

EXHIBIT P



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CERTIFICATE OF MAILING

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August 27, 1999
Date of Deposit

Elaine K. Lee, Reg. No. 41,936
Name of Applicant, Assignee or Registered Representative

Elaine K. Lee
Signature

August 27, 1999
Date of Signature

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Our Case No. 9623/112

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:)
Davis, et al.)
Serial No.: 09/322,677)
Filing Date: May 28, 1999)
For: SYSTEM AND METHOD FOR)
INFLUENCING A POSITION ON A)
SEARCH RESULT LIST)
GENERATED BY A COMPUTER)
NETWORK SEARCH ENGINE)

Examiner: Not Assigned
Group Art Unit No.: 2771

INFORMATION DISCLOSURE STATEMENT

Assistant Commissioner for Patents
Washington, D.C. 20231

Sir:

Pursuant to the requirements of 37 C.F.R. §§1.56, 1.97, and 1.98, Applicants hereby disclose the references listed on the attached Form PTO-1449. Copies of these references are enclosed. Applicants request that the references listed in the attached Form PTO-1449 be reviewed and made of record in this application.

This Information Disclosure Statement is being filed within three months after the filing date of the application, or before the mailing of the first office action on the merits, and no certification under 37 C.F.R. §1.97(e) or fee under 37 C.F.R. §1.17(p) is required.

Applicants believe that none of the listed references either alone or in combination, disclose or suggest Applicants' claimed invention. Applicants, however, wish to bring these documents to the attention of the Examiner for both the Examiner and the public to see. Applicants respectfully request that the Examiner review these documents and make these documents of record in the above-referenced application.

Respectfully submitted,



Elaine K. Lee
Registration No. 41,936
Attorney for Applicant

BRINKS HOFER GILSON & LIONE
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CHICAGO, ILLINOIS 60610
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FORM PTO-1449 PATENT	SERIAL NO. 09/322,677	CASE NO. 9823/112
LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT	FILING DATE May 28, 1999	GROUP ART UNIT 2.764
(use several sheets if necessary)		APPLICANT(S): Davis, et al.

REFERENCE DESIGNATION U.S. PATENT DOCUMENTS

EXAMINER INITIAL	DOCUMENT NUMBER	DATE	NAME	CLASS/SUBCLASS	FILING DATE	
CMK	A1	5,717,923	02/10/98	Dedrick	398/613	11/03/94
CMK	A2	5,724,424	03/03/98	Gifford	380/24	11/28/95
CMK	A3	5,724,521	03/03/98	Dedrick	395/228	11/03/94
CMK	A4	5,752,238	05/12/98	Dedrick	705/14	11/03/94
CMK	A5	5,768,521	06/16/98	Dedrick	395/228	02/02/96
CMK	A6	5,794,210	08/11/98	Goldhaber, et al.	705/14	12/11/95
CMK	A7	5,826,241	10/20/98	Stein, et al.	705/28	09/16/94
CMK	A8	5,848,397	12/08/98	Marsh, et al.	705/14	04/19/96
CMK	A9	5,848,407	12/08/98	Ishikawa, et al.	707/2	05/22/97
CMK	A10	5,852,620	12/22/98	Burrows	707/2	08/09/96
CMK	A11	5,855,008	12/28/98	Goldhaber, et al.	705/14	08/28/97
CMK	A12	5,864,845	01/26/99	Voorhees, et al.	707/5	08/28/96
CMK	A13	5,864,848	01/26/99	Voorhees, et al.	707/5	08/28/96
CMK	A14	5,918,014	06/29/99	Robinson	395/200.49	12/26/98
CMK	A15	5,920,854	07/06/99	Kirsch, et al.	707/3	08/14/98
CMK	A16	5,920,859	07/06/99	LI	707/5	02/05/97

FOREIGN PATENT DOCUMENTS

EXAMINER INITIAL	DOCUMENT NUMBER	DATE	COUNTRY	CLASS/SUBCLASS	TRANSLATION YES	TRANSLATION NO
	A17					
	A18					
	A19					
	A20					
	A21					

EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)	
CMK	A22	Jeffrey Brewer, ClickZ Today, August 18, 1998, "Pay-For-Performance: Creating More And Better Value", obtained at the internet address http://www.clickz.com , August 18, 1998.
CMK	A23	Jesse Berst, ZDNet, August 17, 1998, "Search Sites' Shocking Secret", obtained at the internet address http://www.zdnet.com/anchordesk/story/story_2432.html , August 17, 1998.
CMK	A24	Sara Fisher, "Budding Internet Firm Finds Niche in Satisfaction", L.A. Business Journal, August 10, 1998.
CMK	A25	"Disclosure Rules", The Industry Standard - The Newsmagazine of the Internet Economy, August 10, 1998.
	A26	G. David Doran, "Pay to Play", Entrepreneur, July 1998, p. 18.
EXAMINER	CUONG H. NGUYEN	DATE CONSIDERED 12/14/99

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

FORM PTO-1449	SERIAL NO. 09/322,877	CASE NO. 9823/112
LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT	FILING DATE May 28, 1999	GROUP ART UNIT 2771
(use several sheets if necessary)		APPLICANT(S): Davis, et al.

EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)
CMN	A27 Advertising Age-Interactive Daily Homepage; obtained at the internet address http://www.adage.com/interactive/daily/index.html , June 8, 1998.
CMN	A28 Kim Komando, "With About 320 Million Sites, Search Engines Offer Some Help", copyright 1998, Los Angeles Times Syndication.
CMN	A29 Margot Williams, "How To Ease Your Online Searches", Lansing State Journal, June 1, 1998.
CMN	A30 "GoTo.com Gets Venture Funding", Internet World Magazine, June 1, 1998.
CMN	A31 Sasha Ahyson, "Searching The Search Engines", Front Page, May 8, 1998.
CMN	A32 Advertising Age-Interactive Daily Homepage, February 23, 1998, "Search Engine Startup To Auction Listings", obtained at the internet address http://www.adage.com/interactive/mdaily/index.html .
CMN	A33 Brian McWilliams, PC World Online, February 23, 1998, "Search Engine To Sell Top Positions On Results Lists", obtained at the internet address http://www.pcworld.com/news/daily/data/0298/9880223173204.html .
CMN	A34 Jon Swatz, San Francisco Chronicle, February 23, 1998, "Browser Only Lists Paying Web Sites Critics Fear Approach Will Squeeze Out Most Small Internet Players", obtained at the internet address http://www.sfgate.com/cgi-bin/article.archive/1998/02/21/BU102470.DTL .
CMN	A35 Nelson Wang, "Engines Battle Irrelevance of Results", obtained at the internet address http://www.internetworld.com/print/current/news/19980223-battle.html , February 23, 1998.
CMN	A36 Search Engine Watch, February 21, 1998, "GoTo Sells Positions", obtained at the internet address http://www.searchenginewatch.com/news.html , February 23, 1998.
CMN	A37 Jodi Mardesich, Mercury News Staff Writer, February 20, 1998, "Search Engine Charges Hit Sites", obtained at the internet address http://www.sjmercury.com/business/center/goto022198.htm , February 23, 1998.
CMN	A38 Ken Glaser, OnlinePress.com, "Who Will GoTo.com?", February 20, 1998.
CMN	A39 Jeff Pelline, Staff Writer, CNET News.com, February 19, 1998, "Pay-For-Placement Gets Another Shot", obtained at the internet address http://www.news.com/News/Item/0,4,19307,00.html , February 20, 1998.
CMN	A40 The Wall Street Journal, "Going, Going...", April 2, 1998, p. B1.
CMN	A41 David Coursey, "Coursey.com", March 18, 1998.
CMN	A42 Don Clark, "Start-Up Plans Internet Search Service Tying Results To Advertising Spending", The Wall Street Journal, February 20, 1998.
CMN	A43 Laurie J. Flynn, "With GoTo.com's Search Engine, The Highest Bidder Shall Be Ranked First", The New York Times, March 16, 1998, p. C1.
CMN	A44 Wyn Hilly, OCWeekly byte marks, "GoTo.Hell", obtained at the internet address http://www.ocweekly.com/link/archives/97/27byte-3.11.98-1.shtml , March 13, 1998.
CMN	A45 Jodi Mardesich, "Web Site Operators Pay For Top Billing", The News - Herald (Willoughby, OH), March 2, 1998.
CMN	A46 Laura Rich, Adweek Online IQ News Online, February 23, 1998, "New Search Engine Allows Sites to Pay Their Way to Top", obtained at the internet address http://www.adweek.com/iq/iqnews02.asp , February 23, 1998.

