


Notice of Allowability	Application No. 09/322,677	Applicant(s) Davis et al.	
	Examiner Cuong H. Nguyen	Group Art Unit 2165	

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance and Issue Fee Due or other appropriate communication will be mailed in due course

This communication is responsive to the amendment, & interview on 3/16/2001

The allowed claim(s) is/are 1-13 15-68

The drawings filed on _____ are acceptable

Acknowledgement is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d).

All Some* None of the CERTIFIED copies of the priority documents have been

received

received in Application No. (Series Code/Serial Number) _____

received in this national stage application from the International Bureau (PCT Rule 17 2(a))

*Certified copies not received _____

Acknowledgement is made of a claim for domestic priority under 35 U.S.C. § 119(e).

A SHORTENED STATUTORY PERIOD FOR RESPONSE to comply with the requirements noted below is set to EXPIRE THREE MONTHS FROM THE "DATE MAILED" of this Office action. Failure to timely comply will result in ABANDONMENT of this application. Extensions of time may be obtained under the provisions of 37 CFR 1.136(a).

Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL APPLICATION, PTO-152, which discloses that the oath or declaration is deficient. A SUBSTITUTE OATH OR DECLARATION IS REQUIRED.

Applicant MUST submit NEW FORMAL DRAWINGS

because the originally filed drawings were declared by applicant to be informal.

including changes required by the Notice of Draftsperson's Patent Drawing Review, PTO-948, attached hereto or to Paper No. 10.

including changes required by the proposed drawing correction filed on _____, which has been approved by the examiner.

Including changes required by the attached Examiner's Amendment/Comment.

Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the reverse side of the drawings. The drawings should be filed as a separate paper with a transmittal letter addressed to the Official Draftsperson.

Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Any response to this letter should include, in the upper right hand corner, the APPLICATION NUMBER (SERIES CODE/SERIAL NUMBER). If applicant has received a Notice of Allowance and Issue Fee Due, the ISSUE BATCH NUMBER and DATE of the NOTICE OF ALLOWANCE should also be included.

Attachment(s)

Notice of References Cited, PTO-892

Information Disclosure Statement(s), PTO-1449, Paper No(s) _____

Notice of Draftsperson's Patent Drawing Review, PTO-948

Notice of Informal Patent Application, PTO-152

Interview Summary, PTO-413

Examiner's Amendment/Comment

Examiner's Comment Regarding Requirement for Deposit of Biological Material

Examiner's Statement of Reasons for Allowance

S.N. 09/322,677
Art Unit. 2165

DETAILED ACTION

1. This Office Action is the answer to the interview on 3/18/2001, and the amendment submitted on 3/19/2001; which papers have been placed of record.
2. Claims 1-13, 15-68 are pending in this application. Claim 14 was canceled.

Drawings

3. Since allowable subject matter has been indicated, applicants are encouraged to submit formal drawings in response to this Office Action. The early submission of formal drawings will permit the Office to review the drawings for acceptability and to resolve any informalities remaining therein before the application is passed to issue. This will avoid possible delays in the issue process.

Allowable Subject Matter and Reasons for Allowance

4. During an interview including SPE Vincent A. Millin, the examiner of the record, applicants' representatives (Mr. John G. Rauch, and Mr. James P. Naughton), current claims 1-13, 15-68 are considered patentable distinct over closest references of Buck et al., (WO 200016218 A1), and Parsons et al., (WO 0041090 - published date is 7/13/2000), and RYAN et al., (WO 9948028 - published date is 9/23/1999), because the applicants disclose a

09/322,677
Art Unit 2165

modified concept of generating a search result list substantially in real time in response to a search request from a searcher using a computer network, the concept comprising a step which is non-obvious over above closest disclosures:

- maintaining a database including search listings, wherein each search listing is associated with a network location, a search term and a modifiable bid amount that is independent of other components of the search listing, the bid amount being associated with a search term and the network location, the bid amount corresponding to a money amount that is deducted from an account of a network information provider associated with the network location upon receipt of a retrieval request for the network location; recording a retrieval request event including account identification information corresponding to the network information provider to permit maintenance of accurate account debit records.

