

LISTING OF CHALLENGED CLAIMS

Claim 1	
[1p]	A method comprising the steps of:
[1a]	receiving, over a network, a query from a user, the query comprising at least one query token;
[1b]	analyzing the query, using at least one computing device, to identify at least one query keyword;
[1c]	determining, at least the one computing device, a plurality of intents from the at least one keyword, each of the plurality of intents indicates a type of information regarding the query keyword that is likely to be desired by a user submitting the query;
[1d]	classifying the query, using the at least one computing device, into at least one of the plurality of intents;
[1e]	identifying, using the at least one computing device, a plurality of data objects available over the network that match the at least one query keyword;
[1f]	assigning, using the at least one computing device, at least one of the plurality of intents to at least some of the plurality of data objects;
[1g]	ranking, using the at least one computing device, the plurality of data objects;
[1h]	building a result, using the at least one computing device, using the ranked plurality of data objects, the result comprises a plurality of display entries,
[1i]	at least one display entry customized to a respective assigned intent is constructed for each of the ranked plurality of data objects; and
[1j]	transmitting the result, over the network, to the user.
Claim 2	
[2p]	A computer-readable medium having computer-executable instructions for a method comprising the steps of:

[2a]	receiving, over a network, a query from a user, wherein the query comprising at least one query token;
[2b]	analyzing the query, using at least one computing device, to identify at least one query keyword;
[2c]	determining a plurality of intents, by the computing device, from the at least one keyword, each of the plurality of intents indicates a type of information regarding the query keyword that is likely to be desired by a user submitting the query;
[2d]	classifying the query, using the at least one computing device, into at least a subset of the plurality of intents;
[2e]	identifying, using the at least one computing device, a plurality of data objects available over the network that match the at least one query keyword
[2f]	assigning, using the at least one computing device, at least one of the plurality of intents to at least some of the plurality of data objects;
[2g]	ranking, using the at least one computing device, the plurality of data objects;
[2h]	building a result, using the at least one computing device, using the ranked plurality of data objects, the result comprises a plurality of display entries,
[2i]	wherein at least one display entry customized to a respective assigned intent is constructed for each of the ranked plurality of data objects;
[2j]	transmitting the result, over the network, to the user.
Claim 3	The method of claim 1 wherein the at least one intent comprises an unclassified intent.
Claim 4	The method of claim 1 wherein the analysis step identifies query keywords by parsing the tokens and identifying common entities, phrases, spelling errors, synonyms, variants of stems, and noisewords.
Claim 5	The method of claim 1 wherein, in the classifying step, the query is classified by linguistic analysis of the at least one query keyword.

Claim 6	The method of claim 1 wherein, in the classifying step, profile information for the user is additionally used to classify the query.
Claim 7	The method of claim 1 wherein, in the classifying step, previous queries submitted by the user during a user session are additionally used to classify the query.
Claim 8	The method of claim 1 wherein, in the classifying step, previous queries submitted by a subset of all users are additionally used to classify the query.
Claim 9	The method of claim 1 wherein, in the classifying step, click data from at least one previous user session for the user are additionally used to classify the query.
Claim 10	The method of claim 1 wherein, in the classifying step, click data from at least one previous user session for a subset of all users are additionally used to classify the query.
Claim 11	The method of claim 1 wherein the plurality of data objects are ranked by intent.
Claim 12	The method of claim 1 wherein, in the building step, each of the ranked plurality of data objects to which at least one intent has been assigned are matched against at least one presentation rule associated with the respective data object and matching presentation rules are used to construct the at least one display entry for the respective data object.
Claim 13	The method of claim 12 wherein the at least one presentation rules are supplied via a feed.
Claim 14	The method of claim 12 wherein the at least one presentation rules are embedded in the respective data object.
Claim 15	The method of claim 12 wherein the at least one presentation rules comprise an object matching pattern and at least one set of attribute rules, wherein each of sets of attribute rules is associated with an intent matching pattern, and wherein the at least one presentation rules matches one of the plurality of data objects if a name of the respective object matches the object matching pattern and the at least one intent assigned to the respective data object matches the intent matching pattern associated with the at least one set of attribute rules, wherein the at least one set of attribute rules are used to construct the at

	least one display entry for the respective data object.
Claim 16	The method of claim 12 wherein at least one of the ranked plurality of data objects matches at least two presentation rules and each of the at least two presentation rules are used to construct the at least one display entry for the respective data object.
Claim 17	The method of claim 12 wherein at least one of the ranked plurality of data objects matches a first at least one presentation rule originating from a trusted feed and a second at least one presentation rule originating from an untrusted feed, wherein the first at least one presentation rule is used before the second at least one presentation rule.
Claim 18	The method of claim 12 wherein at least one of the ranked plurality of data objects matches a first at least one presentation rule originating from a trusted feed and a second at least one presentation rule embedded in the respective data object, wherein the first at least one presentation rule is used before the second at least one presentation rule.
Claim 19	The method of claim 15 wherein the at least one intent associated with at least one of the ranked plurality of data objects comprises at least two intents and one of the at least two intents which is most likely is used to match the respective data.
Claim 20	The method of claim 16 wherein the at least two presentation rules are used in the most specific order first to construct the at least one display entry for the respective data object.
Claim 21	The method of claim 16 wherein the at least two presentation rules each additionally comprise a rule precedence and the at least two presentation rules are used in precedence order to construct the at least one display entry for the respective data object.
Claim 22	The computer-readable medium of claim 2 wherein, in the building step, each of the ranked plurality of data objects to which at least one intent has been assigned are matched against at least one presentation rule associated with the respective data object and matching presentation rules are used to construct the at least one display entry for the respective data object.

Claim 23	The computer-readable medium of claim 22 wherein the at least one presentation rules comprise an object matching pattern and at least one set of attribute rules, wherein each of sets of attribute rules is associated with an intent matching pattern, and wherein the at least one presentation rules matches one of the plurality of data objects if a name of the respective object matches the object matching pattern and the at least one intent assigned to the respective data object matches the intent matching pattern associated with the at least one set of attribute rules, wherein the at least one set of attribute rules are used to construct the at least one display entry for the respective data object.
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