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(71) Applicant (for all designated States except US):
GOOGLE INC. [US/US]; 1600 Amphitheatre Parkway,
Mountain View, CA 94043 (US).

(72) Inventor; and
(75) Inventor/Applicant (for US only): **HICKMAN, Ryan**
[US/US]; 217 Ada Avenue, #9, Mountain View, CA
94043 (US).

(74) Agent: **ABDI, Leila**; Fish & Richardson P.C., P.O. Box
1022, Minneapolis, MN 55440-1022 (US).

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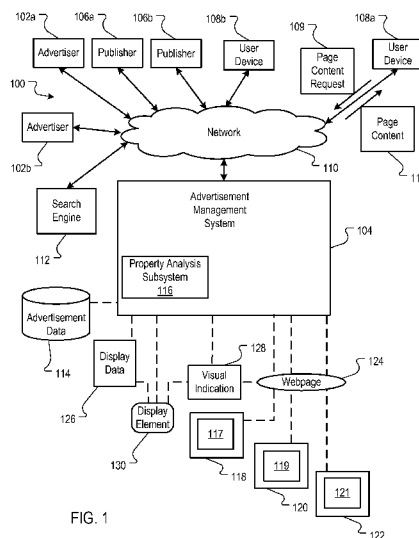


FIG. 1

(57) Abstract: Methods, systems, and apparatus, including computer program products, in which syndication spaces for a webpage are identified, each syndication space defining a location on the webpage in which one or more advertisements are displayed at a client device, and each syndication space associated with one or more attributes. Display data is generated that causes each syndication space to selectively display a visual indication of one or more of the attributes on the webpage at the client device.

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A. CLASSIFICATION OF SUBJECT MATTER**G06Q 30/00(2006.01)i**

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

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Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Korean Utility models and applications for Utility models since 1975

Japanese Utility models and applications for Utility models since 1975

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

eKOMPASS(KIPO internal) & keywords: webpage, syndication, advertising inventory,

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2008-034329 A1 (POSNER, N. D. et al.) 07 February 2008 See paras. [0026]-[0030],[0055], claims 15,21,31	1-25
Y	US 2007-0113167 A1 (KUNDU, A.) 17 May 2007 See paras. [0025]-[0029],[0047],[0057],[0060], claims 1,3,4,7,8,10	1-25
Y	KR 10-0705474 B1 (ISFOU CO., LTD.) 09 April 2007 See page 5 line 39 - page 9 line 9, claims 1-3	1-25
Y	US 2007-0038508 A1 (JAIN, K. et al.) 15 February .2007 See paras.[0016]-[0020], claim 1	1-25

 Further documents are listed in the continuation of Box C. See patent family annex.

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