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11/734,294	04/12/2007	Sihem Amer Yahia	12729-243 (Y02108US00)	9765
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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

The present application is being examined under the pre-AIA first to invent provisions.

DETAILED ACTION

Claims 1-3, 5-9, 13-17, 19-21, 24, 27, 32-39 have been examined.

Continued Examination Under 37 CFR 1.114

A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on 11/19/2014 has been entered.

Response to Arguments

Applicant's arguments with respect to the claims have been considered but are moot in view of the grounds of rejection. Note the new citations and motivation to the same 103 prior art of Zinn in view of Gottfurcht in view of Schiavi. Also, note the following.

On 11/19/2014, Applicant amended the independent claims 1, 13 (where the underline is the amended part):

“defining a plurality of domains, each domain of the plurality of domains
identifying a predefined user intent of a plurality of possible user intents;...

matching the query to the domain of the plurality of domains based the
predefined user intent, wherein the matching is performed by a computer system;”.

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Applicant also amended independent claim 19:

“defining a plurality of domains, each domain identifying a predefined search scenario from a plurality of predefined search scenarios;

receiving bids from advertisers on a domain of the plurality of domains identifying a predefined search scenario to place an advertisement in an advertisement slot on a web page resulting from the predefined search scenario;

matching the query to the domain of the plurality of domains based the predefined search scenario, wherein the matching is performed by a computer system;”.

Applicant’s Specification at the following places of the PG_Pub version was found helpful for understanding these features:

“[0023] The query engine 12 is also in communication with the advertisement engine 16 allowing the query engine 12 to tightly integrate advertisements with the user query and search results. To more effectively select appropriate advertisements that match the user’s interest and query intent, the query engine 12 is configured to further analyze the text query 20 and generate a more sophisticated translated query 30. The query intent may be better categorized by defining a number of domains that model typical search scenarios. Typical scenarios may include looking for a hotel room, searching for a plane flight, shopping for a product, or similar scenarios.

[0044] The architecture described also incorporates the ability to bid on a combination of domain, fields and terms. As described above, the domain may identify a predefined query intent, such as a search for a hotel, insurance, or a laptop. Further,

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fields may be predefined to more specifically identify the desired product or service.

The fields may correspond to the general and domain specific predicates.

[0048] Two query scenarios are provided with regard to the bids provided in Table 1 above. The first query scenario is for a text query "Dell Laptop Black 30 GB Multimedia Speakers" and the second query scenario is for the text "Apple Laptop Black Multimedia Speakers". During query processing, certain of the text items may be analyzed to identify the domain, for example Domain: Laptop."

Hence, Examiner interprets that Applicant's amended features can be interpreted as receiving a keyword query, determining what domain/category/type/class/intent/scenario/grouping that query belongs to, determining if an advertiser bid on that domain/category/type/class/intent/scenario/grouping, and then displaying the appropriate ad based on the bidding.

And, Zinn discloses defining a plurality of domains, each domain identifying a predefined scenario from a plurality of predefined scenarios (Zinn grouping and classifying keywords ([28, 46, 8, 9]);

receiving bids from advertisers identifying a search to place an advertisement in an advertisement slot on a web page resulting from the search (Figs. 1, 2; [30, 32, 36, 37, 49]);

matching the query to the search and bid parameters based on the predefined search and bid parameters, wherein the matching is performed by a computer system (Figs. 1, 2; [30, 32, 36, 37, 49]).

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