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EXAMINER CUONG H. NGUYEN	DATE CONSIDERED 12/14/99
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LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT	FILING DATE May 28, 1999	GROUP ART UNIT 2771
(use several sheets if necessary)		APPLICANT(S): Davis, et al.

EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)
CMN	A47 Patricia Riedman, "Search Engine Startup To Auction Listings", Advertising Age Magazine, February 23, 1998, p. 34.
CMN	A48 Steven Vonder Haar, ZDNet.com, February 19, 1998, "Searching For The Highest Bidder", obtained at the internet address http://www.zdnet.com/intweek/daily/980219i.html , February 23, 1998.
CMN	A49 Nelson Wang, "Engines Battle Irrelevance of Results", Internet World, February 10, 1998, p. 1.
CMN	A50 Interactive Week Magazine, Garden City, NY, May 25, 1998.
CMN	A51 Jeff Pallone, Staff Writer, CNET News.com, February 18, 1998, "New Search Engine Goes Commercial", obtained at the internet address http://www.news.com/News/Item/0,4,19281,00.html , February 20, 1998.
CMN	A52 Nick Wingfield, Staff Writer, CNET News.com, June 21, 1998, "Engine Sells Results, Draws Fire", obtained at the internet address http://www.news.com/News/Item/Textonly/0,25,1635,00.html , July 29, 1999.
CMN	A53 Nick Wingfield, Staff Writer, CNET News.com, May 22, 1998, "Another Engine Takes Ads By The Click", obtained at the internet address http://www.news.com/News/Item/0,4,1387,00.html , July 29, 1999.
CMN	A54 Rose Aguilar, Staff Writer, CNET News.com, April 29, 1998, "New Ad Model Charges By The Click", obtained at the internet address http://www.news.com/News/Item/0,4,1199,00.html , July 29, 1999.
CMN	A55 Alex Lash, Staff Writer, CNET News.com, December 11, 1998, "Open Text Updates Tools", obtained at the internet address http://www.news.com/News/Item/0,4,6118,00.html , July 29, 1999.
CMN	A56 "About SearchUP, Inc.", July 15, 1999, obtained at the internet address http://www.searchup.com/about.cfm .
CMN	A57 "Testimonials", July 15, 1999, obtained at the internet address http://www.searchup.com/testimonials.cfm .
CMN	A58 "Benefits", July 15, 1999, obtained at the internet address http://www.searchup.com/benefits.cfm .
CMN	A59 "Information", July 15, 1999, obtained at the internet address http://www.searchup.com/information.cfm .
CMN	A60 "Tips & Tricks", July 15, 1999, obtained at the internet address http://www.searchup.com/tipsandtricks.cfm .
CMN	A61 Correspondence from Bryan Buck, President of SearchUp.com, July 7, 1999.
CMN	A62 Saul Hansell "Alta Vista Invites Advertisers to Pay for Top Ranking", The New York Times, April 15, 1999, p. C2.
CMN	A63 Galore - Super Search Engine, May 21, 1999, obtained at the internet address http://www.galore.com/1/mainframe.shtml .
CMN	A64 hitgalore.com Search Engine, May 21, 1999, obtained at the internet address http://www.hitgalore.com .
CMN	A65 I Seek It "The Next Generation Search Engine", May 21, 1999, obtained at the internet address http://www.isseekit.com .

EXAMINER CUONG H. NGUYEN	DATE CONSIDERED 12/14/99
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FORM PTO-1449	SERIAL NO. 09/322,877	CASE NO. 9623/112
LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT	FILING DATE May 28, 1999	GROUP ART UNIT 2771
(use several sheets if necessary)		APPLICANT(S): Davis, et al.