Conclusion

5. Claims 1-13, 15-68 are allowed.

6. The following references are considered pertinent to applicants' disclosure.

- Buck et al., (WO 200016218 A1, classification G06F 17/30- publishing date was 23/03/2000), about a web site searching and indexing system for Internet, provides search report of listings

09/322,677
Art Unit 2165

relevant to search inquiry in which rank is assigned in order according to denominated values associated with listing (Buck et al. do not disclose about maintenance of debit records wherein the bid amount corresponding to a money amount that is deducted from an account of a network information provider).

- Buck et al., (PCT/WO US9920486, classification G06F 17/30- publishing date was 9/10/1999), about a web site searching and indexing system for Internet, provides search report of listings relevant to search inquiry in which rank is assigned in order according to denominated values associated with listing (Buck et al. do not disclose about maintenance of debit records wherein the bid amount corresponding to a money amount that is deducted from an account of a network information provider).

- Parsons et al., (WO 0041090 - published date is 7/13/2000), about a search engine database and interface base (Parsons et al., do not disclose about maintenance of debit records wherein the bid amount corresponding to a money amount that is deducted from an account of a network information provider).

- RYAN et al., (WO 9948028 - published date is 9/23/1999), about an improved search engine (Ryan et al., do not disclose about maintenance of debit records wherein the bid amount corresponding to a money amount that is deducted from an account of a network information provider).

09/322,677
Art Unit 2165

7. Any inquiry concerning this communication or earlier communications from the examiner should be directed to examiner Cuong H. Nguyen, whose telephone number is (703)305-4553. The examiner can be reached on Mon.-Fri. from 7:00 AM-4:30 PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Vincent A. Millin, can be reached on (703)308-1065.

Any response to this action should be mailed to:

Box Issue Fee

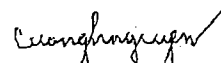
Commissioner of Patents and Trademarks

c/o Technology Center 2100

Washington, D.C. 20231

or faxed to: (703) 308-9051

Any inquiry of a general nature or relating to the status of this application should be directed to the Group receptionist whose telephone number is (703)305-3900.


Cuong H. Nguyen
Patent Examiner
Mar. 23, 2001


VINCENT MILLIN
SUPERVISORY PATENT EXAMINER
TECHNOLOGY CENTER 2100

Notice of References Cited			Application No. 09/322,677		Applicant(s) Davis et al.	
			Examiner Cuong H. Nguyen		Group Art Unit 2165	Page 1 of 1
U.S. PATENT DOCUMENTS						
*	A	DOCUMENT NO. 5,704,560	DATE 12/1997	NAME Del Monte		CLASS ---
	B					
	C					
	D					
	E					
	F					
	G					
	H					
	I					
	J					
	K					
	L					
	M					
FOREIGN PATENT DOCUMENTS						
*	N	DOCUMENT NO. JP 11316764A	DATE 11/1999	COUNTRY JPO	NAME --	CLASS G06F
	O	WO 200,016,218	3/2000	WIPO	BUCK et al.	17/30
	P	WO 0,041,090	7/2000	WIPO	PARSONS et al.	---
	Q	WO 9,948,028	9/1999	WIPO	RYAN et al.	---
	R	WO US9920486	9/1999	PCT-US	BUCK et al.	G06F
	S					
	T					
NON-PATENT DOCUMENTS						
*	U	DOCUMENT (Including Author, Title, Source, and Pertinent Pages) IBM Technical Disclosure Bulletin, Organizing a ranked list of search matches.				DATE 11/1994
	V					
	W					
	X					

* A copy of this reference is not being furnished with this Office action (See Manual of Patent Examining Procedure, Section 707.05(a))



UNITED STATES DEPARTMENT OF COMMERCE
Patent and Trademark Office

NOTICE OF ALLOWANCE AND ISSUE FEE DUE

Application No. 08/111,111
Filing Date 08/11/03
Total Claims 10
Examiner and Group Art Unit 2165

APPLICATION NO	FILING DATE	TOTAL CLAIMS	EXAMINER AND GROUP ART UNIT	DATE MAILED
08/111,111	08/11/03	10	2165	08/11/03
First Named Applicant				0 days

TITLE OF INVENTION: GENERATOR FOR SMALL ENTITY APPLICATION ON A SEARCH RESULT LIST

ATTY'S DOCKET NO	CLASS-SUBCLASS	BATCH NO	APPLN TYPE	SMALL ENTITY	FEE DUE	DATE DUE
08/111,111	01/01	001	U	YES	\$20.00	08/11/03

THE APPLICATION IDENTIFIED ABOVE HAS BEEN EXAMINED AND IS ALLOWED FOR ISSUANCE AS A PATENT. PROSECUTION ON THE MERITS IS CLOSED.

