EXHIBIT 16

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System and method for influencing a position on a search result list generated by a computer network search engine

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Inventor(s):	DAVIS DARREN J [US]; DERER MATTHEW [US]; GARCIA JOHANN [US]; GRECO LARRY [US]; KURT TOD E [US]; KWONG THOMAS [US]; LEE JONATHAN C [US]; LEE KA L [US]; PFARNER PRESTON [US]; SKOVRAN STEVE [US] +
Applicant(s):	OVERTURE SERVICES INC +
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Abstract of US2006212447 (A1)

A system and method for enabling information providers using a computer network to influence a position for a search listing within a search result list. A database stores accounts for the network information providers. Each account contains contact and billing information. In addition, each account contains at least one search listing having at least three components: a description, a search term comprising one or more keywords, and a
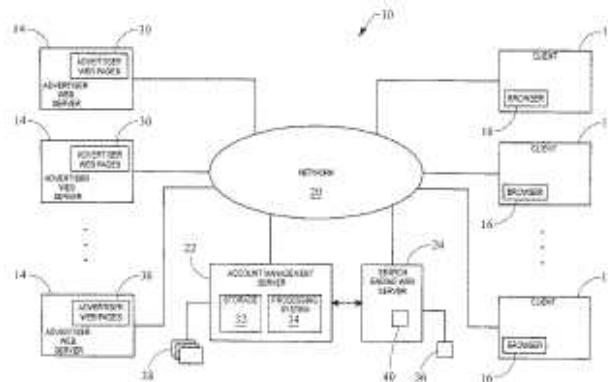
bid amount. The network information provider may add, delete, or modify a search listing after logging into his or her account via an authentication process. The network information provider influences a position for a search listing in the provider's account by first selecting a relevant search term and entering that search term and the description into a search listing.; A continuous online competitive bidding process occurs when the network information provider enters a new bid amount for a search listing. This bid amount is compared with all other bid amounts for the same search term. A rank value is generated for all search listings having that search term. The generated rank value determines where the network information provider's listing will appear on the search results list page that is generated in response to a query of the search term by a searcher at a client computer on the computer network. A higher bid by a network information provider will result in a higher rank value and a more advantageous placement.