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Declarations under Rule 4.17:

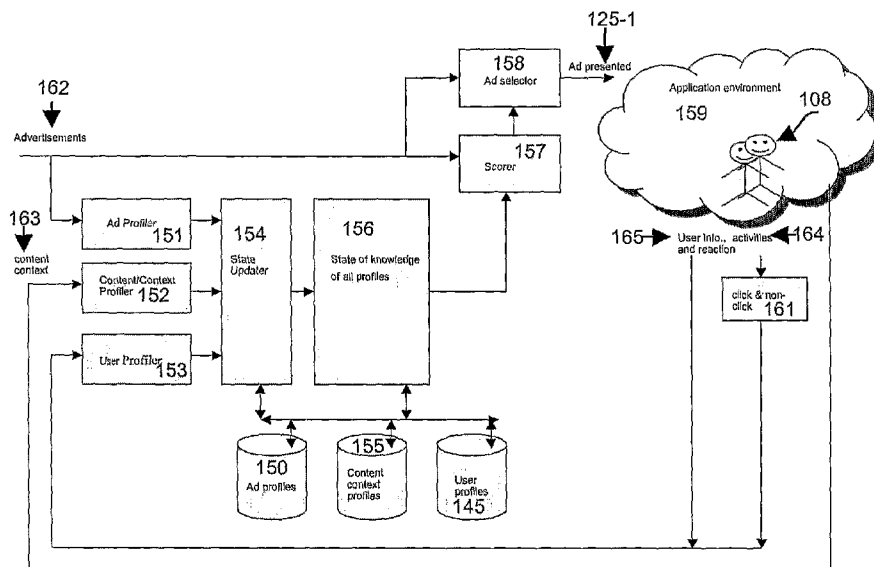
- as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))
- as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii))

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[Continued on next page]

(54) Title: METHODS AND APPARATUS FOR A STATISTICAL SYSTEM FOR TARGETING ADVERTISEMENTS



(57) Abstract: A system examines a user profile based on a knowledge associated with a user. The system examines a content context profile associated with a type of application and an application environment. The system examines an advertisement profile associated with a plurality of advertisements that include a plurality of attributes. The system then conditionally selects at least one preferred advertisement from the plurality of advertisements for presentation to the user. The at least one preferred advertisement is selected based on a statistical analysis of the user profile, the advertisement profile, and the content context profile.

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— *before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments*

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B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)
 USPC: 725/46

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
 USPC: 725/32, 34, 42, 22, 46; 705/7, 14, 27

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
 Electronic Database: PubWEST(USPT,PGPB,EPAB,JPAB); DialogPRO(Engineering); GoogleScholar
 Search Terms Used: targeted advertising, custom search, tailored search, personalized, reaction, response, weigh, rank, score etc.

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2005/0131762 A1 (BHARAT et al.) 16 June 2005 (16.06.2005), entire document	1-37
Y	US 6,907,566 B1 (McELFRESH et al.) 14 June 2005 (14.06.2005), entire document	1-37
Y	US 2005/0021397 A1 (CUI et al.) 27 January 2005 (27.01.2005), entire document	1-37

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