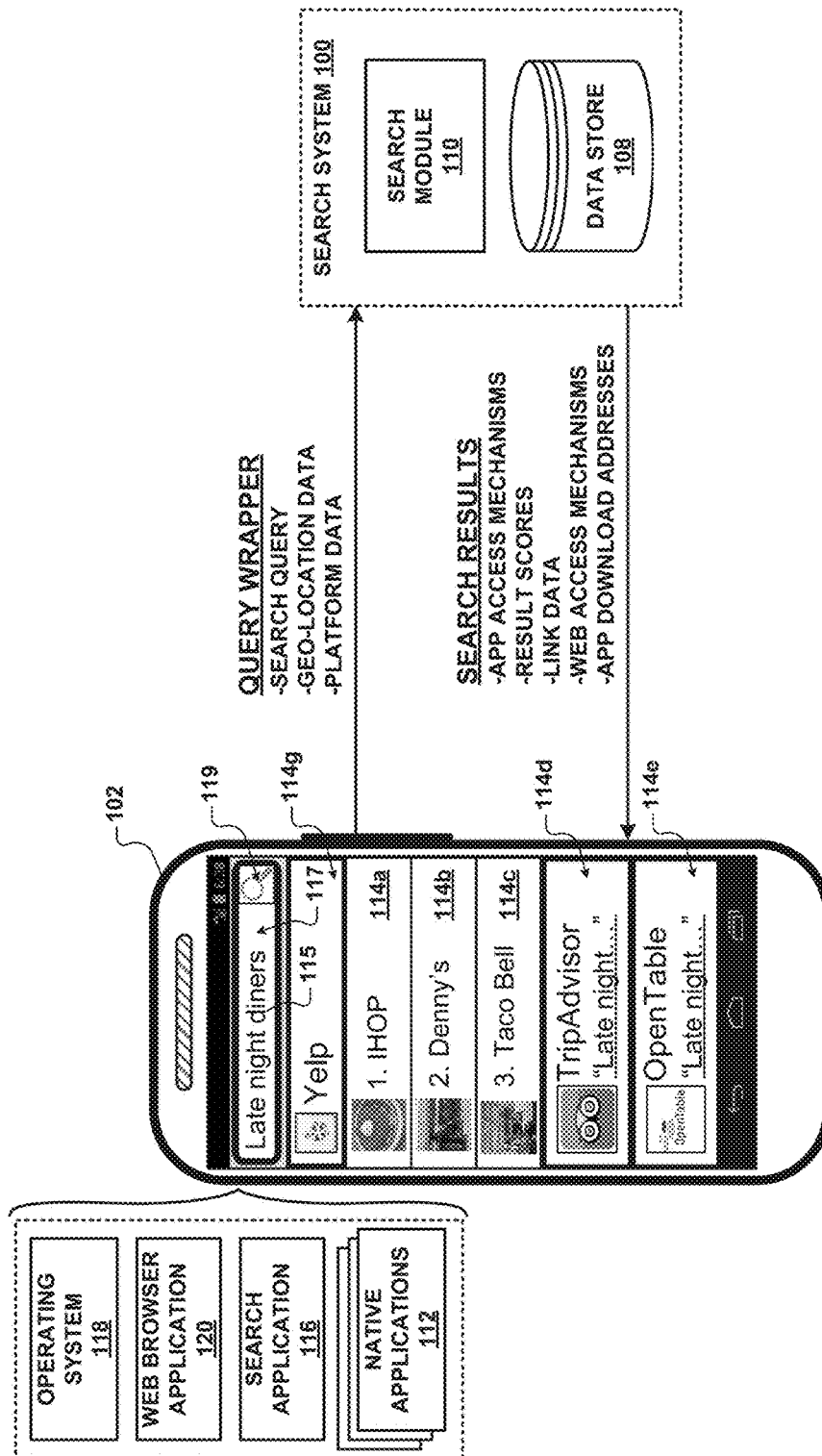


FIG. 2

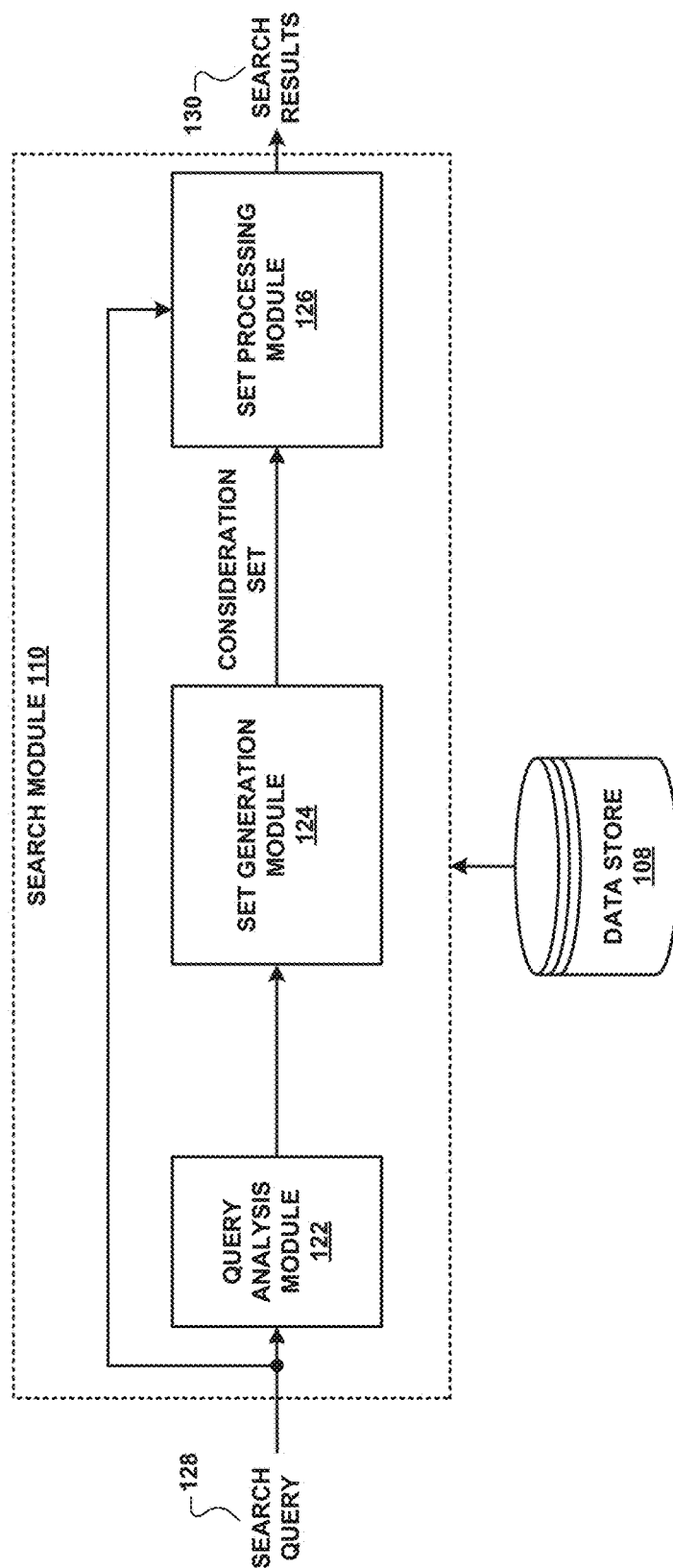


FIG. 3A



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