THE ISSUE FEE MUST BE PAID WITHIN THREE MONTHS FROM THE MAILING DATE OF THIS NOTICE OR THIS APPLICATION SHALL BE REGARDED AS ABANDONED. THIS STATUTORY PERIOD CANNOT BE EXTENDED.

HOW TO RESPOND TO THIS NOTICE:

- I. Review the SMALL ENTITY status shown above.
 - If the SMALL ENTITY is shown as YES, verify your current SMALL ENTITY status:
 - A. If the status is changed, pay twice the amount of the FEE DUE shown above and notify the Patent and Trademark Office of the change in status, or
 - B. If the status is the same, pay the FEE DUE shown above.
 - If the SMALL ENTITY is shown as NO:
 - A. Pay FEE DUE shown above, or
 - B. File verified statement of Small Entity Status before, or with, payment of 1/2 the FEE DUE shown above.
- II. Part B-Issue Fee Transmittal should be completed and returned to the Patent and Trademark Office (PTO) with your ISSUE FEE. Even if the ISSUE FEE has already been paid by charge to deposit account, Part B Issue Fee Transmittal should be completed and returned. If you are charging the ISSUE FEE to your deposit account, section "4b" of Part B-Issue Fee Transmittal should be completed and an extra copy of the form should be submitted.
- III. All communications regarding this application must give application number and batch number. Please direct all communications prior to issuance to Box ISSUE FEE unless advised to the contrary.

IMPORTANT REMINDER: Utility patents issuing on applications filed on or after Dec. 12, 1980 may require payment of maintenance fees. It is patentee's responsibility to ensure timely payment of maintenance fees when due.



UNITED STATES DEPARTMENT OF COMMERCE
Patent and Trademark Office

NOTICE OF ALLOWANCE AND ISSUE FEE DUE

APPLICATION NO	FILING DATE	TOTAL CLAIMS	EXAMINER AND GROUP ART UNIT	DATE MAILED
First Named Applicant				

TITLE OF INVENTION

ATTY'S DOCKET NO.	CLASS-SUBCLASS	BATCH NO	APPLN TYPE	SMALL ENTITY	FEE DUE	DATE DUE

THE APPLICATION IDENTIFIED ABOVE HAS BEEN EXAMINED AND IS ALLOWED FOR ISSUANCE AS A PATENT. PROSECUTION ON THE MERITS IS CLOSED.

THE ISSUE FEE MUST BE PAID WITHIN THREE MONTHS FROM THE MAILING DATE OF THIS NOTICE OR THIS APPLICATION SHALL BE REGARDED AS ABANDONED. THIS STATUTORY PERIOD CANNOT BE EXTENDED.

HOW TO RESPOND TO THIS NOTICE:

- I. Review the SMALL ENTITY status shown above.
 - If the SMALL ENTITY is shown as YES, verify your current SMALL ENTITY status:
 - A. If the status is changed, pay twice the amount of the FEE DUE shown above and notify the Patent and Trademark Office of the change in status, or
 - B. If the status is the same, pay the FEE DUE shown above.
 - If the SMALL ENTITY is shown as NO:
 - A. Pay FEE DUE shown above, or
 - B. File verified statement of Small Entity Status before, or with, payment of 1/2 the FEE DUE shown above.
- II. Part B-Issue Fee Transmittal should be completed and returned to the Patent and Trademark Office (PTO) with your ISSUE FEE. Even if the ISSUE FEE has already been paid by charge to deposit account, Part B Issue Fee Transmittal should be completed and returned. If you are charging the ISSUE FEE to your deposit account, section "4b" of Part B-Issue Fee Transmittal should be completed and an extra copy of the form should be submitted.
- III. All communications regarding this application must give application number and batch number. Please direct all communications prior to issuance to Box ISSUE FEE unless advised to the contrary.

IMPORTANT REMINDER: Utility patents issuing on applications filed on or after Dec. 12, 1980 may require payment of maintenance fees. It is patentee's responsibility to ensure timely payment of maintenance fees when due.

GOG 31831



PART B - ISSUE FEE TRANSMITTAL

B\$

Complete and mail this form, together with applicable fees, to: **ISSUE FEE**
 Assistant Commissioner for Patents
 Washington, D.C. 20231

MAILING INSTRUCTIONS: This form should be used for transmitting the ISSUE FEE. Blocks 1 through 4 should be completed where appropriate. All further correspondence including the Issue Fee Receipt, the Patent, advance orders and notification of maintenance fees will be mailed to the current correspondence address as indicated unless corrected below or directed otherwise in Block 1, by (A) specifying a new correspondence address; and/or (B) indicating a separate "FEE ADDRESS" for maintenance fee notifications.

Note: The certificate of mailing below can only be used for domestic mailings of the Issue Fee Transmittal. This certificate cannot be used for any other accompanying papers. Each additional paper, such as an assignment or formal drawing, must have its own certificate of mailing.

Certificate of Mailing

I hereby certify that this Issue Fee Transmittal is being deposited with the United States Postal Service with sufficient postage for first class mail in an envelope addressed to the Box Issue Fee address above on the date indicated below.

John G. Rauch (Depositor's name)
 [Signature] (Signature)
 4/13/01 (Date)

ELAINE K. LEE
 BRINKS HOFER GILSON & LIONE
 P O BOX 10395
 CHICAGO IL 60610

APPLICATION NO.	FLING DATE	TOTAL CLAIMS	EXAMINER AND GROUP ART UNIT	DATE MAILED
09/322,677	05/28/2001	067	NGUYEN, X	2165 03/29/01
First Named Applicant	DAVIS, ... 35 USC 154(b) term ext. = 0 Days			
TITLE OF INVENTION SYSTEM AND METHOD FOR INFLUENCING A POSITION ON A SEARCH RESULT LIST GENERATED BY A COMPUTER NETWORK SEARCH ENGINE				

ATTYS DOCKET NO.	CLASS-SUBCLASS	BATCH NO.	APPLN TYPE	SMALL ENTITY	FEE DUE	DATE DUE
2 9623/112	797-092,000	Z99	UTILITY	YES	\$620.00	06/29/01

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.303). Use of PTO form(s) and Customer Number are recommended, but not required.
- Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached.
- "Fee Address" indication (or "Fee Address" indication form PTO/SB/47) attached.

2. For printing on the patent front page, list (1) the names of up to 3 registered patent attorneys or agents OR, alternatively, (2) the name of a single firm (having as a member a registered attorney or agent) and the names of up to 2 registered patent attorneys or agents. If no name is listed, no name will be printed.
- BRINKS HOFER GILSON & LIONE
- 1 _____
- 2 _____
- 3 _____

3. ASSIGNEE NAME AND RESIDENCE DATA TO BE PRINTED ON THE PATENT (print or type)
- PLEASE NOTE:** Unless an assignee is identified below, no assignee data will appear on the patent. Inclusion of assignee data is only appropriate when an assignment has been previously submitted to the PTO or is being submitted under separate cover. Completion of this form is NOT a substitute for filing an assignment.
- (A) NAME OF ASSIGNEE: **GOTo.COM**
- (B) RESIDENCE (CITY & STATE OR COUNTRY): **Pasadena, California**
- Please check the appropriate assignee category indicated below (will not be printed on the patent)
- Individual Corporation or other private group entity government

- 4a. The following fees are enclosed (make check payable to Commissioner of Patents and Trademarks):
- Issue Fee
- Advance Order - # of Copies: **10**
- 4b. The following fees or deficiency in these fees should be charged to:
- DEPOSIT ACCOUNT NUMBER: **23-1925**
 (ENCLOSE AN EXTRA COPY OF THIS FORM)
- Issue Fee
- Advance Order - # of Copies: **10**

The COMMISSIONER OF PATENTS AND TRADEMARKS IS requested to apply the issue fee to the application identified above.

(Authorized Signature) [Signature] (Date) 4/12/2001

NOTE: The Issue Fee will not be accepted from anyone other than the applicant; a registered attorney or agent; or the assignee or other party in interest as shown by the records of the Patent and Trademark Office.

Burdens Hour Statement: This form is estimated to take 0.2 hours to complete. Time will vary depending on the needs of the individual case. Any comments on the amount of time required to complete this form should be sent to the Chief Information Officer, Patent and Trademark Office, Washington, D.C. 20231. **DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND FEES AND THIS FORM TO: Box Issue Fee, Assistant Commissioner for Patents, Washington D.C. 20231**

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

TRANSMIT THIS FORM WITH FEE