EXAMINER INITIAL		OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)
CKN	A66	Correspondence from Emilia F. Cannella to Robert Brahms, CEO of BeFirst Internet Corporation regarding findwhat.com, July 20, 1999.
CKN	A67	Correspondence from Emilia F. Cannella to Michael Melcher, MC Services regarding SearchUP.com, July 1, 1999.
CKN	A68	Correspondence from Emilia F. Cannella to Robert G. Schuler, Esq., Keglir, Brown, Hill & Ritter regarding isekit.com, July 1, 1999.
CKN	A69	Correspondence from Emilia F. Cannella to Andrew Conru, Vote Publishing regarding galore.com, June 30, 1999.
CKN	A70	SearchUP.com - Internet Directory, Automated Bid Placement System, obtained at the internet address http://www.searchup.com/search.cfm , August 25, 1999.
CKN	A71	SearchUP: URL Position Manager, obtained at the internet address https://www.securearea.net/searchup/login.cfm , August 25, 1999.
CKN	A72	SearchUP: URL Position Manager, obtained at the internet address https://www.securearea.net/searchup/newaccount.cfm , August 25, 1999.
CKN	A73	SearchUP: URL Position Manager, obtained at the internet address https://www.securearea.net/getaccount/login.cfm , August 25, 1999.
CKN	A74	Correspondence from Emilia F. Cannella to Mr. D. Reed, Reports Galore, regarding hitgalore.com, June 30, 1999.
CKN	A75	"Improve Your Ranking", Karen L. Miller, Home Office Computer, v18, n1, p51(2) Jan, 1998.
CKN	A76	"Help for Getting the Word Out About Web Sites", Jeff Frenzen, PC Week, v14, n46, p27(1), Nov. 3, 1997.



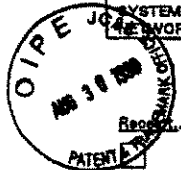
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TRANSMITTAL LETTER			Case No. 9923/112
Serial No. 09/322,677	Filing Date May 26, 1999	Examiner Not Assigned.	Group Art Unit 2771
Inventor(s) Davis, et al.			
Title of Invention SYSTEM AND METHOD FOR INFLUENCING A POSITION ON A SEARCH RESULT LIST GENERATED BY A COMPUTER NETWORK SEARCH ENGINE.			



TO THE ASSISTANT COMMISSIONER FOR PATENTS

Transmitted herewith is Information Disclosure Statement Form PTO-1449. Copies of references cited: Post Card

Small entity status of this application under 37 CFR § 1.27 has been established by verified statement previously submitted.

- A verified statement to establish small entity status under 37 CFR §§ 1.9 and 1.27 is enclosed.
- Petition for a _____ month extension of time.
- No additional fee is required.
- The fee has been calculated as shown below:

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Claims Remaining After Amendment	Highest No. Previously Paid For	Present Extra	Small Entity		Other Than Small Entity	
			Rate	Add'l Fee	Rate	Add'l Fee
Total	Minus		x \$9 =		x \$18 =	
Indep.	Minus		x \$9 =		x \$78 =	
First Presentation of Multiple Dep. Claim			+ \$130 =		+ \$280 =	
			Total add'l fee	\$	total add'l fee	\$

- Please charge Deposit Account No. 23-1925 (BRINKS HOFER GILSON & LIONE) in the amount of \$_____. A duplicate copy of this sheet is enclosed.
- A check in the amount of \$_____ to cover the filing fee is enclosed.
- The Assistant Commissioner is hereby authorized to charge payment of any additional filing fees required under 37 CFR § 1.16 and any patent application processing fees under 37 CFR § 1.17 associated with this communication or credit any overpayment to Deposit Account No. 23-1925. A duplicate copy of this sheet is enclosed.
- I hereby petition under 37 CFR § 1.136(a) for any extension of time required to ensure that this paper is timely filed. Please charge any associated fees which have not otherwise been paid to Deposit Account No. 23-1925. A duplicate copy of this sheet is enclosed.

Respectfully submitted,

Elaine K. Lee
Registration No. 41,936
Attorney for Applicant

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Date: August 27, 1999 Signature: