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UTILITY PATENT APPLICATION TRANSMITTAL

(New Nonprovisional Applications Under 37 CFR § 1.53(b))

Attorney Docket No.

50269-0884

TO THE COMMISSIONER FOR PATENTS:

Transmitted herewith is the patent application of () application identifier or (X) first named inventor, Priyank S. Garg, entitled A METHOD FOR IMPROVING QUALITY OF SEARCH RESULTS BY AVOIDING INDEXING SECTIONS OF PAGES, for an:

(X) Original Patent Application.

() Continuing Application (prior application not abandoned):

() Continuation () Divisional () Continuation-in-part (CIP)

of prior application No: _____ Filed on: _____

() A statement claiming priority under 35 USC § 120 has been added to the specification.

Enclosed are:

(X) Specification 17 Total Pages including Cover Sheet;

(X) Drawings 4 Total Sheets consisting of Figs. 1, 2, 3 and 4

(X) Oath or Declaration/Power of Attorney: 2 Pages

(X) A Newly Executed Declaration:

(X) Signed. () Unsigned. () Partially Signed.

() A Copy from a Prior Application for Continuation/Divisional (37 CFR § 1.63(d)).

() Incorporation by Reference. The entire disclosure of the prior application, from which a copy of the oath or declaration is supplied, is considered as being part of the disclosure of the accompanying application and is hereby incorporated herein by reference.

() Signed Statement Deleting Inventor(s) Named in the Prior Application. (37 CFR § 163(d)(2)).

() Power of Attorney

(X) Return Receipt Postcard.

() Associate Power of Attorney.

(X) A Check in the amount of \$1,040.00 for the Filing Fee.

() Preliminary Amendment.

() Information Disclosure Statement and Form PTO-1449.

() Request and Certification Under 35 U.S.C. 122(b)(2)(B)(i)

() A Certified Copy of Priority Documents (if foreign priority is claimed).

() Applicant(s) is entitled to small entity status. See 37 CFR 1.27.

() Statement(s) of Status as a Small Entity Filed in Prior Application, Status Still Proper and Desired.

(X) Recordation of Assignment Cover Sheet (1 page) and executed Assignment (3 pages).

() Other: _____

CLAIMS AS FILED				
FOR	NO. FILED	NO. EXTRA	RATE	FEE
Total Claims	14	0	\$50.00	\$ 0.00
Independent Claims	1	0	\$200.00	\$ 0.00
Multiple Dependent Claims (if applicable)				\$ 0.00
Assignment Recording Fee				\$ 40.00
Basic Filing Fee				\$300.00
Search Fee				\$500.00
Examination Fee				\$200.00
Size fee (for each additional 50 sheets that exceeds 100 sheets)				\$ 0.00
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Throughout the pendency of this application, please charge any additional fees, including any required extension of time fees, and credit all overpayments to deposit account 50-1302. A duplicate of this sheet is enclosed.

Respectfully submitted,

By: _____

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Patent

UNITED STATES PATENT APPLICATION

FOR

A METHOD FOR IMPROVING QUALITY OF SEARCH RESULTS BY AVOIDING INDEXING
SECTIONS OF PAGES

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A METHOD FOR IMPROVING QUALITY OF SEARCH RESULTS BY AVOIDING INDEXING SECTIONS OF PAGES

FIELD OF THE INVENTION

[0001] The present invention relates to improving relevance of results provided by a search engine.

BACKGROUND OF THE INVENTION

[0002] The approaches described in this section are approaches that could be pursued, but not necessarily approaches that have been previously conceived or pursued. Therefore, unless otherwise indicated, it should not be assumed that any of the approaches described in this section qualify as prior art merely by virtue of their inclusion in this section.

[0003] A search engine is a combination of integrated software components (including data) and an allocation of computational resources, such as memory, a node, and processes on a computer or multiple computers for executing the integrated software components, where the combination of the software and computational resources are dedicated to searching a set of information resources. Search engines generate search results for queries submitted to the search engine. Search engines are widely used on the Internet, the World Wide Web (www, Web, WWW, etc.) and other large internetworks and information resource webs. Often, search engines are publicly accessible as web sites, such as those made available by Yahoo™ and Google™ web pages, which are respectively accessible with the links (<http://search.yahoo.com/>) and (<http://www.google.com/>).

[0004] The information resources searched by search engines are referred to herein as documents. A document is any unit of information that may be indexed by search engine

indexes, which are described below. Often a document is a file which may contain plain or formatted text, inline graphics, and other multimedia data, and hyperlinks to other documents. A document may conform to XML (Extensible Mark-up Language, as promulgated by the World Wide Web Consortium), HTML (Hypertext Markup Language), or other public or private standard (e.g. PDF, Portable Document Format by Adobe™, MS Word by Microsoft™). Documents may be static or dynamically generated.

[0005] Search engines use a search engine index (or more than one index), also referred to herein simply as an index, to search for documents. Search engine indexes can be directories, in which content is indexed more or less manually, to reflect human observation. More typically, search engine indexes are created and maintained automatically by processes referred to herein as crawlers. Crawlers explore information over the Internet, essentially continuously, looking for as many documents as they may find at locations to which the crawlers are configured to search. Crawlers may follow links from one document to another, index their content (e.g., semantically, conceptually, etc.) in a search index and summarize them in databases, typically of significant size. It is these indexes and databases that are actually searched in response to a search query.

[0006] The search result generated by a search engine comprises a list of documents and may contain summary information about the document. The list of documents may be ordered. To order a list of documents, a search engine may assign a rank to each document in the list. When the list is sorted by rank, a document with a relatively higher rank may be placed closer to the head of the list than a document with a relatively lower rank. A search engine may rank the documents according to relevance to the search query. Relevance is a measure of how closely the subject matter of a document matches a search query's terms. The

inclusion of a document within the search engine results generated by a search engine for a search engine query is referred to herein as document recall.

[0007] Various nefarious techniques, referred to as search engine spamming, are used to trick search engines into recalling documents and inflating their rank. The techniques generally trick search engine ranking algorithms into recalling and highly ranking documents that contain, for example, sponsored links to a web merchant. The higher ranking increases exposure of such documents to search engine users and can ultimately lead to more revenue for search engine spammers. As a result, some of the most highly ranked results for search engine queries are documents with content that is very irrelevant to the queries and desires of search engine users. Such results are referred to herein as search engine spam.

[0008] A typical example of search engine spam is when a user tries to search for the terms "digital camera reviews" and expects to find pages which review various models of digital cameras, detailing performance specifications, sample images and reviewer pros and cons list. Having this expectation when the user clicks on a link for one of the results, the user is instead led to a page that contains nothing but a plethora of keywords and links to other stores where he can buy the camera. This trickery translates to poor user experience and leads to an adverse judgment of search engine performance. Many webmasters may legitimately wish that some content of a page not be indexed by search engines because the content has no relation to the intended focus of the page. A solution that could address this need is to allow a webmaster to designate what sections of the page should not be indexed. However, this opens the door to nefarious techniques for hiding search engine spam. Clearly, there is need for mechanisms that prevent hiding of search engine spam but yet allow webmasters to designate page content that should not be indexed.

BRIEF DESCRIPTION OF THE DRAWINGS

[0009] The present invention is illustrated by way of example, and not by way of limitation, in the figures of the accompanying drawings and in which like reference numerals refer to similar elements and in which:

[0010] FIG. 1 is an example layout of a web page, according to an embodiment of the present invention.

[0011] FIG. 2 is HTML layout of a web page with portions that are not indexed, according to an embodiment of the present invention.

[0012] FIG. 3 is a flow diagram that illustrates a process of improving the quality of a web page by delineating no-recall portions, according to an embodiment of the presenting invention.

[0013] FIG. 4 is a block diagram that illustrates a computer system upon which an embodiment of the invention may be implemented.

DETAILED DESCRIPTION OF THE INVENTION

[00014] A method and apparatus for improving quality of search results is described. In the following description, for the purposes of explanation, numerous specific details are set forth in order to provide a thorough understanding of the present invention. It will be apparent, however, that the present invention may be practiced without these specific details. In other instances, well-known structures and devices are shown in block diagram form in order to avoid unnecessarily obscuring the present invention.

[00015] Mechanisms are provided that allow search engines to affect the recall and ranking of documents to more accurately reflect relevance of the documents to search engine queries. The mechanisms can be implemented, using crawlers that create search engine indexes of documents, their content (e.g., semantically, conceptually, etc.) and summaries of the documents. As a crawler examines an individual document, one of the attributes that can be considered is section structure. In examining the various sections, the crawler identifies sections to ignore, that is, to not index in search engine indexes and or otherwise use for recalling the document. Such sections are referred to herein as "no-recall sections." Those portions that are indexed for recalling are referred to as recall sections. In an embodiment, a crawler ignores no-recall sections demarcated by, for example, a tag. In another embodiment a no-recall section may be identified by analyzing section content rather than examining only delimiters. The terms inside no-recall sections do not contribute to the document term frequency counts and are not used for recalling the documents in response to search engine queries. However the no-recall sections are included as input to forms of analysis of the document that affect, for example, the document's ranking. Links inside the no-recall sections as well as the rest of the document may be followed in order to discover new content. The document may be analyzed for the amount of advertisements or other features in its entirety.

Therefore, terms inside the no-recall sections can affect document ranking. Such analysis prevents hiding of search engine spam. A page containing copious amounts of advertisements, or low quality links will be readily identified and ranked accordingly.

[00016] An embodiment of the invention is illustrated in a context of a web page 100 shown in Fig 1. Web page 100 contains a title 101, a navigation pane section 102, main content section 103, copyright notice 104, and a section with a constantly changing text (or other content) of related blogs 105 and ad section 106. The elements, navigation pane section 102, copyright notice 104, related blogs 105, and ad section 106 are not related to the main content of the page.

[00017] The layout and basic structure of a web page presented in FIG 1 could have an HTML code implementation structure as illustrated in FIG 2. The HTML code of Web page 100 can be statically or dynamically generated. The <HTML> tags, lines 200 and 235 specify the version of HTML used in the document. The <BODY> tags lines 204 and 234 enclose the document's content. The positioning of elements in the Web page is achieved by nested tables; lines 205, 233 and 211, 225. Information in tables is presented in rows <TR> and table data elements <TD>.

[00018] A <div class="robots-noindex"> tag is used to delimit the no-recall sections of web page 101. The tag delimits the copyright notice 104 lines 229, 231, navigation pane section 102 lines 213, 215, related blogs 105 and ad section 106 lines 221, 223. Functionally, the <div class="robots-noindex"> tag causes content contained therein to be ignored for purposes of recalling the document. For example, if inside the ad section 106 there is a term "shoes", and the term "shoes" does not appear anywhere else in the page, the page will not be recalled for a search engine query for the word "shoes". Of course, if the word "shoes" is included in other portions of the page, the page will be recalled for the query. The <div

class="robots-noindex"> tag as introduced works at a granular level, with the ability to create no-recall sections of a document. It should be noted that the actual name of the tag <div class="robots-noindex"> is for illustration; any tag name can aptly serve the same purpose.

[00019] While ignoring no-recall sections prevents recall of documents under appropriate circumstances, completely ignoring them could create exploitable loopholes. For example, a document may be designed so that content that increases recall and/or ranking potential is placed in the recall section and content that diminishes high ranking potential is hidden in a no-recall section. To prevent such exploitation, no-recall sections are not ignored when ranking documents recalled by a search engine for a search engine query. For example, a <div class="robots-noindex"> element of a document is not indexed by a search engine index, but when the document is recalled by a search engine for a search engine query, the element is considered for spam and relevancy analysis. All the attributes in all of the sections of a document such as "links", frequency of terms, coloring, font, etc. are therefore considered for spam and relevancy analysis.

[00020] FIG. 3 is a flow diagram of a procedure for determining whether a section of a document is a no-recall section according to an embodiment of the present invention. Referring to FIG. 3, at step 301, the HTML code of a document is parsed to determine various logical sections in step 302. In step 303, the content of each section is subjected to analysis. The analysis consists of creating an abstract document model using one of, or a combination of set theoretic, algebraic or probabilistic approaches. In the analysis, various attributes are determined such as the number, frequency and order of appearance of terms, fonts, and colors. Outgoing links in each section are analyzed; some link characteristics considered are where the links lead, the link text and link quantity and quality. In step 305

sections are rated based on their relevance to the main topic of the page. Section rating scores can be determined from the document model. In an algebraic approach, terms inside a section or document can be represented by multidimensional vectors having direction and magnitude, the relevancy can be ascertained by the magnitude of vector deviations. Standard or extended Boolean model can also be used. In a probabilistic approach, a natural language model of a document can be used. In a natural language model probability of a sequence of terms appearing in a given document or a specific section is determined. Rating is computed for a target sequence of terms by determining a conditional probability for the sequence of terms given the computed natural language model of a document. Other attributes of a section may also be used to identify a no-recall section. These include the frequency of change of a section in comparison to the rest of the page. For example an ad section might change for each visit to a page, while the rest of the page may not, or the repeated occurrence of a section across all pages of a site a copyright/title section of a page may occur identically on all pages of a site. Finally, in step 306, sections having a rating that indicates that the sections are no-recall sections are designated and treated as no-recall sections, as well sections demarcated by `<div class="robots-noindex">` tag.

[00021] Search results returned by a search engine for a query contain short descriptive paragraphs or abstracts for a recalled document. Abstracts provide a concise description of the respective document. According to an embodiment, the contents of no-recall sections are excluded from the abstract. This meets the expectations of users in that if a term is not used to recall a document, the term should not show up in an abstract.

HARDWARE OVERVIEW

[00022] Figure 4 is a block diagram that illustrates a computer system 400 upon which an embodiment of the invention may be implemented. Computer system 400 includes a bus 402

or other communication mechanism for communicating information, and a processor 404 coupled with bus 402 for processing information. Computer system 400 also includes a main memory 406, such as a random access memory (RAM) or other dynamic storage device, coupled to bus 402 for storing information and instructions to be executed by processor 404. Main memory 406 also may be used for storing temporary variables or other intermediate information during execution of instructions to be executed by processor 404. Computer system 400 further includes a read only memory (ROM) 408 or other static storage device coupled to bus 402 for storing static information and instructions for processor 404. A storage device 410, such as a magnetic disk or optical disk, is provided and coupled to bus 402 for storing information and instructions.

[00023] Computer system 400 may be coupled via bus 402 to a display 412, such as a cathode ray tube (CRT), for displaying information to a computer user. An input device 414, including alphanumeric and other keys, is coupled to bus 402 for communicating information and command selections to processor 404. Another type of user input device is cursor control 416, such as a mouse, a trackball, or cursor direction keys for communicating direction information and command selections to processor 404 and for controlling cursor movement on display 412. This input device typically has two degrees of freedom in two axes, a first axis (e.g., x) and a second axis (e.g., y), that allows the device to specify positions in a plane.

[00024] The invention is related to the use of computer system 400 for implementing the techniques described herein. According to one embodiment of the invention, those techniques are performed by computer system 400 in response to processor 404 executing one or more sequences of one or more instructions contained in main memory 406. Such instructions may be read into main memory 406 from another computer-readable medium,

such as storage device 410. Execution of the sequences of instructions contained in main memory 406 causes processor 404 to perform the process steps described herein. In alternative embodiments, hard-wired circuitry may be used in place of or in combination with software instructions to implement the invention. Thus, embodiments of the invention are not limited to any specific combination of hardware circuitry and software.

[00025] The term “computer-readable medium” as used herein refers to any medium that participates in providing instructions to processor 404 for execution. Such a medium may take many forms, including but not limited to, non-volatile media, volatile media, and transmission media. Non-volatile media includes, for example, optical or magnetic disks, such as storage device 410. Volatile media includes dynamic memory, such as main memory 406. Transmission media includes coaxial cables, copper wire and fiber optics, including the wires that comprise bus 402. Transmission media can also take the form of acoustic or light waves, such as those generated during radio-wave and infra-red data communications.

[00026] Common forms of computer-readable media include, for example, a floppy disk, a flexible disk, hard disk, magnetic tape, or any other magnetic medium, a CD-ROM, any other optical medium, punchcards, papertape, any other physical medium with patterns of holes, a RAM, a PROM, and EPROM, a FLASH-EPROM, any other memory chip or cartridge, a carrier wave as described hereinafter, or any other medium from which a computer can read.

[00027] Various forms of computer readable media may be involved in carrying one or more sequences of one or more instructions to processor 404 for execution. For example, the instructions may initially be carried on a magnetic disk of a remote computer. The remote computer can load the instructions into its dynamic memory and send the instructions over a telephone line using a modem. A modem local to computer system 400 can receive the data on the telephone line and use an infra-red transmitter to convert the data to an infra-red

signal. An infra-red detector can receive the data carried in the infra-red signal and appropriate circuitry can place the data on bus 402. Bus 402 carries the data to main memory 406, from which processor 404 retrieves and executes the instructions. The instructions received by main memory 406 may optionally be stored on storage device 410 either before or after execution by processor 404.

[00028] Computer system 400 also includes a communication interface 418 coupled to bus 402. Communication interface 418 provides a two-way data communication coupling to a network link 420 that is connected to a local network 422. For example, communication interface 418 may be an integrated services digital network (ISDN) card or a modem to provide a data communication connection to a corresponding type of telephone line. As another example, communication interface 418 may be a local area network (LAN) card to provide a data communication connection to a compatible LAN. Wireless links may also be implemented. In any such implementation, communication interface 418 sends and receives electrical, electromagnetic or optical signals that carry digital data streams representing various types of information.

[00029] Network link 420 typically provides data communication through one or more networks to other data devices. For example, network link 420 may provide a connection through local network 422 to a host computer 424 or to data equipment operated by an Internet Service Provider (ISP) 426. ISP 426 in turn provides data communication services through the world wide packet data communication network now commonly referred to as the "Internet" 428. Local network 422 and Internet 428 both use electrical, electromagnetic or optical signals that carry digital data streams. The signals through the various networks and the signals on network link 420 and through communication interface 418, which carry

the digital data to and from computer system 400, are exemplary forms of carrier waves transporting the information.

[00030] Computer system 400 can send messages and receive data, including program code, through the network(s), network link 420 and communication interface 418. In the Internet example, a server 430 might transmit a requested code for an application program through Internet 428, ISP 426, local network 422 and communication interface 418.

[00031] The received code may be executed by processor 404 as it is received, and/or stored in storage device 410, or other non-volatile storage for later execution. In this manner, computer system 400 may obtain application code in the form of a carrier wave.

[00032] In the foregoing specification, embodiments of the invention have been described with reference to numerous specific details that may vary from implementation to implementation. Thus, the sole and exclusive indicator of what is the invention, and is intended by the applicants to be the invention, is the set of claims that issue from this application, in the specific form in which such claims issue, including any subsequent correction. Any definitions expressly set forth herein for terms contained in such claims shall govern the meaning of such terms as used in the claims. Hence, no limitation, element, property, feature, advantage or attribute that is not expressly recited in a claim should limit the scope of such claim in any way. The specification and drawings are, accordingly, to be regarded in an illustrative rather than a restrictive sense.

CLAIMS

What is claimed is:

1. A method, comprising:
ranking a plurality of documents recalled by a search engine for a query;
wherein the plurality of documents contain certain documents, each document of said
certain documents containing at least one section that is not used by said
search engine for recall and one or more sections that are used by said search
engine for recall; and
wherein ranking a plurality of documents includes ranking said plurality of
documents based, at least in part, on the one or more sections of said certain
documents not used by said search engine to recall documents.
2. The method of Claim 1, wherein said one or more sections of said certain documents
are demarcated by a tag of an element having a name from a set of one or more names.
3. The method of Claim 1, wherein at least one document of said certain documents
does not comprise data that contains element tags.
4. The method of Claim 1, further including said search engine generating data
representing results of said query, wherein:
said data includes an abstract describing each document of said plurality of
documents; and
for each respective abstract of each document of said certain documents, said abstract
excludes terms from the respective one or more sections not used by said
search engine to recall said each document

5. The method of claim 1, said search engine using a search engine index to recall said plurality of documents; and wherein said search engine index does not index any term in said certain documents that is found only in one or more sections of said certain documents established as a no-recall section.
6. The method of Claim 1, wherein ranking a plurality of documents recalled by a search engine for a query depends in part on a vector space model associated with each of said documents.
7. The method of Claim 1, wherein ranking a plurality of documents recalled by a search engine for a query depends in part on a language model associated with each of said documents.
8. A machine-readable storage medium carrying one or more sequences of instructions which, when executed by one or more processors, causes the one or more processors to perform the method recited in Claim 1.
9. A machine-readable storage medium carrying one or more sequences of instructions which, when executed by one or more processors, causes the one or more processors to perform the method recited in Claim 2.
10. A machine-readable storage medium carrying one or more sequences of instructions which, when executed by one or more processors, causes the one or more processors to perform the method recited in Claim 3.

11. A machine-readable storage medium carrying one or more sequences of instructions which, when executed by one or more processors, causes the one or more processors to perform the method recited in Claim 4.

12. A machine-readable storage medium carrying one or more sequences of instructions which, when executed by one or more processors, causes the one or more processors to perform the method recited in Claim 5.

13. A machine-readable storage medium carrying one or more sequences of instructions which, when executed by one or more processors, causes the one or more processors to perform the method recited in Claim 6.

14. A machine-readable storage medium carrying one or more sequences of instructions which, when executed by one or more processors, causes the one or more processors to perform the method recited in Claim 7.

ABSTRACT OF THE DISCLOSURE

A method and apparatus for improving search results is provided. The method works by delineating sections of a document that are not relevant to the main content. The document content is subjected to ranking analysis in entirety. In response to a query results are recalled omitting terms included in the no-recall sections. Terms in the no-recall sections are not used in titles and abstracts of the results. The results are ordered at least in part by the rankings attributed to the identified no-recall sections.

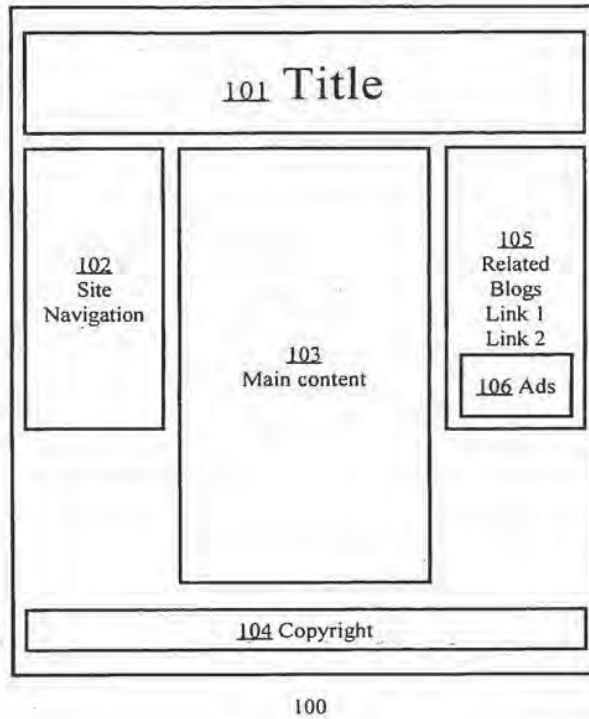


Figure 1.

```

200 <HTML>
201 <HEAD>
202 ...
203 </HEAD>
204 <BODY>
205   <TABLE>
206     <TR>
207       <TD> Title </TD>
208     </TR>
209     <TR>
210       <TD>
211         <TABLE>
212           <TR>
213             <div class="robots-noindex">
214               <TD> Navigation </TD>
215             </div class="robots-noindex">
216           </TR>
217           <TR>
218             <TD> Main Content </TD>
219           </TR>
220           <TR>
221             <div class="robots-noindex">
222               <TD> Related Blogs, Ads</TD>
223             </div class="robots-noindex">
224           </TR>
225         </TABLE>
226       </TD>
227     </TR>
228     <TR>
229       <div class="robots-noindex">
230         <TD> Copyright </TD>
231       </div class="robots-noindex">
232     </TR>
233   </TABLE>
234 </BODY>
235 </HTML>
  
```

Figure 2.

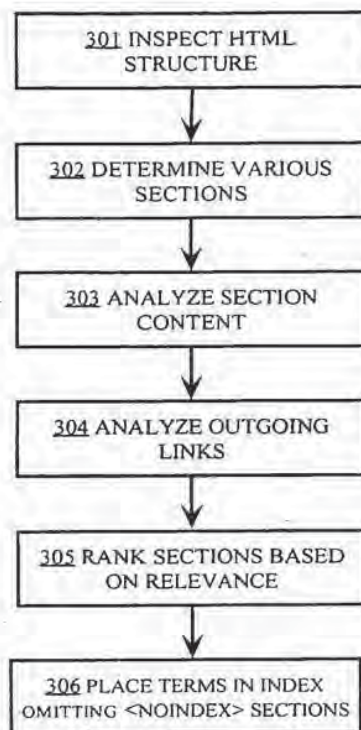
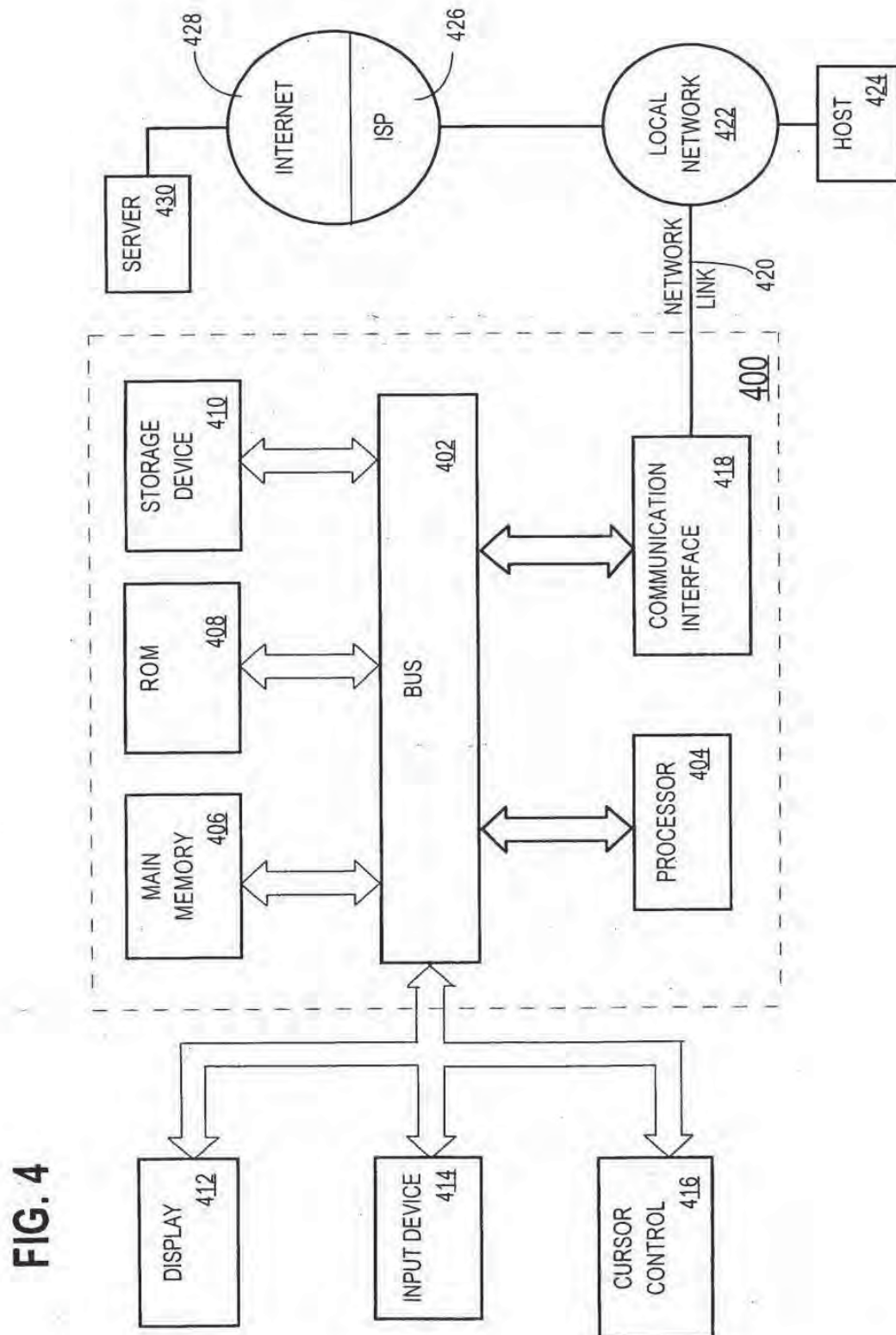


Figure 3.



Document No.: 50220-10004

DECLARATION AND POWER OF ATTORNEY

As a below named inventor, I hereby declare that:

My residence, mailing address and citizenship are as stated below and to my name.

Whether I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter claimed and for which a patent is sought on the invention entitled **A METHOD FOR IMPROVING QUALITY OF SEARCH RESULTS BY AVOIDING INDEXING SECTIONS OF PAGES**, the specification of which:

☒ is attached hereto.

☐ was filed on ___ as Application Serial No. ___ and was amended on (if applicable).

I hereby state that I have reviewed and understood the contents of the above identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose information which is known to me to be material to patentability in accordance with Title 35, Code of Federal Regulations, Section 1.56.

I hereby claim foreign priority benefits under Title 35, United States Code, Section 119 of any foreign application(s) for patent or inventor's certificate listed below and have also identified below any foreign application for patent or inventor's certificate having a filing date before that of the application on which priority is claimed.

Prior Foreign Application(s):

Number

Country

Day/Month/Year filed

Priority Claimed

8

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

EXPRESS MAIL NO. EV 979849317 US

YH0005US00

Docket No.: 30260-0884

I hereby appoint the practitioners associated with Certificate Number 30260, practitioners of HICKMAN PALERMO TRUONG & BECKER LLP, as attorney(s) and/or agent(s) to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith, and all future correspondence should be addressed to them.

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YD190511500

PATENT APPLICATION SERIAL NO. _____

U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE
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02 FC:1111	500.00	OP
03 FC:1311	200.00	OP

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PATENT APPLICATION FEE DETERMINATION RECORD					Application or Docket Number 11652356	
Substitute for Form PTO-875 Effective December 8, 2004						
APPLICATION AS FILED - PART I						
(Column 1)		(Column 2)		SMALL ENTITY		OR
OTHER THAN SMALL ENTITY						
FOR	NUMBER FILED	NUMBER EXTRA	RATE (\$)	FEE (\$)	RATE (\$)	FEE (\$)
BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A	150.00	N/A	300.00
SEARCH FEE (37 CFR 1.16(M), (L), or (m))	N/A	N/A	N/A	\$250	N/A	\$500
EXAMINATION FEE (37 CFR 1.16(d), (e), or (f))	N/A	N/A	N/A	\$100	N/A	\$200
TOTAL CLAIMS (37 CFR 1.16(l))	14	minus 20 = 0	X\$ 25		X\$50	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	1	minus 3 = 0	X100		X200	
APPLICATION SIZE FEE (37 CFR 1.16(s))			If the specification and drawings exceed 100 sheets of paper, the application size fee due is \$250 (\$125 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).			
MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))			+180=		+360=	
			TOTAL		TOTAL 1000	
* If the difference in column 1 is less than zero, enter "0" in column 2.						
APPLICATION AS AMENDED - PART II						
(Column 1)		(Column 2)		SMALL ENTITY		OR
OTHER THAN SMALL ENTITY						
AMENDMENT A	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE (\$)	ADDITIONAL FEE (\$)	RATE (\$)
Total (37 CFR 1.16(i))	Minus	**	=	X\$ 25		X\$50
Independent (37 CFR 1.16(h))	Minus	***	=	X100		X200
Application Size Fee (37 CFR 1.16(s))				+180=		+360=
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))				TOTAL ADD'L FEE		TOTAL ADD'L FEE
(Column 1)		(Column 2)		SMALL ENTITY		OR
OTHER THAN SMALL ENTITY						
AMENDMENT B	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE (\$)	ADDITIONAL FEE (\$)	RATE (\$)
Total (37 CFR 1.16(i))	Minus	**	=	X\$ 25		X\$50
Independent (37 CFR 1.16(h))	Minus	***	=	X100		X200
Application Size Fee (37 CFR 1.16(s))				+180=		+360=
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))				TOTAL ADD'L FEE		TOTAL ADD'L FEE
* If the entry in column 1 is less than the entry in column 2, write "0" in column 3. ** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20". *** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3". The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.						

This collection of information is required by 37 CFR 1.16. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1460, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

011007

022800 U.S. PTO

UTILITY PATENT APPLICATION TRANSMITTAL

(New Nonprovisional Applications Under 37 CFR § 1.53(b))

Attorney Docket No.

50269-0884

TO THE COMMISSIONER FOR PATENTS:

Transmitted herewith is the patent application of () application identifier or (X) first named inventor, Priyank S. Garg, entitled A METHOD FOR IMPROVING QUALITY OF SEARCH RESULTS BY AVOIDING INDEXING SECTIONS OF PAGES, for an:

(X) Original Patent Application.

() Continuing Application (prior application not abandoned):

() Continuation () Divisional () Continuation-in-part (CIP)

of prior application No: _____ Filed on: _____

() A statement claiming priority under 35 USC § 120 has been added to the specification.

Enclosed are:

(X) Specification 17 Total Pages including Cover Sheet;

(X) Drawings 4 Total Sheets consisting of Figs. 1, 2, 3 and 4

(X) Oath or Declaration/Power of Attorney: 2 Pages

(X) A Newly Executed Declaration:

(X) Signed. () Unsigned. () Partially Signed.

() A Copy from a Prior Application for Continuation/Divisional (37 CFR § 1.63(d)).

() Incorporation by Reference. The entire disclosure of the prior application, from which a copy of the oath or declaration is supplied, is considered as being part of the disclosure of the accompanying application and is hereby incorporated herein by reference.

() Signed Statement Deleting Inventor(s) Named in the Prior Application. (37 CFR § 163(d)(2)).

() Power of Attorney

(X) Return Receipt Postcard.

() Associate Power of Attorney.

(X) A Check in the amount of \$1,040.00 for the Filing Fee.

() Preliminary Amendment.

() Information Disclosure Statement and Form PTO-1449.

() Request and Certification Under 35 U.S.C. 122(b)(2)(B)(i)

() A Certified Copy of Priority Documents (if foreign priority is claimed).

() Applicant(s) is entitled to small entity status. See 37 CFR 1.27.

() Statement(s) of Status as a Small Entity Filed in Prior Application, Status Still Proper and Desired.

(X) Recordation of Assignment Cover Sheet (1 page) and executed Assignment (3 pages).

() Other: _____

CLAIMS AS FILED				
FOR	NO. FILED	NO. EXTRA	RATE	FEE
Total Claims	14	0	\$50.00	\$ 0.00
Independent Claims	1	0	\$200.00	\$ 0.00
Multiple Dependent Claims (if applicable)				\$ 0.00
Assignment Recording Fee				\$ 40.00
Basic Filing Fee				\$300.00
Search Fee				\$500.00
Examination Fee				\$200.00
Size fee (for each additional 50 sheets that exceeds 100 sheets)				\$ 0.00
Total Filing Fee				1,040.00

Throughout the pendency of this application, please charge any additional fees, including any required extension of time fees, and credit all overpayments to deposit account 50-1302. A duplicate of this sheet is enclosed.

Respectfully submitted,

By: Yury A. Perzov
Yury A. Perzov, Reg. No. 58,547

Date: January 10, 2007

Correspondence Address: **29989**

Express Mail Label No.: **EV 979849317 US**

Date of Deposit: January 10, 2007

Y01905US00



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APPLICATION NUMBER	FILING or 371(c) DATE	GRP ART UNIT	FIL FEE REC'D	ATTY.DOCKET.NO	DRAWINGS	TOT CLAIMS	IND CLAIMS
11/652,356	01/10/2007	2161	1000	50269-0884	4	14	1

CONFIRMATION NO. 3475

FILING RECEIPT

29989
HICKMAN PALERMO TRUONG & BECKER, LLP
2055 GATEWAY PLACE
SUITE 550
SAN JOSE, CA95110

Date Mailed: 02/09/2007

Receipt is acknowledged of this regular Patent Application. It will be considered in its order and you will be notified as to the results of the examination. Be sure to provide the U.S. APPLICATION NUMBER, FILING DATE, NAME OF APPLICANT, and TITLE OF INVENTION when inquiring about this application. Fees transmitted by check or draft are subject to collection. Please verify the accuracy of the data presented on this receipt. **If an error is noted on this Filing Receipt, please mail to the Commissioner for Patents P.O. Box 1450 Alexandria Va 22313-1450. Please provide a copy of this Filing Receipt with the changes noted thereon. If you received a "Notice to File Missing Parts" for this application, please submit any corrections to this Filing Receipt with your reply to the Notice. When the USPTO processes the reply to the Notice, the USPTO will generate another Filing Receipt incorporating the requested corrections (if appropriate).**

Applicant(s)

Priyank S. Garg, San Jose, CA;
Amit J. Basu, San Jose, CA;
Timothy M. Converse, Sunnyvale, CA;

Power of Attorney: The patent practitioners associated with Customer Number 29989

Domestic Priority data as claimed by applicant

Foreign Applications

If Required, Foreign Filing License Granted:

Projected Publication Date: To Be Determined - pending completion of Security Review

Non-Publication Request: No

Early Publication Request: No

Title

Method for improving quality of search results by avoiding indexing sections of pages

Preliminary Class

707

PROTECTING YOUR INVENTION OUTSIDE THE UNITED STATES

Since the rights granted by a U.S. patent extend only throughout the territory of the United States and have no effect in a foreign country, an inventor who wishes patent protection in another country must apply for a patent in a specific country or in regional patent offices. Applicants may wish to consider the filing of an international application under the Patent Cooperation Treaty (PCT). An international (PCT) application generally has the same effect as a regular national patent application in each PCT-member country. The PCT process **simplifies** the filing of patent applications on the same invention in member countries, but **does not result** in a grant of "an international patent" and does not eliminate the need of applicants to file additional documents and fees in countries where patent protection is desired.

Almost every country has its own patent law, and a person desiring a patent in a particular country must make an application for patent in that country in accordance with its particular laws. Since the laws of many countries differ in various respects from the patent law of the United States, applicants are advised to seek guidance from specific foreign countries to ensure that patent rights are not lost prematurely.

Applicants also are advised that in the case of inventions made in the United States, the Director of the USPTO must issue a license before applicants can apply for a patent in a foreign country. The filing of a U.S. patent application serves as a request for a foreign filing license. The application's filing receipt contains further information and guidance as to the status of applicant's license for foreign filing.

Applicants may wish to consult the USPTO booklet, "General Information Concerning Patents" (specifically, the section entitled "Treaties and Foreign Patents") for more information on timeframes and deadlines for filing foreign patent applications. The guide is available either by contacting the USPTO Contact Center at 800-786-9199, or it can be viewed on the USPTO website at <http://www.uspto.gov/web/offices/pac/doc/general/index.html>.

For information on preventing theft of your intellectual property (patents, trademarks and copyrights), you may wish to consult the U.S. Government website, <http://www.stopfakes.gov>. Part of a Department of Commerce initiative, this website includes self-help "toolkits" giving innovators guidance on how to protect intellectual property in specific countries such as China, Korea and Mexico. For questions regarding patent enforcement issues, applicants may call the U.S. Government hotline at 1-866-999-HALT (1-866-999-4158).

LICENSE FOR FOREIGN FILING UNDER

Title 35, United States Code, Section 184

Title 37, Code of Federal Regulations, 5.11 & 5.15

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The applicant has been granted a license under 35 U.S.C. 184, if the phrase "IF REQUIRED, FOREIGN FILING LICENSE GRANTED" followed by a date appears on this form. Such licenses are issued in all applications where the conditions for issuance of a license have been met, regardless of whether or not a license may be required as set forth in 37 CFR 5.15. The scope and limitations of this license are set forth in 37 CFR 5.15(a) unless an earlier license has been issued under 37 CFR 5.15(b). The license is subject to revocation upon written notification. The date indicated is the effective date of the license, unless an earlier license of similar scope has been granted under 37 CFR 5.13 or 5.14.

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Office of Foreign Assets Control, Department of Treasury (31 CFR Parts 500+) and the Department of Energy.

NOT GRANTED

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APPLICATION NUMBER	PATENT NUMBER	GROUP ART UNIT	FILE WRAPPER LOCATION
11/652,356		2161	

Correspondence Address / Fee Address Change

The following fields have been set to Customer Number 73066 on 08/09/2007

- Correspondence Address

The address of record for Customer Number 73066 is:

Hickman Palmero Truong & Becker LLP/
Yahoo! Inc.
2055 Gateway Place
Suite 550
San Jose, CA 95110-1089



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Alexandria, Virginia 22313-1450
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APPLICATION NUMBER	FILING OR 371(c) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
11/652,356	01/10/2007	Priyank S. Garg	50269-0884

CONFIRMATION NO. 3475

73066
Hickman Palmero Truong & Becker LLP/
Yahoo! Inc.
2055 Gateway Place
Suite 550
San Jose, CA95110-1089

Date Mailed: 09/06/2007

NOTICE OF NEW OR REVISED PROJECTED PUBLICATION DATE

The above-identified application has a new or revised projected publication date. The current projected publication date for this application is 07/10/2008. If this is a new projected publication date (there was no previous projected publication date), the application has been cleared by Licensing & Review or a secrecy order has been rescinded and the application is now in the publication queue.

If this is a revised projected publication date (one that is different from a previously communicated projected publication date), the publication date has been revised due to processing delays in the USPTO or the abandonment and subsequent revival of an application. The application is anticipated to be published on a date that is more than six weeks different from the originally-projected publication date.

More detailed publication information is available through the private side of Patent Application Information Retrieval (PAIR) System. The direct link to access PAIR is currently <http://pair.uspto.gov>. Further assistance in electronically accessing the publication, or about PAIR, is available by calling the Patent Electronic Business Center at 1-866-217-9197.

Questions relating to this Notice should be directed to the Office of Patent Publication at 1-888-786-0101.

PART 1 - ATTORNEY/APPLICANT COPY



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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
11/652,356	01/10/2007	Priyank S. Garg	50269-0884

CONFIRMATION NO. 3475

PUBLICATION NOTICE



0000000030896144

73066
HICKMAN PALERMO TRUONG & BECKER LLP/Yahoo! Inc.
2055 Gateway Place
Suite 550
San Jose, CA 95110-1083

Date Mailed: 07/10/2008

Title:Method for improving quality of search results by avoiding indexing sections of pages

Publication No.US-2008-0168053-A1

Publication Date:07/10/2008

NOTICE OF PUBLICATION OF APPLICATION

The above-identified application will be electronically published as a patent application publication pursuant to 37 CFR 1.211, et seq. The patent application publication number and publication date are set forth above.

The publication may be accessed through the USPTO's publically available Searchable Databases via the Internet at www.uspto.gov. The direct link to access the publication is currently <http://www.uspto.gov/patft/>.

The publication process established by the Office does not provide for mailing a copy of the publication to applicant. A copy of the publication may be obtained from the Office upon payment of the appropriate fee set forth in 37 CFR 1.19(a)(1). Orders for copies of patent application publications are handled by the USPTO's Office of Public Records. The Office of Public Records can be reached by telephone at (703) 308-9726 or (800) 972-6382, by facsimile at (703) 305-8759, by mail addressed to the United States Patent and Trademark Office, Office of Public Records, Alexandria, VA 22313-1450 or via the Internet.

In addition, information on the status of the application, including the mailing date of Office actions and the dates of receipt of correspondence filed in the Office, may also be accessed via the Internet through the Patent Electronic Business Center at www.uspto.gov using the public side of the Patent Application Information and Retrieval (PAIR) system. The direct link to access this status information is currently <http://pair.uspto.gov/>. Prior to publication, such status information is confidential and may only be obtained by applicant using the private side of PAIR.

Further assistance in electronically accessing the publication, or about PAIR, is available by calling the Patent Electronic Business Center at 1-866-217-9197.

Office of Data Management, Application Assistance Unit (571) 272-4000, or (571) 272-4200, or 1-888-786-0101



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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
11/652,356	01/10/2007	Priyank S. Garg	50269-0884	3475
73066 7590 05/13/2009 HICKMAN PALERMO TRUONG & BECKER LLP/Yahoo! Inc. 2055 Gateway Place Suite 550 San Jose, CA 95110-1083			EXAMINER GOFMAN, ALEX N	
			ART UNIT 2162	PAPER NUMBER
			MAIL DATE 05/13/2009	DELIVERY MODE PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary	Application No.	Applicant(s)	
	11/652,356	GARG ET AL.	
	Examiner	Art Unit	
	ALEX GOFMAN	2162	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 10 January 2007.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-14 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-14 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 10 January 2007 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. _____.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
- * See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) ☒ Notice of References Cited (PTO-892) | 4) ☐ Interview Summary (PTO-413) |
| 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date: _____ |
| 3) ☐ Information Disclosure Statement(s) (PTO/SB/08) | 5) ☐ Notice of Informal Patent Application |
| Paper No(s)/Mail Date: _____ | 6) ☐ Other: _____ |

DETAILED ACTION

This is the initial Office action based on the application filed on January 10, 2007.

Claims 1-14 are currently pending and have been considered below.

Claim Rejections - 35 USC § 101

1. 35 U.S.C. 101 reads as follows:

Whoever invents or discovers any new and useful process, machine, manufacture, or composition of matter, or any new and useful improvement thereof, may obtain a patent therefor, subject to the conditions and requirements of this title.

Claims 1-7 are rejected under 35 U.S.C. 101 because the claimed invention is directed to non-statutory subject matter. A process under 35 USC 101 must (1) be tied to another statutory class (such as a particular apparatus) or (2) transform underlying subject matter (such as an article or materials) to a different state or thing. If neither of these requirements is met by the claim, the method is not patent eligible under 35 USC 101. Since Claims 1-7 do not meet either of the tests above, they are considered non-statutory.

Claim Rejections - 35 USC § 103

2. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

3. Claims 1, 3-14 are rejected under 35 U.S.C. 103(a) as being unpatentable over Edlund et al (US Patent Application Publication 2003/0120654), hereinafter, Edlund in view of Cutts (Handling noindex meta tags), hereinafter, Cutts.

Claim 1: Edlund discloses a method comprising:

a. ranking a plurality of documents recalled by a search engine for a query [0045].

b. Edlund does not explicitly disclose wherein the plurality of documents contain certain documents, each document of said certain documents containing at least one section that is not used by said search engine for recall and one or more sections that are used by said search engine for recall. However, Cutts does (pp 1-2).

Cutts (Page 1) describes using a "noindex" metatag. According to the specification of the instant application [0018], The "noindex" tag is supposed to prevent the indexing of specific content.

Therefore, it would have been obvious for one of ordinary skill in the art at the time the invention was made to modify Edlund with Cutts. One would have been motivated to do so in order to not index certain parts of pages.

c. Edlund does not explicitly disclose wherein ranking a plurality of documents includes ranking said plurality of documents based, at least in part, on the one or more sections of said certain documents not used by said search engine to recall documents. However, Cutts does (pp 1-2).

Cutts (pp 1-2) discloses searching for "congoo" in a search engine. congoo.com contains a "noindex" metatag. However, a search in the Yahoo search engine brings up the page even though the "noindex" metatag is used. Also, the results o page 2 show that ranking was involved in indexing a page which contained a "noindex" tag.

Therefore, it would have been obvious for one of ordinary skill in the art at the time the invention was made to modify Edlund with Cutts. One would have been motivated to do so in order to index and rank documents.

Claim 3: Edlund as modified discloses the method of Claim 1 above and Edlund further discloses wherein at least one document of said certain documents does not comprise data that contains element tags [0045].

Claim 4: Edlund as modified discloses the method of Claim 1 above and Edlund further discloses including said search engine generating data representing results of said query, wherein:

a. said data includes an abstract describing each document of said plurality of documents [0069].

b. for each respective abstract of each document of said certain documents, said abstract excludes terms from the respective one or more sections not used by said search engine to recall said each document [0069].

Claim 5: Edlund as modified discloses the method of Claim 1 above and Edlund further discloses said search engine using a search engine index to recall said plurality of documents; and wherein said search engine index does not index any term in said certain documents that is found only in one or more sections of said certain documents established as a no-recall section. However, Cutts does (pp1-2).

Cutts discloses a "noindex" metatag. The metatag does not index terms in the "noindex" metatags. It would have been obvious for one of ordinary skill in the art at the time the invention was made to modify Edlund with Cutts. One would have been motivated to do so in order to not index items in the "noindex" tags.

Claim 6: Edlund as modified discloses the method of Claim 1 above and Edlund further discloses wherein ranking a plurality of documents recalled by a search engine for a query depends in part on a vector space model associated with each of said documents [0062].

Claim 7: Edlund as modified discloses the method of Claim 1 above and Edlund further discloses wherein ranking a plurality of documents recalled by a

search engine for a query depends in part on a language model associated with each of said documents [0119].

Claims 8-14: Edlund as modified discloses the method of Claims 1-7 above and Edlund further discloses machine-readable storage medium carrying one or more sequences of instructions which, when executed by one or more processors, causes the one or more processors to perform the method recited in claims 1-7 [Figure 1].

4. Claim 2 is rejected under 35 U.S.C. 103(a) as being unpatentable over Edlund et al (US Patent Application Publication 2003/0120654), hereinafter, Edlund in view of Cutts (Handling noindex meta tags), hereinafter, Cutts and further in view of Kamholz et al (US Patent Application Publication 2005/0091580), hereinafter, Kamholz.

Claim 2: Edlund as modified discloses the method of Claim 1 above but does not explicitly disclose wherein said one or more sections of said certain documents are demarcated by a tag of an element having a name from a set of one or more names. However, Kamholz does [0037-0040].

Kamholz discloses using noindex tags on specific content so it wouldn't be indexed. Therefore, it would have been obvious for one of ordinary skill in the art

at the time the invention was made to modify Edlund with Kamholz. One would have been motivated to do so in order to set section which would not be indexed.

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to ALEX GOFMAN whose telephone number is (571)270-1072. The examiner can normally be reached on Mon-Fri 9am-3pm EST.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John Breene can be reached on (571)272-4107. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

Alex Gofman
Examiner
Art Unit 2162

AG
4-29-09

*/Jean M Corrielus/
Primary Examiner, Art Unit 2162*

Notice of References Cited	Application/Control No. 11/652,356	Applicant(s)/Patent Under Reexamination GARG ET AL.	
	Examiner ALEX GOFMAN	Art Unit 2162	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-2003/0120654	06-2003	Edlund et al.	707/7
*	B	US-2005/0091580	04-2005	Kamholz et al.	715/513
	C	US-			
	D	US-			
	E	US-			
	F	US-			
	G	US-			
	H	US-			
	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

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*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
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	O					
	P					
	Q					
	R					
	S					
	T					

NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	Matt Cutts; Handling noindex meta tags; Published August 30, 2006; pp1-22
	V	
	W	
	X	

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.

Index of Claims 	Application/Control No. 11652356	Applicant(s)/Patent Under Reexamination GARG ET AL.
	Examiner ALEX GOFMAN	Art Unit 2162

✓	Rejected	-	Cancelled	N	Non-Elected	A	Appeal
=	Allowed	÷	Restricted	I	Interference	O	Objected

☐ Claims renumbered in the same order as presented by applicant			☐ CPA			☐ T.D.			☐ R.1.47		
CLAIM		DATE									
Final	Original	04/30/2009									
	1	✓									
	2	✓									
	3	✓									
	4	✓									
	5	✓									
	6	✓									
	7	✓									
	8	✓									
	9	✓									
	10	✓									
	11	✓									
	12	✓									
	13	✓									
	14	✓									

Search Notes 	Application/Control No. 11652356	Applicant(s)/Patent Under Reexamination GARG ET AL.
	Examiner ALEX GOFMAN	Art Unit 2162

SEARCHED			
Class	Subclass	Date	Examiner
707	Limited Keyword Search	4-29-09	AG

SEARCH NOTES		
Search Notes	Date	Examiner
Inventor Search in PALM	4-29-09	AG
See Enclosed East Search	4-29-09	AG

INTERFERENCE SEARCH			
Class	Subclass	Date	Examiner

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- Home
- About Me
- Google/SEO
- Subscribe

Matt Cutts: Gadgets, Google, and SEO

Handling noindex meta tags

August 29, 2006

in Google/SEO

Okay, here's a question. I did the search [congoo] recently and didn't get the home page of [Congoo](http://www.congoo.com/)--why not? If you view the source of <http://www.congoo.com/>, it turns out that they have a noindex meta tag:

```
<meta name="robots" content="noindex, nofollow" />
```

Okay, so Congoo apparently doesn't want their root page to show up in search results pages. Fair enough. But just for fun, I did the search on Ask, Yahoo!, and MSN. Ask doesn't show the root page from Congoo, but Yahoo! and MSN do. MSN shows just a url reference:



* Were you looking for [congo](#)

Web Results

Page 1 of 3,897 results containing **congoo** (0.08 seconds)

www.congoo.com

www.congoo.com [Cached page](#)

About Congoo Search

Congoo (KONG GU) A compound word meaning the glue which brings and h information seekers with access to the Web's most valuable ...

www.congoo.com/aboutcongoo [Cached page](#)

[Show more results from www.congoo.com](#)

Follow me

- Twitter
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- RSS / Atom

Search

Categories

- Books/Magazines (18)
- Chrome (15)
- Food (5)
- Fun (17)
- Gadgets/Hack (77)
- Games (4)
- Glossary/Definitions (2)
- Google/SEO (445)
- How to (50)
- iPhone (11)
- Leftovers (3)
- Linux/Ubuntu (20)
- Movies/Videos (21)
- Music (5)

But if I click on the Cached link, I get the message "Could not find the requested document in the cache." So it looks like MSN may handle noindex meta tags by showing a url reference but not any snippet.

Now let's look at Yahoo's result:



Also try [congoo premium](#), [congoo nashed](#), [congoo publishers](#) [More...](#)

- [Install Congoo Netpass Toolbar](#)
[www.congoo.com](#) Free access to over 300 Premium & Subscription websites.

1. [congoo](#)
[www.congoo.com](#) - 15K - [Cached](#) - [More from this site](#) - [Save](#)
2. [Congoo - Free software download](#)
... Search with [Congoo](#) from any web page. Block annoying pop-ups ... Add [www.congoo.com](#) to th
[www.congoo.com/netpass/install](#) - 11K - [Cached](#) - [More from this site](#) - [Save](#)

Huh. They show a 15K page with a Cached link. I clicked on that link and the cached copy had the noindex meta tag on it.

So based on a sample size of one page, it looks like search engines handle the "noindex" meta tag:

- Google doesn't show the page in any way
- Ask doesn't show the page in any way
- MSN shows a url reference and Cached link, but no snippet. Clicking the cached link doesn't return anything.
- Yahoo! shows a url reference and Cached link, but no snippet. Clicking on the cached link returns the cached page.

Something to be aware of. Personally, I'd prefer it if every search engine treated the noindex meta tag by not showing a page in the search results at all.

71 comments... [read them below](#) or [add one](#)

Jonathan Nelson August 30, 2009 at 11:11 am



- o Personal (78)
- o Productivity (20)
- o Television (3)
- o Travel (26)
- o Uncategorized (2)
- o Web/Net (67)
- o Weblog/blog (103)
- Meta
 - o Log in
 - o Entries rss
 - o Comments rss
- Archives
 - o April 2009 (7)
 - o March 2009 (14)
 - o February 2009 (11)
 - o January 2009 (12)
 - o December 2008 (10)
 - o November 2008 (12)
 - o October 2008 (17)
 - o September 2008 (17)
 - o August 2008 (6)
 - o July 2008 (18)
 - o June 2008 (18)
 - o May 2008 (15)
 - o April 2008 (18)
 - o March 2008 (14)
 - o February 2008 (10)
 - o January 2008 (15)
 - o December 2007 (11)

Matt, I completely agree 100%. There needs to be a stronger push for search engine standards. We have the W3C, but where is the accountability?

pip August 31, 2006 at 12:17 am



Sorry Matt, there is another important purpose for NOINDEX:

If I set the robots-tag to noindex, it will prevent msn and yahoo from analyzing information ON my page. So if I do a vanity search and tagged my about page noindex i should not find my pages with a search for my name.

since they don't have information about the content of that page its unlikely you will find them in a regular search. so the situation isn't that bad, but i agree it's good to be aware of it and think about using the robots.txt.

Bockereyer August 31, 2006 at 12:52 am



I think, I'm dumb. If I don't want my pages indexed I put a password on them and require registration before access. As far as I know there is no regular bot who does passwords.

Maurice August 31, 2006 at 1:05 am



Hi Matt

Are you really sure Google doesn't display anything at all

I had a site who had blocked their home page using a robots.txt and Google did the same as MSN ie show the bare url confuse me until i used site maps and nearly had a heart attack when I saw it was reporting the homepage being blocked

I've fixed it now - I can provide the url if you can go back in time some how and see how Google was handling it.

Teodor Filimon August 31, 2006 at 1:11 am



Hmm, whatever purpose we could find for NOINDEX, one thing's for sure: all search engines should treat it the same. And for the clarity of code, i think NOINDEX should be interpreted as NO INDEXING (as far as i'm concerned if my URL is stored then it's indexed no matter how much they analyze from my page.)

Matt Cutts August 31, 2006 at 1:22 am



- o November 2007 (9)
- o October 2007 (8)
- o September 2007 (14)
- o August 2007 (9)
- o July 2007 (20)
- o June 2007 (13)
- o May 2007 (8)
- o April 2007 (22)
- o March 2007 (26)
- o February 2007 (10)
- o January 2007 (25)
- o December 2006 (32)
- o November 2006 (19)
- o October 2006 (26)
- o September 2006 (20)
- o August 2006 (27)
- o July 2006 (17)
- o June 2006 (1)
- o May 2006 (23)
- o April 2006 (22)
- o March 2006 (27)
- o February 2006 (28)
- o January 2006 (36)
- o December 2005 (30)
- o November 2005 (30)
- o October 2005 (25)
- o September 2005 (15)
- o August 2005 (21)
- o July 2005 (3)

Maurice, we treat robots.txt differently at Google, see here for the rationale:

<http://www.mattcutts.com/blog/q-why-doesnt-my-site-show-in-saie-search-or-do-you-hate-metallica/>

I'm more interested in noindex, but certainly password protection is the safest, Bockereyer.

Tony Ruscoe August 27, 2000 at 11:48 am

Personally, I'd prefer it if Google didn't list any URLs in its index that are **DISALLOWED** by the robots.txt file instead of just listing the URL with no title or description as they do now.

BTW, based on a sample size of two websites, it looks like search engines handle the "disallow" robots.txt directive as follows:

- Google shows url references
- Ask doesn't show the pages in any way
- MSN shows url references
- Yahoo! doesn't show the pages in any way

Since there's no equivalent to NOFOLLOW for robots.txt files, it would appear that there's no way to exclude files from Google's index without using the META tags in the page - and that's assuming it's an HTML page...

Is that correct?

JohnMu August 31, 2000 at 1:58 am

Could you use noindex,nofollow on a page instead of a 404? (say your hoster doesn't handle 404's properly, instead returning a 200 with an ad-filled junk page) If you can make the old pages and add the nofollow,noindex, would that help Google remove the page from the index?

Kilroy August 31, 2000 at 2:00 am

Yahoo seems to respect more robots.txt, so maybe we should stick to this methods to forbid crawls. Of course, it would be impossible to prevent only the homepage from being crawled/indexed with this method.

The strange thing about congoo.com is that they have detailed meta keywords and description on their homepage. If so, why prevent crawling and indexing?

Also, the Congoo homepage apparently still has a PageRank displayed (at least on my toolbar). Maybe the noindex tag is a recent addition?

Dave (Original) August 31, 2005 at 2:00 am



Matt, bit off topic, but how about a post on what parts of "popular" forum software (vBulletin etc) users should block via a robots.txt file?

TheSEOGuru August 31, 2005 at 2:07 am



Hello Matts,

Is there something like your blog's code you are using nofollow in your anchor, googlebot doesn't crawl such link but Yahoo and MSN does. You already checked this for my web site.

Well next if you search <http://www.msn.com/robots.txt> ; <http://www.yahoo.com/robots.txt> then you will find that they do not use robots.txt file and do not follow the robots syntaxes mentioned in <http://www.robotstxt.org> for search engines

I feel robots only work for google, I have checked this on lot of my web sites.

Cheers ☺

Maurice August 31, 2005 at 2:49 am



Hi Matt

<http://www.mattcutts.com/blog/o-why-doesnt-my-site-show-in-sa-search-or-do-you-hate-metalica/>

I had a look at that but it's still unclear why robots.txt and no index behave differently.

With my programming hat on (I'm de facto CTO here as well as SEO) having two methods of doing the same thing that behave subtly differently is not something I would be happy with - it's adding complexity and risk in my opinion.

What's the problem that noindex is solving that robots.txt can't - would be my question which the post about metalica doesn't seem to answer.

MoreFishes August 31, 2005 at 2:49 am



I've seen a few rel="external nofollow" that Yahoo followed and indexed recently as well

Danny Sullivan August 21, 2006 at 5:46 am



I'm with Maurice, Matt -- why would Google want to treat meta noindex and robots.txt differently. They are both intended to do the same thing -- keep pages out of an index. The only reason we have two options is simply because some people can't setup robots.txt files for their sites, which might be within the domains of others. However technically they are implemented, it seems like they should be treated the same way.

My gut tells me most webmasters would prefer that all the search engines not list any pages that use either a robots.txt or meta noindex command.

From a user perspective, I think the technique of showing a link to a site if you can learn about it another way is fine, such as being listed in the Open Directory or from links on the public web to those sites.

The Yahoo implementation of meta noindex is odd -- why show a cached page. But I can see a hole here. They might not be actually indexing the page but still caching is since the specific noarchive tag isn't also being used:

<http://help.yahoo.com/help/us/ysearch/crawling/crawling-02.html>

Sounds like summit time! Not only would a standard on how meta robots and robots.txt be handy, but it would also be nice to know if blocking a page also inherently blocks caching.

Ken Norton August 21, 2006 at 5:47 am



I find it curious that Congoo has a noindex tag immediately following an overstuffed meta keywords tag. One could hypothesize that they are not exactly sure what they're doing. I found it ironic that an audio voice asks "what are you missing that others have access to?" Um, basic information about SEO? 🤖

Gary August 21, 2006 at 6:04 am



Password protection shouldn't be the golden key to not having a page get indexed, that's just plain ridiculous. If webmasters do not want a page indexed, webmasters should have the right keep it from getting indexed, without adding extra security features. It is their website, they pay for it, they own it. By not following the rules, that just seems to me like an invasion of privacy. If you want your phone number unlisted, phone companies might have it in a database somewhere but posting it in the phone book for everyone to see, well that just wouldn't fly.

I think this brings to light the need for standards more than anything else. There should be a committee of at least 1 representative from every significant search engine that looks at what tags should be supported, how they should be

interpreted, and determines if new tags should ever be implemented. Whether you use W3C or create an independent group, I think it would go a long way.

Soxiam August 31, 2009 at 6:24 am



Matt, I wonder what you think is the best practices regarding noindex tag on the "site down" message page. If for instance, you don't redirect the URL to [sitedown.html](http://www.domain.com) when you come to <http://www.domain.com>. AND if you included noindex tag on that page (not wanting Google to index and show site down message on serps), would Google remove domain.com from its index?

JohnMu August 31, 2009 at 7:29 am



Soxiam, if your site is down you should return code 503 (Network unavailable or something like that). That lets the bots know it's a temporary problem and to try again later. Returning a page with code 200 ("OK") is just asking for trouble, even if you use robot meta tags on it.

Alan Perkins August 31, 2009 at 8:49 am



>> I'm with Maurice, Matt — why would Google want to treat meta noindex and robots.txt differently. They are both intended to do the same thing — keep pages out of an index. The only reason we have two options is simply because some people can't setup robots.txt files for their sites, which might be within the domains of others. However technically they are implemented, it seems like they should be treated the same way.

robots.txt applies to all robots, not just search engine robots. It's designed to stop robots *reading* pages, not *indexing* pages. Of course, if a page can't be read then its content can't be indexed ...but (in theory at least) its URL can, as can any other data that is deemed relevant to that URL - such as link text, ODP descriptions, etc.

By contrast, the NOINDEX attribute value of the robots meta tag is designed specifically for indexing search engines to obey. Unlike robots.txt, the content at the URL *must* be read in order for the robots meta tag to be seen, and the NOINDEX instruction specifically means that the URL and its content should not be indexed.

An infinitely large (dynamic) site protected by robots.txt need be hit very little by search engine spiders or any type of robot. An infinitely large site protected by the robots meta tag could be hit very hard indeed by search engine spiders and all other types of robot. This illustrates the key difference between robots.txt and the robots meta tag, IMO.

robots.txt and the robots meta tag each have their places in controlling robotic access to a site, and those places are subtly different. You may need to use both in order to achieve the effect you desire (and sometimes, even using both, you can't achieve the exact effect).

My current concern over robots.txt is that one of the Googlebots (Adwords-Bot) knowingly and deliberately ignores it! See <http://adwords.google.com/support/bin/answer.py?answer=38197>, which reads "Note: In order to avoid increasing CPCs for advertisers who don't intend to restrict AdWords visits to their pages, the system will ignore blanket exclusions (User-agent: *) in robots.txt files." Surely Google should have e-mailed advertisers to ask them to explicitly allow Adwords-Bot to visit, rather than just make the assumption that the advertisers will agree.

It's one thing for Yahoo to ignore NOINDEX, it's another thing for Google to ignore robots.txt - the oldest, most inviolable search engine standard of them all, IMO.

Bombaywala August 31, 2009 at 4:54 am



How about the impact of mod_rewrite? I have index.html indexed, and later I changed all the extensions from .html to .htm

My site does not even have .html file any more - but I used rewrite rule to redirect all the old .html to new .htm respective files.

Should this hurt in indexing?

Joe August 31, 2009 at 1:43 pm



I searched for the noindex tag not there so either matt caused them to be say du or what happened to it...

eConsultant August 31, 2009 at 9:35 am



Google shows del.icio.us homepage for

<http://www.google.com/search?hl=en&lr=&q=del.icio.us&btnG=Search>

even though del.icio.us has noindex/nofollow tag

meta name="robots" content="noarchive,nofollow,noindex"/

and it's robots.txt says:

User-agent: *

Disallow: /

Allow: /rss

(Sorry for the dup : the meta-tag in the first message is not displayed)

\$ August 31, 2006 at 4:42 pm

I agree, it is odd how msn and yahoo actually index the no index tag. Well, any how, this issue is not effecting anyone because either way no one is finding a non indexed page since they won't search for it.

Dave (Original) August 31, 2006 at 5:02 pm

Hmmm, when I want something out the norm to happen, I would NEVER leave it up to the SE * to decide for me*. If I don't want a page shown in any SE's, I password protect it.

I shouldn't have to lock my front door at night so people can't come in, but I do and I bet most do.

g1smd August 31, 2006 at 4:47 pm

**** Yahoo! shows a url reference and Cached link, but no snippet.**

Even better than that, Yahoo often shows a title in their SERPs for a page that has a noindex meta tag placed on it.

How did they do that?

Well, I see that they simply use the anchor text from one incoming link (one that is on some external site, that is) as the page title; but only if that other site is "trustworthy" and only if that anchor text is not "click here" or some other low-quality generic text.

g1smd August 31, 2006 at 5:53 pm

**** how about a post on what parts of "popular" forum software (vBulletin etc) users should block via a robots.txt file?**

Been there, done that: <http://www.webmasterworld.com/forum36/33094.htm> and <http://www.webmasterworld.com/google/3044757.htm> and several other related threads.

TxRex August 31, 2006 at 9:28 pm

It would be nice if the search engines handled this the same but then again having differences can have it's benefits...

Think of it this way..Ford builds an engine with the distributor at the front of the engine which makes it easy to access..GM builds an engine with the distributor at the back of the engine which makes it harder to access..Another company builds an engine and puts the distributor in the middle of the engine..Maintenance on the Ford is easy and needs to be because you have to do it often..Maintenance on the GM is a pain but you live with it because you don't have to do it too often and the engine seems to perform better..The other company is okay to work on but a pain to find the parts because nobody carries them..At any one time depending on your needs, one of the companies above will meet your expectations..Price of gas goes up..the other company looks good because of mileage..Got to haul something..well Ford has their trucks..Need luxury and dependability..GM says we will build vehicles to fit this market...

So with the search engines..a little variation gives us the ability to choose which engine to use..if we don't like what it produces..we don't use it..if a search engine loses the ability to pull people, then revenue goes down..if they don't change, then they risk going the way of the dinosaur...

The standard is simple...

Use robot.txt to exclude directories

Use meta noindex to exclude pages

Use meta noarchive to exclude caching

Use password to protect directories

Use meta nofollow to allow the search engines to make it around the web quicker

The faster the engines get around the web and update the info (including pulling the dead pages out of the index and supplemental index) is more important than how each handles noindex..Besides..he who handles the info the best will be king of the hill during the time his system performs the best...

Really..even in politics we have Republicans, Democrats and Independents..if we made them all the same, then we would be like China or Iran..Do you really want just one company controlling the info and how it is delivered? In Matt's case, you say yes because you are employed..But for the masses, one should say no because competition brings better more evolved products...

There has to be a difference between King of the Hill and God or we are all in trouble...

Watches August 31, 2009 at 10:00 pm

Now that wouldn't be fun if there was only one way to do things now we have different things doing different stuff!!!!!!!!!!!!

Mike August 31, 2009 at 10:00 pm

I am with Alan. robots.txt should be seen as a "Trespassers will be prosecuted" sign. There is nothing to stop people knowing it is there, they just can't go inside. Area 51 is off limits, but we all know it is there, and speculation is allowed to exist as to why.

The robots noindex meta tag says "Do not keep a copy of this in the index, and do not report it exists". That is the equivalent of a soldier that visits Area 51 and is told to deny it exists. He has permission to visit Area 51, but he is not allowed to divulge that he knows about it.

SEO Tips August 31, 2006 at 10:42 am



It is surprising to see that major search engines treat metatags and robots.txt differently. Metatags and robots.txt are components of standard HTML, and not of different flavors of a language. Thus, I too feel there needs to be a stronger push for search engine standards, so that there is no ambiguity in the usage of such components.

Klaus Johannes Rusch September 1, 2006 at 12:39 am



What would be nice is a way to completely exclude an area of a site, or a complete domain, from search indexes. Not just the content of the site but the URL as well.

Despite a Disallow: / in robots.txt search engines, including Google, will often display information about the site.

Tony Ruscoe September 1, 2006 at 7:23 am



Dave (Original) said:

If I don't want a page shown in any SE's, I password protect it.

If you don't want "anybody" to view certain pages, then password protecting them makes sense. However, just because you don't want a page to show up in search results doesn't mean you want to keep it behind a locked door for everyone.

There are many reasons for excluding robots from indexing pages, so password protecting them isn't always an option.

jeslep September 1, 2006 at 3:06 am



Yahoo shows sites completely indexed even after they are banned. I think they still have the theory going that by having the largest index (or rather largest looking), it somehow makes them more relevant.

Clint Lenard September 1, 2006 at 12:00 pm



Wow, that security code is hard to see before making a post.

I agree with the above that having no Standards among Search Engines makes things a little more interesting. The findings with NOINDEX is odd though and definately something to keep in mind for future reference.

Thanks for the info!

Mortgage Expert September 1, 2006 at 2:16 pm



We are star studed today. We have Danny and Matt posting comments. MSN uses Yahoo engine eons ago. MSN must have reverse engineer before MSN finally use their own search engine. So, MSN behaves like Yahoo at some parts.

Ken Barbalace September 2, 2006 at 2:31 pm



No index should mean no index. If the web page contains "noindex" in the meta instructions then that page should not be stored in SE's database in any shape form or fashion and it should not be listed in any search results regardless of whether or not it is just a URL and title.

There are lots of very legitimate reasons why one would not want to password protect a page but also wouldn't want it in SE indexes.

At the same time the robots.txt instruction "deny" should also be respected for what it means and SEs have no business requesting any page that is explicitly denied via the robots.txt file.

Now some have posts above commented on this as a privacy issue. I see another more legally powerful concern, that being copyrights. The robots.txt file and robots meta instructions (e.g. "noindex" and "noarchive") are industry standard methods for expressing copyright limitations over protected works to search engines. If a page contains the "noindex" instruction and Yahoo ignores that instruction and displays a copy of the page in their cache, they are violating the spirit of the industry standard convention and the copyright owner should be able to hold Yahoo liable for willfully violating of copyrights.

Another Matt September 2, 2006 at 7:26 pm



I was just wondering why congoo wouldn't want there site indexed. Maybe it is just there index and want other pages to show????

Still doesn't make sense to me.

Dave (Original) September 2, 2009 at 10:49 pm



RE: "There are many reasons for excluding robots from indexing pages, so password protecting them isn't always an option."

=====

Oh, it's always an option, that's why it's called an "option" ☺ You only have to have a user add 1 letter, or number, shown clearly on the page, to gain access and keep bots at bay.

We can jump up and down, rant and rave all we like but I doubt that is going to keep the page(s) out of SEs. I would rather be master of my own destiny, than leave it to the inconsistencies of all the different bots out there.

As the saying goes, you want something done properly, do it yourself.

Igor September 3, 2009 at 8:44 pm



Hmmm, I've never seen this before, well actually I never tried to check out something like this, but this is a very interesting thing.

I have no idea how search engines work, but is it possible that MSN Search shows the mother link . . . I mean the base link. If it shows <http://www.congo.com/aboutcongo> then additionally to this it shows the main domain just to tell something the user . . . like "This is the page which belongs to the domain whatever". I know this sound like nonsense but this could be.

Also this way it's an eyecatcher because the /aboutcongo page is indent and will make the user to click exactly on this link, because it looks somehow important

The Adam That Doesn't Belong To Matt September 6, 2009 at 9:26 am



Okay, that's a weird new captcha thing you've got going on, Matt. I can't help but think that it's one that could easily be bypassed though, since all anyone would have to do is scrape the page, find the code for the captcha input box, and then find the "Please add" and the two numbers. It'd take a good programmer maybe half an hour to pull that off. (Maybe if they were random images?)

I'm not trying to be a jerk or anything..I'm just trying to save you some grief and hassle, that's all. You probably have a hard enough time filtering out blog spam as it is, and I'd hate to see it get worse on you for your sake.

Anyway, my thought on this whole issue...I'm somewhat surprised no one has brought the idea of detecting a user agent up and presenting (or not presenting) content that way. For example, if the Googlebot shows up on a page, it leaves a pretty distinctive trail behind that's easy enough in most server-side languages to detect and process.

On the rare occasions that I don't want to have something indexed and I don't want to password-protect it, I detect the user agent and 301 redirect the bots to something else. That way, they can do whatever they want somewhere else.

Mind you, I tend to do what Dave does, only I take it one step further. I not only password-protect content I don't want indexed, but I put it into its own directory, which in turn has an entry in my robots.txt file telling bots to leave it alone, and I also use the meta robots tag to do the same thing. Yes, it's total overkill, but if it works then a little healthy paranoia never hurt anyone.

Jorge September 3, 2009 at 10:47 am

When you search for robots.txt, Yahoo shows the sites robots.txt file.

<http://search.yahoo.com/search?p=robots.txt&fr=FP-tab-web-t500&toopie=1&cop=2&ei=UTF-8>

IncrediBILL September 3, 2009 at 9:39 pm

Matt,

The phrase "Ask doesn't show the page in any way" is meaningless as Ask doesn't index a lot of stuff. I have a couple of domains referenced all over the place and Ask shows other sites like links to my domains yet they still haven't indexed those domains in 6 months.

Ask wonders why they're at the bottom of the SE heap, big shock.

-Bill

SEOidiot September 4, 2009 at 7:58 am

I think that i prefer the MSN method from a usability standpoint to be honest...

thanks for the maths lessons now as well ☺

Lilly September 4, 2009 at 1:57 am



I was wondering .. if the noindex meta tag helps webmasters prevent duplicate content .. couldn't there be serious issues in the short-term future for those webmasters that heavily use this meta tag as such a solution?

- Lilly

Michael VanDeMar September 4, 2009 at 10:04 am



Matt,

I have a question somewhat related to this. On of the things blackhatters will do on occasion is structure the page so it gets indexed, but no link to the Cached version of the page will show. An example would be something like this:

<http://www.google.com/search?hl=en&q=info%3A8153.10.mil19i.info>

The reason they do this is to hide their cloaked version, the one they are displaying to the bots, from others who would duplicate their methods.

Since afaiik the only reason for doing this would be deception, wouldn't it be a fairly simple process to check if there is going to be a Cache link, and if not don't display the page? I think that the amount of legitimate websites that would be disadvantaged by this would be minimal.

-Michael

Timothy September 4, 2009 at 12:51 am



Is it the same result if a site uses robots.txt instead of using the meta tag in the html ??

Ammon September 5, 2009 at 3:49 am



Quote: "From a user perspective, I think the technique of showing a link to a site if you can learn about it another way is fine, such as being listed in the Open Directory or from links on the public web to those sites."

Except of course that no engine is guaranteeing to remove the said link 'the moment' it is removed from where it was accidentally mentioned...

For me, a NOINDEX tag says that spiders are free to visit the page, but may not include it in any index.

By contrast, the ROBOTS.TXT tells the spider it is not even allowed to approach the page. "Don't even think of going there, Mr. Spider"

Therefore, the robots.txt is actually the stronger disincentive, surely, if one were to differentiate (although that was NOT the intended purpose of having two options).

The amount of ridiculous obfuscations, jump links, and robot-blocking procedures required to perform the intended purpose of EITHER method of robots exclusion now is almost obscene.

Jonathan September 5, 2006 at 5:14 am



Nice research Matt! Thumbs up!

walkman September 5, 2006 at 6:57 am



Matt,

is it safe to assume that google will not penalize if one of the two identical pages has the no index tag, even if Google pulls the page?

thanks,

OnlyMe September 5, 2006 at 10:12 am



Can I just ask, why would anyone NOT want their home page (main page of the site) to be indexed? Is there a reason or a purpose of not wanting it in the search engines? Matt any suggestions?

gi September 5, 2006 at 10:24 am



How does google handle duplicate data within the same domain? For example, if I have a blog and an entry spans two categories, such as a categories like "work" and "computers" do I get penalized if the data is unique to my blog? This leads to a bigger question. My wife and I run a small online store, and some of companies we are distributors for give us marketing information to put on our website. I'm starting to rethink the use of that data because other distributors are using either all or some of the same data on their sites. Is my site penalized for using the marketing information or does google realize that we are a legitimate store?

The Adam That Doesn't Belong To Matt September 6, 2006 at 5:43 am



- Can I just ask, why would anyone NOT want their home page (main page of the site) to be indexed? Is there a reason or a purpose of not wanting it in the search engines?

Intranet site.

Private/copyrighted content where the author wants to protect individual property (I've seen travel writers do this, among other people.)

Site built for offline marketing purposes only.

Those are three that come to my mind off the top.

Metal Dome September 9, 2006 at 7:02 am

Sometimes, the "Baidu" also does not follow the "nofollow" meta tags... Annoying....

Google is doing well in this aspect, I like it.

CherryHintonBlue September 14, 2006 at 2:05 am

Bringing together some of the duplicate content ideas above, as the webmaster of a bunch of sites which have been penalised due to (we think) duplicate content across them (not within them), my solution has been to NOINDEX duplicate pages on all but one site. It was a huge exercise but was it worthwhile? If Google does use TxRex's nice simple summary of what the standard should be, then I guess we'll not be considered to have duplicate content any more. What about it, Matt?

Hosticento March 8, 2007 at 12:54 am

Really I am surprised when I look at the comments, really sites bother about noindex for their sites?

Accent Pillows March 7, 2007 at 6:00 am

Totally agree with, Matt! Why show on search result and when you click on it you got nothing ?

TerryG March 29, 2007 at 7:31 am

I agree, it is odd how msn and yahoo actually index the no index tag. I have seen quite a few blogs with this code

but some or most private website blogs do not. In fact I have found most of my good blog sites, such as this one, through Yahoo search.

Richly Scented Candles June 12, 2007 at 6:47 am



This is a very useful feature. Thanks, Matt!

Chris Kameir July 25, 2007 at 3:40 pm



Would it be better to ALLOW the few bots you WANT and DIS-ALLOW any other?

Maximum Persuasion July 25, 2007 at 12:24 am



This no-index thing is an odd ball. Why implement this when there's a stronger form of security found in the .htaccess file?

I used to employ the services of clickbank but got really pissed when the hidden pages redirected from clickbank still ended up in search engine results- especially Yahoo's! And that's despite having noindex and no follow.

sigh.

Wendy December 5, 2007 at 10:22 am



Hi Maximum Persuasion,

What's the stronger form of security .htaccess file that u mentioned? Is it much more superior than "noindex" & "nofollow"? I'm a newbie & i'm concerned that my product download page may be displayed in search engine results.

Can u should about how to do it in .htaccess ?

Many thanks!

Mark February 26, 2008 at 7:46 am



If you indexed a page on our site with a noindex tag, you would be in violation of our terms of service.

Alexander February 25, 2009 at 6:52 am



Hi Matt,

We are a web design company and I'm the guy who maintains the company website.

I had a query about Noindex, Nofollow... we have a few websites that we built but the owners never maintained them and the domain expired, hence we put those files in a folder and showed them on our portfolio, till recently we did not put a Rel=Noindex, No follow tag on the links in our portfolio, but then we saw google cache these pages and showing them in search results and we appearing in serps when people we searching for CD duplication and stuff, which is something we don't do but that client used to.

After the tags we added google was still recaching the pages... we tried adding a robot.txt, in those folders (we don't use robot.txt in the root because competitors access these files and find out what we are trying to hide... trust me its true.. the industry out here is really dirty)... Further I even tried adding the tags on the Index files.. but google has cached some inside pages and excel documents which we are struggling to have removed from the index...

Now to my query... If we add No index No follow on the Index page after google has already cached the inside pages and files... Does google only remove the Index page or also the inside pages...

PS. Webmaster tools also does not help much in removing pages from googles index. We had a website which no one maintained for a while and the spammers had a lot of junk on to forum which made this jobsite come up in results for Adult keywords... So when I started maintainance of the site I just renamed the folder in which the forum was installed, which resulted in a 404 error returning for this URL <http://www.ehlers.com/phpBB2> which even showed in the errors on webmaster tools, but when i requested for the removal of this directory from googles index the request was rejected and the only explanation provided was this because that there was a 404(which is very funny) or robot.txt block or Noindex, No follow tag...

Won't be disappointed if i don't receive a reply... but understanding these No index No follow tags and stuff like this only help a Novice like me become an good SEO / Internet Marketer some day...

Thanks for your time people
Alexander Gounder

mark February 25, 2009 at 9:52 am



I agree, "Noindex" shouldn't even show the page in the serp.

Taylan February 26, 2009 at 6:13 pm



Well, its obviously say "noindex" 

Dan ~~October 3, 2009 at 7:51 am~~

Hi

I just wanted to share my experience with you of these Meta Robots Tags, which caused me a lot of problems until I discovered they were being added into the web site by Wordpress.

The NOINDEX and NOFOLLOW tags were being inserted by the Wordpress because of the Privacy settings, I had inadvertently selected or were there by default on my upload.

Anyway if you'd like to know more and my experience about this I've written it here in these articles:

<http://technicalarticles.co.uk/?p=139>

<http://technicalarticles.co.uk/?p=135>

Hope it might help someone else suffering from this problem.

Dan

Alex Visa ~~October 27, 2009 at 10:25 am~~

Hi Matt,

just by observing the above, we do not have sufficient data to establish whether MSN or Yahoo treat noindex as they should. The 2 search engines may treat the tag wrong, however I have seen noindex nofollow sites which were showing in Google.

You can never know exactly when the 2 tags have been promoted to production, and it may be this happened a very short while ago.

What Google does in such a case, is that it first deletes the snippet of the specific site and ultimately eliminates the listing completely ...but this may take time.

So if you want the test to be 100% accurate, beside the test you are running now, you should prep a page with index and follow, then allow time for indexation and just after that change tags to noindex ...

See what happens than.

Regards,
Alex

Jenny - Fast Weight Loss December 4, 2008 at 4:16 am

Contrary to Dan's experience above, my encounter with meta robot tag have been positive so far. The proper employment of these tags helps to make sure that those pages I want to keep private really remained private.

I've been using a lot of meta tag as well as the robot.txt file to tell search engine o keep out of certain files/directories. This is especially useful when you have certain digital products/information stored at those private directories.

Seo Company Delhi December 16, 2008 at 7:54 am

Today (18-Dec-2008) when I visit to congoo.com, I found no such meta tags and this site is raking very good. Perhaps this metatags may have been used for short time or after indexing of pages. After indexing your site it appears for long time in search engines results. There are some others reasons also which may be responsible for indexing a site even after nofollow noindex meta tags.

Seo Company Delhi December 18, 2008 at 7:59 am

Today (18-Dec-2008) when I visit to congoo.com, I found no such meta tags there and this site is raking very good. Perhaps this meta tags may have been used for short time or after indexing of pages. After indexing a site it appears for long time in search engines results. There are some others reasons also which may be responsible for indexing a site even after the use of nofollow, noindex meta tags.

Dragan7 January 30, 2009 at 3:41 am

I am currently developing new website and one question bumped into my head, I was hoping this could be the right place to seek for an answer.

Example:

<http://www.example.com/pageA> links with dofollow link to <http://www.example.com/pageB>

pageB has noindex meta tag. Will page rank flow from pageA to pageB?

Or, if we put noindex on pages that we don't want indexed, should we also put nofollow to all internal links that are leading to

Leave a Comment

Name *

E-mail *

Website

You can use these HTML tags and attributes: <i></i> <code></code> <del></del> <u></u>

Smilies:

[Previous post: Five Tips for Burning Man](#)

[Next post: Scobie visiting the Plex](#)

EAST Search History

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L3	11	noindex and rank \$4	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/29 13:26
L4	10	noindex and relevance	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/29 13:31
L5	989	(search adj engine) and (rank \$4 same relevance) and vector	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/29 13:35
L6	494	(search adj engine) and (rank \$4 same relevance) and vector and abstract	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/29 13:40
L7	423	l6 and "707". clas.	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/29 13:40
L8	8	(search adj engine) and (rank \$4 same relevance) and vector and abstract and yahoo.as.	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/29 13:41
L9	8	(search adj engine) and (rank \$4 same relevance) and vector and abstract and yahoo!.as.	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/29 13:41
L10	13	googlebot	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/29 13:43

L11	245	(search adj engine same rank \$4 same relevance) and vector and abstract	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/29 13:44
S1	1	11/652,356	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/28 11:20
S2	0	(search adj engine) same crawl\$4 same (section part) same (page document)	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/28 12:08
S3	259	(search adj engine) same crawl\$4 same (section part) same (page document)	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/28 12:08
S4	17	(search adj engine) and (crawl\$4 same ignor\$4 same section)	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/28 12:51
S5	3750	(search adj engine) and (crawl\$4)	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/28 12:52
S6	3147	(search adj engine) and (web same crawl \$4)	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/28 12:52
S7	2395	(search adj engine) and (web near2 crawl \$4)	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/28 12:52
S8	189	rank\$4 same (search\$4 filter \$4 retriev\$4 quer \$4) same relevance same (ignor\$4 exclud \$4 remov\$4)	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/29 08:05

S9	0	(section with "not used") same (rank\$4 relevance) same (quer\$4 search \$4 filter\$4)	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/29 08:08
S10	0	(section with "not used") same (rank\$4 relevance)	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/29 08:08
S11	0	(section with "not used")	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/29 08:08
S12	0	(section with ("not" adj used))	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/29 08:08
S13	2	"not used"	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/29 08:09
S14	24	"not" with used	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/29 08:09
S15	67	rank\$4 same (search\$4 filter \$4 retriev\$4 quer \$4) same relevance same (ignor\$4 exclud \$4)	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/29 08:11
S16	35	noindex	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/29 08:17

4/ 29/ 2009 3:55:32 PM

C:\ Documents and Settings\ agofman1\ My Documents\ EAST\ Workspaces
\ 11_652356-Garg.wsp

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Priyank S. Garg, et al.

Serial No.: 11/652,356

Filed: January 10, 2007

For: METHOD FOR IMPROVING QUALITY OF
SEARCH RESULTS BY AVOIDING
INDEXING SECTIONS OF PAGES

Confirmation No.: 3475

Examiner: Alex N. Gofman

Group Art Unit No.: 2162

Via EFS
Commissioner for Patents
Alexandria, VA 22313-1450

RESPONSE TO OFFICE ACTION PURSUANT TO 37 C.F.R. § 1.111

Sir:

This is in response to the Office Action mailed May 13, 2009, the shortened statutory period for which runs until August 13, 2009.

Amendments to the claims, and Remarks, are presented on separate sheets below.

Claim amendments begin on page 2.

Remarks begin on page 6.

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently amended) A method, comprising:
ranking a plurality of documents recalled by a search engine for a query;
wherein the plurality of documents contain certain documents, each document of said
certain documents containing at least one section that is not used by said
search engine for recall and one or more sections that are used by said search
engine for recall; [and]
wherein ranking a plurality of documents includes ranking said plurality of
documents based, at least in part, on the one or more sections of said certain
documents not used by said search engine to recall documents; and
wherein the method is performed by one or more computing devices.
2. (Currently amended) The method of Claim 1, wherein said one or more sections of
said certain documents not used by said search engine to recall documents are demarcated by
a tag of an element having a name from a set of one or more names.
3. (Original) The method of Claim 1, wherein at least one document of said certain
documents does not comprise data that contains element tags.
4. (Currently amended) The method of Claim 1, further including said search engine
generating data representing results of said query, wherein:
said data includes an abstract describing each document of said plurality of
documents; and

for each respective abstract of each document of said certain documents, said abstract excludes terms from the respective one or more sections not used by said search engine to recall said each document.

5. (Original) The method of claim 1, said search engine using a search engine index to recall said plurality of documents; and wherein said search engine index does not index any term in said certain documents that is found only in one or more sections of said certain documents established as a no-recall section.

6. (Original) The method of Claim 1, wherein ranking a plurality of documents recalled by a search engine for a query depends in part on a vector space model associated with each of said documents.

7. (Original) The method of Claim 1, wherein ranking a plurality of documents recalled by a search engine for a query depends in part on a language model associated with each of said documents.

Claims 8-14 (canceled).

15. (New) A computer-readable storage medium that stores instructions which, when executed by one or more processors, cause performance of:

ranking a plurality of documents recalled by a search engine for a query;
wherein the plurality of documents contain certain documents, each document of said certain documents containing at least one section that is not used by said search engine for recall and one or more sections that are used by said search engine for recall; and

wherein ranking a plurality of documents includes ranking said plurality of documents based, at least in part, on the one or more sections of said certain documents not used by said search engine to recall documents.

16. (New) The computer-readable storage medium of Claim 15 wherein said one or more sections of said certain documents not used by said search engine to recall documents are demarcated by a tag of an element having a name from a set of one or more names.

17. (New) The computer-readable storage medium of Claim 15 wherein at least one document of said certain documents does not comprise data that contains element tags.

18. (New) The computer-readable storage medium of Claim 15 further comprising instructions for including said search engine generating data representing results of said query, wherein:

said data includes an abstract describing each document of said plurality of documents; and

for each respective abstract of each document of said certain documents, said abstract excludes terms from the respective one or more sections not used by said search engine to recall said each document.

19. (New) The computer-readable storage medium of Claim 15, said search engine using a search engine index to recall said plurality of documents; and wherein said search engine index does not index any term in said certain documents that is found only in one or more sections of said certain documents established as a no-recall section.

20. (New) The computer-readable storage medium of Claim 15, wherein ranking a plurality of documents recalled by a search engine for a query depends in part on a vector space model associated with each of said documents.

21. (New) The computer-readable storage medium of Claim 15, wherein ranking a plurality of documents recalled by a search engine for a query depends in part on a language model associated with each of said documents.

REMARKS/ARGUMENTS

Claims 1-2, and 4 have been amended. Claims 8-14 have been cancelled, and claims 15-21 have been added. Thus, claims 1-7 and 15-21 are currently pending in the application. The amendments to the claims as indicated herein do not add any new matter to this application. Furthermore, amendments made to the claims as indicated herein have been made to exclusively improve readability and clarity of the claims and not for the purpose of overcoming alleged prior art. Reconsideration of the application in view of the above amendments and the following remarks is respectfully requested. For Examiner's convenience and reference, Applicants present remarks in the order that the Office Action raises the corresponding issues.

CLAIM REJECTIONS – 35 U.S.C. § 101

In the Office Action, the Examiner rejected claims 1-7 under 35 U.S.C. §101 as allegedly being directed to non-statutory subject matter. Without any admission as to the validity of this rejection, but rather in the interest of advancing prosecution, Applicants have amended independent Claim 1 to include the feature of “wherein the method is performed by one or more computing devices”. This amendment is amply supported by the Specification (see e.g. [00022]). It is respectfully submitted that as amended Claim 1 and all dependent claims 2-7 thereof, satisfy the machine or transformation test set forth in In Re Bilski, 88 USPQ2d 1385 (Fed. Cir. 2008). Accordingly, Applicants respectfully request that this rejection be withdrawn.

CLAIM REJECTIONS – 35 U.S.C. § 103

In the Office Action, the Examiner rejected claims 1, and 3-14 under 35 U.S.C. §103(a) as being unpatentable over Edlund et al. (U.S. Patent Application Publication 2003/0120654) in view of Cutts (Handling noindex meta tags). The Examiner further rejected Claim 2 under 35

U.S.C. §103(a) as being unpatentable over Edlund in view of Cutts, and further in view of Kamholz et al. (U.S. Patent Application Publication 2005/0091580). These rejections are respectfully traversed.

Claim 1

Claim 1 recites:

A method, comprising:
 ranking a plurality of documents recalled by a search engine for a query;
 wherein the plurality of documents contain certain documents, each document of said certain documents containing at least one section that is not used by said search engine for recall and one or more sections that are used by said search engine for recall; and
 wherein ranking a plurality of documents includes ranking said plurality of documents based, at least in part, on the one or more sections of said certain documents not used by said search engine to recall documents;
 wherein the method is performed by one or more computing devices. (Emphasis added)

Claim 1 discloses an advantageous method for improving the quality of search results. A document usually contains various sections. One or more of the sections may have content not relevant to the main document content. According to the method of Claim 1, such sections are identified as no-recall sections and are not indexed by the crawler. Thus, a search engine does not recall a document based on terms inside no-recall sections. However, Claim 1 further requires that the content of no-recall sections is still used for analysis of the document, for example, the document's ranking. Thus, the ranking of a document is based on the entirety of the document content, including both no-recall sections and recall sections. Such a method is neither disclosed nor suggested by Edlund and Cutts, taken individually or in combination.

Edlund and Cutts, taken individually or in combination, fail to disclose or suggest "ranking a plurality of documents includes ranking said plurality of documents based, at least in part, on the one or more sections of said certain documents not used by said search engine to recall documents". The Examiner admits that Edlund does not contain such teaching. However,

the Examiner contends that Cutts discloses that ranking was involved in indexing a page which contained a “noindex” metatag. According to the Examiner, it would have been obvious for one of ordinary skill in the art at the time the present invention was made to modify Edlund with Cutts to provide the cited limitation.

Cutts discloses that a “noindex” metatag, ideally, will entirely prevent a document from being indexed. In other words, search engine indexes will not contain a document including a “noindex” metatag. Such a document will not be used for document recall; nor will it be included in search results or used to perform document’s ranking. However, Cutts further discloses that crawlers do not act in conformity with the standards that some may simply ignore the “noindex” metatag. When the “noindex” metatag in a document is disregarded, the entire document is indexed by the crawler just as those without the metatag. As a result, the full content of the document is used for document recall. Moreover, the search results are ranked based on the full document content used for recall. Cutts clearly discloses that the action of the crawler, not the “noindex” metatag, controls whether a document is used for document recall and ranking. Furthermore, Cutts teaches that it is always the full document content, not sections of a document, that is indexed and then used for document recall. In other words, regardless of the “noindex” metatag, whenever a document is included in the search results, the document as a whole has been indexed and used for document recall and ranking. Therefore, notwithstanding the fact that at least one of the documents listed on page 2 of Cutts contains “noindex” metatag, the search results reflect ranking based on documents whose entire content has been used for document recall. Such performance is completely contrary to the method of Claim 1 which discloses that ranking documents is based, at least in part, on sections not being used for document recall. Therefore, Applicants respectfully submit that, contrary to the Examiner’s contention, Cutts does not in any way teach or suggest this aspect of Claim 1.

Based on the above arguments, it is clear that both Edlund and Cutts fail to disclose or suggest the “ranking said plurality of documents based, at least in part, on the one or more sections of said certain documents not used by said search engine to recall documents” limitation of Claim 1. Thus, even if these two cited references were combined (assuming for the sake of argument that it would have been obvious to combine the cited references), the combination still would not produce this limitation of Claim 1. Accordingly, Applicants respectfully submit that Claim 1 is patentable over Edlund and Cutts.

Claims 2

Claim 2 is dependent upon independent Claim 1. As argued above, Edlund and Cutts fail to disclose or suggest an aspect of Claim 1. The same aspect is also not disclosed or suggested by Kamholz, and the Examiner has made no contention that this aspect is disclosed by Kamholz. Thus, even if the references were combined (assuming for the sake of argument that it would have been obvious to combine the references), the combination still would not yield the invention as claimed in Claim 2. Thus, Applicants respectfully submit that Claim 2 is patentable over Edlund, Cutts, and Kamholz, taken individually or in combination.

Claims 3-7

Claims 3-7 are dependant claims that depend on the independent Claim 1 that is discussed above. Because each of the dependant claims includes the limitations of Claim 1 upon which they depend, the dependant claims are patentable for at least those reasons Claim 1 is patentable. Removal of the rejections with respect to the dependant claims and allowance of the dependant claims is respectfully requested. In addition, the dependent claims introduce additional limitations that independently render them patentable. Due to the fundamental

difference already identified, a separate discussion of those limitations is not included at this time.

Claims 8-14 and 15-21

Claims 8-14 are medium counterpart of method claims 1-7. In the interests of expediting prosecution, Applicants herein cancel claims 8-14 and add new claims 15-21 to recite a use with steps. Applicants further submit that claims 15-21, which depend variously from claims 1-7 and which recite further advantageous aspects of the invention, are likewise patentable over Edlund, Cutts, and Kamholz for at least the reasons given above in connection with claims 1-7.

CONCLUSION

For the reasons set forth above, Applicant respectfully submits that all pending claims are patentable over the art of record, including the art cited but not applied. Accordingly, allowance of all claims is hereby respectfully solicited.

The Examiner is respectfully requested to contact the undersigned by telephone if it is believed that such contact would further the examination of the present application.

Respectfully submitted,

HICKMAN PALERMO TRUONG & BECKER LLP

Dated: July 10, 2009

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Y01905US00

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Electronic Acknowledgement Receipt	
EFS ID:	5678721
Application Number:	11652356
International Application Number:	
Confirmation Number:	3475
Title of Invention:	Method for improving quality of search results by avoiding indexing sections of pages
First Named Inventor/Applicant Name:	Priyank S. Garg
Customer Number:	73066
Filer:	Marcel K. Bingham
Filer Authorized By:	
Attorney Docket Number:	50269-0884
Receipt Date:	10-JUL-2009
Filing Date:	10-JAN-2007
Time Stamp:	13:44:40
Application Type:	Utility under 35 USC 111(a)

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Submitted with Payment	no
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File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1		11652356-Response-as-filed.pdf	32678 bbc3d75a4298c2a773a3a2811c123a2d674d7c5	yes	10

Multipart Description/PDF files in .zip description			
Document Description		Start	End
Amendment/Req. Reconsideration-After Non-Final Reject		1	1
Claims		2	5
Applicant Arguments/Remarks Made in an Amendment		6	10

Warnings:

Information:

Total Files Size (in bytes):	32678
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This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.

New Applications Under 35 U.S.C. 111
If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

National Stage of an International Application under 35 U.S.C. 371
If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

New International Application Filed with the USPTO as a Receiving Office
If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.

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.

PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875					Application or Docket Number 11/652,356		Filing Date 01/10/2007		☐ To be Mailed	
APPLICATION AS FILED – PART I										
(Column 1)			(Column 2)		SMALL ENTITY ☐ OR			OTHER THAN SMALL ENTITY		
FOR	NUMBER FILED	NUMBER EXTRA	RATE (\$)	FEE (\$)	OR	RATE (\$)	FEE (\$)	OR	RATE (\$)	FEE (\$)
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A			N/A			N/A	
☐ SEARCH FEE (37 CFR 1.16(k), (l), or (m))	N/A	N/A	N/A			N/A			N/A	
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A			N/A			N/A	
TOTAL CLAIMS (37 CFR 1.16(j))	minus 20 =	*	X \$	=		X \$	=		X \$	=
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*	X \$	=		X \$	=		X \$	=
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is \$250 (\$125 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).									
☐ MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))										
			TOTAL			TOTAL				
APPLICATION AS AMENDED – PART II										
(Column 1)			(Column 2)		SMALL ENTITY OR			OTHER THAN SMALL ENTITY		
AMENDMENT	07/10/2009	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE (\$)	ADDITIONAL FEE (\$)	OR	RATE (\$)	ADDITIONAL FEE (\$)	
	Total (37 CFR 1.16(i))	* 14	Minus ** 20	= 0	X \$	=		X \$2=	0	
	Independent (37 CFR 1.16(h))	* 2	Minus *** 3	= 0	X \$	=		X \$220=	0	
	☐ Application Size Fee (37 CFR 1.16(s))									
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))									
					TOTAL ADD'L FEE			TOTAL ADD'L FEE	0	
AMENDMENT	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE (\$)	ADDITIONAL FEE (\$)	OR	RATE (\$)	ADDITIONAL FEE (\$)		
	Total (37 CFR 1.16(i))	*	Minus **	=	X \$	=		X \$ =		
	Independent (37 CFR 1.16(h))	*	Minus ***	=	X \$	=		X \$ =		
	☐ Application Size Fee (37 CFR 1.16(s))									
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))									
					TOTAL ADD'L FEE		TOTAL ADD'L FEE			
* If the entry in column 1 is less than the entry in column 2, write "0" in column 3. ** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20". *** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3". The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1. Legal Instrument Examiner: /ANDREA BURDEN/										

This collection of information is required by 37 CFR 1.16. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.



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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
11/652,356	01/10/2007	Priyank S. Garg	50269-0884	3475
73066 7590 11/09/2009 HICKMAN PALERMO TRUONG & BECKER LLP/Yahoo! Inc. 2055 Gateway Place Suite 550 San Jose, CA 95110-1083			EXAMINER GOFMAN, ALEX N	
			ART UNIT 2162	PAPER NUMBER
			MAIL DATE 11/09/2009	DELIVERY MODE PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary	Application No.	Applicant(s)	
	11/652,356	GARG ET AL.	
	Examiner	Art Unit	
	ALEX GOFMAN	2162	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 10 July 2009.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-7 and 15-21 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-7 and 15-21 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 10 January 2007 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. _____.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
- * See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) ☐ Notice of References Cited (PTO-892) | 4) ☐ Interview Summary (PTO-413) |
| 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date: _____ |
| 3) ☐ Information Disclosure Statement(s) (PTO/SB/08) | 5) ☐ Notice of Informal Patent Application |
| Paper No(s)/Mail Date: _____ | 6) ☐ Other: _____ |

DETAILED ACTION

Amendment submitted July 10, 2009 has been considered by examiner. Claims 1-7 and 15-21 are pending.

Response to Arguments

1. Applicant's arguments with respect to Claims 1-7 and 15-21 have been fully considered but they are not persuasive.

As to arguments of Claim 1, the Applicant states that neither Edlund nor Cutts disclose the limitation "ranking a plurality of documents includes ranking said plurality of documents based, at least in part, on the one or more sections of said certain documents not used by said search engine to recall documents." The Examiner respectfully disagrees.

Cutts provides examples of search engines which ignore the "noindex" tag when indexing documents. Even though Cutts' example deals when the noindex tag is used for the whole page, It was common knowledge at the time of the invention that the noindex tag may be used either for a whole page or for section of a page. An example of that is provided by Kamholz (US Patent Application 2005/0091580) in [0047]. Kamholz is also used to reject Claim 2 of the instant application below.

The reason of using Cutts is to show that there are search engines which ignore the noindex tag and subsequently index the page for ranking purposes. Thus, Edlund and Cutts disclose the argued limitation of Claim 1.

Claim Rejections - 35 USC § 103

2. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

3. Claims 1- are rejected under 35 U.S.C. 103(a) as being unpatentable over Edlund et al (US Patent Application Publication 2003/0120654), hereinafter, Edlund in view of Cutts (Handling noindex meta tags), hereinafter, Cutts.

Claims 1 and 15: Edlund discloses a method and a computer-readable storage medium comprising:

a. ranking a plurality of documents recalled by a search engine for a query [0045].

b. Edlund does not explicitly disclose wherein the plurality of documents contain certain documents, each document of said certain documents containing at least one section that is not used by said search engine for recall and one or

more sections that are used by said search engine for recall. However, Cutts does (pp 1-2).

Cutts (Page 1) describes using a "noindex" metatag. According to the specification of the instant application [0018], The "noindex" tag is supposed to prevent the indexing of specific content.

Therefore, it would have been obvious for one of ordinary skill in the art at the time the invention was made to modify Edlund with Cutts. One would have been motivated to do so in order to not index certain parts of pages.

c. Edlund does not explicitly disclose wherein ranking a plurality of documents includes ranking said plurality of documents based, at least in part, on the one or more sections of said certain documents not used by said search engine to recall documents. However, Cutts does (pp 1-2).

Cutts (pp 1-2) discloses searching for "congoo" in a search engine. congoo.com contains a "noindex" metatag. However, a search in the Yahoo search engine brings up the page even though the "noindex" metatag is used. Also, the results of page 2 show that ranking was involved in indexing a page which contained a "noindex" tag.

Therefore, it would have been obvious for one of ordinary skill in the art at the time the invention was made to modify Edlund with Cutts. One would have been motivated to do so in order to index and rank documents.

Claims 3 and 17: Edlund as modified discloses the method and medium of Claims 1 and 15 above and Edlund further discloses wherein at least one document of said certain documents does not comprise data that contains element tags [0045].

Claims 4 and 18: Edlund as modified discloses the method and medium of Claims 1 and 15 above and Edlund further discloses including said search engine generating data representing results of said query, wherein:

- a. said data includes an abstract describing each document of said plurality of documents [0069].
- b. for each respective abstract of each document of said certain documents, said abstract excludes terms from the respective one or more sections not used by said search engine to recall said each document [0069].

Claims 5 and 19: Edlund as modified discloses the method and medium of Claims 1 and 15 above and Edlund further discloses said search engine using a search engine index to recall said plurality of documents; and wherein said search engine index does not index any term in said certain documents that is found only in one or more sections of said certain documents established as a no-recall section. However, Cutts does (pp1-2).

Cutts discloses a "noindex" metatag. The metatag does not index terms in the "noindex" metatags. It would have been obvious for one of ordinary skill in the

art at the time the invention was made to modify Edlund with Cutts. One would have been motivated to do so in order to not index items in the "noindex" tags.

Claims 6 and 20: Edlund as modified discloses the method and medium of Claims 1 and 15 above and Edlund further discloses wherein ranking a plurality of documents recalled by a search engine for a query depends in part on a vector space model associated with each of said documents [0062].

Claims 7 and 21: Edlund as modified discloses the method and medium of Claims 1 and 15 above and Edlund further discloses wherein ranking a plurality of documents recalled by a search engine for a query depends in part on a language model associated with each of said documents [0119].

4. Claims 2 and 16 are rejected under 35 U.S.C. 103(a) as being unpatentable over Edlund et al (US Patent Application Publication 2003/0120654), hereinafter, Edlund in view of Cutts (Handling noindex meta tags), hereinafter, Cutts and further in view of Kamholz et al (US Patent Application Publication 2005/0091580), hereinafter, Kamholz.

Claims 2 and 16: Edlund as modified discloses the method and medium of Claims 1 and 15 above but does not explicitly disclose wherein said one or more sections of said certain documents not used by said search engine to recall

documents are demarcated by a tag of an element having a name from a set of one or more names. However, Kamholz does [0037-0040].

Kamholz discloses using noindex tags on specific content so it wouldn't be indexed. Therefore, it would have been obvious for one of ordinary skill in the art at the time the invention was made to modify Edlund with Kamholz. One would have been motivated to do so in order to set section which would not be indexed.

Conclusion

5. **THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to ALEX GOFMAN whose telephone number is

(571)270-1072. The examiner can normally be reached on Mon-Fri 9am-3pm EST.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John Breene can be reached on (571)272-4107. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

Alex Gofman
Examiner
Art Unit 2162

/Jean B. Fleurantin/
Primary Examiner, Art Unit 2162

Index of Claims 	Application/Control No. 11652356	Applicant(s)/Patent Under Reexamination GARG ET AL.
	Examiner ALEX GOFMAN	Art Unit 2162

✓	Rejected	-	Cancelled	N	Non-Elected	A	Appeal
=	Allowed	÷	Restricted	I	Interference	O	Objected

☐ Claims renumbered in the same order as presented by applicant				☐ CPA		☐ T.D.		☐ R.1.47	
CLAIM		DATE							
Final	Original	04/30/2009	10/27/2009						
	1	✓	✓						
	2	✓	✓						
	3	✓	✓						
	4	✓	✓						
	5	✓	✓						
	6	✓	✓						
	7	✓	✓						
	8	✓	-						
	9	✓	-						
	10	✓	-						
	11	✓	-						
	12	✓	-						
	13	✓	-						
	14	✓	-						
	15		✓						
	16		✓						
	17		✓						
	18		✓						
	19		✓						
	20		✓						
	21		✓						

Search Notes 	Application/Control No. 11652356	Applicant(s)/Patent Under Reexamination GARG ET AL.
	Examiner ALEX GOFMAN	Art Unit 2162

SEARCHED			
Class	Subclass	Date	Examiner
707	Limited Keyword Search	4-29-09	AG

SEARCH NOTES		
Search Notes	Date	Examiner
Inventor Search in PALM	4-29-09	AG
See Enclosed East Search	4-29-09	AG
See Updated East Search	10-27-09	AG
See Enclosed NPL Search	10-27-09	AG

INTERFERENCE SEARCH			
Class	Subclass	Date	Examiner

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noindex meta tag

Search

Advanced Search



Web

Results 1 - 10 of about 68,200 for **noindex meta tag**. (0.06 seconds)[Show options...](#)1. [Using meta tags to block access to your site - Webmasters/Site ...](#)

To entirely prevent a page's contents from being listed in the Google web index even if other sites link to it, use a **noindex meta tag**. ...

[www.google.com/support/webmasters/bin/answer.py?...](http://www.google.com/support/webmasters/bin/answer.py?) - [Cached](#) - [Similar](#)

2. [<META> tags - The Web Robots Pages](#)

Jul 16, 2009 ... </title> <META NAME="ROBOTS" CONTENT="NOINDEX, NOFOLLOW"> </head>.

There are two important considerations when using the robots <META> tag: ...

www.robotstxt.org/meta.html - [Cached](#) - [Similar](#)

3. [noindex - Wikipedia, the free encyclopedia](#)

Jan 22, 2009 ... The **noindex** HTML **meta tag** advises automated Internet bots to avoid indexing a Web page. There are a multitude of reasons why one might want ...

en.wikipedia.org/wiki/Noindex - [Cached](#) - [Similar](#)

4. [Handling noindex meta tags](#)

Personally, I'd prefer it if every search engine treated the **noindex meta tag** by not showing a page in the search results at all. ...

www.mattcutts.com/blog/handling-noindex-meta-tags/ - [Cached](#) - [Similar](#)

5. [What should NOINDEX do?](#)

The **NOINDEX meta tag** gives a good way — in fact, one of the only ways — to completely ... aren't showing up in Google because of the **NOINDEX meta tag**, ...

www.mattcutts.com/blog/google-noindex-behavior/ - [Cached](#) - [Similar](#)

6. [\[geeklog-cvs\] geeklog: Add a robots "noindex" meta tag to the ...](#)

Add a robots "**noindex**" **meta tag** to the submission form (like we already do for the comment submission form) diffstat: public_html/submit.php | 3 +- ...

osdir.com/ml/geeklog-cvs/2009-10/msg00032.html - [Cached](#) - [Similar](#)

7. Noindex Meta tag versus robots.txt disallow - which to use ...

Sep 4, 2009 ... Read about the differences between the **Noindex Meta tag** and the robots.txt disallow, what effect each has on Google search results for the ...

www.webstrategies.co.nz/.../noindex-meta-tag-versus-robots.txt-disallow-which-to-use/
- [Cached](#) - [Similar](#)

8. Useful HTML Meta Tags - cache, no-cache, robots, refresh, content ...

Dec 18, 2003 ... Useful HTML **Meta Tags** are listed and described, and example usages are ...
NOINDEX: links can be explored, although the page is not indexed. ...

www.i18nguy.com/markup/metatags.html - [Cached](#) - [Similar](#)

9. » Blog Archive » Bing-Noindex Meta Tag-NoFollow Meta Tag ...

Offers information regarding the problem with Bing ignoring the **NoIndex** and NoFollow **Meta Tags** and indexing web pages in error.

www.mixx.com/.../_blog_archive_bing_noindex_meta_tag_nofollow_meta_tag_professional_seo
- [Cached](#) - [Similar](#)

10. Meta Tags

How to add **meta tags** to a page. ... ROBOTS : **NOINDEX** <**META** NAME="ROBOTS" CONTENT="NOINDEX"> <!-- Asking the spider not to index your page in the search ...

www.angelfire.com/md/jdfaq/.../Meta_Tags/meta_tags.shtml - [Cached](#) - [Similar](#)

Searches related to: **noindex meta tag**

[noindex nofollow meta tag](#)

[meta name robots noindex](#)

[meta no index](#)

[1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [Next](#)

noindex meta tag

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EAST Search History

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
S1	1	11/652,356	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/28 11:20
S2	0	(search adj engine) same crawl\$4 same (section part) same (page document)	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/28 12:08
S3	259	(search adj engine) same crawl\$4 same (section part) same (page document)	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/28 12:08
S4	17	(search adj engine) and (crawl\$4 same ignor\$4 same section)	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/28 12:51
S5	3750	(search adj engine) and (crawl\$4)	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/28 12:52
S6	3147	(search adj engine) and (web same crawl \$4)	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/28 12:52
S7	2395	(search adj engine) and (web near2 crawl \$4)	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/28 12:52
S8	189	rank\$4 same (search\$4 filter \$4 retriev\$4 quer \$4) same relevance same (ignor\$4 exclud \$4 remov\$4)	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/29 08:05

S9	0	(section with "not used") same (rank\$4 relevance) same (quer\$4 search \$4 filter\$4)	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/29 08:08
S10	0	(section with "not used") same (rank\$4 relevance)	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/29 08:08
S11	0	(section with "not used")	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/29 08:08
S12	0	(section with ("not" adj used))	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/29 08:08
S13	2	"not used"	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/29 08:09
S14	24	"not" with used	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/29 08:09
S15	67	rank\$4 same (search\$4 filter \$4 retriev\$4 quer \$4) same relevance same (ignor\$4 exclud \$4)	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/29 08:11
S16	35	noindex	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/29 08:17
S17	11	noindex and rank \$4	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/29 13:26
S18	10	noindex and relevance	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/29 13:31

S19	989	(search adj engine) and (rank \$4 same relevance) and vector	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/29 13:35
S20	494	(search adj engine) and (rank \$4 same relevance) and vector and abstract	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/29 13:40
S21	423	S20 and "707". clas.	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/29 13:40
S22	8	(search adj engine) and (rank \$4 same relevance) and vector and abstract and yahoo.as.	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/29 13:41
S23	8	(search adj engine) and (rank \$4 same relevance) and vector and abstract and yahoo!.as.	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/29 13:41
S24	13	googlebot	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/29 13:43
S25	245	(search adj engine same rank \$4 same relevance) and vector and abstract	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/29 13:44
S26	9	((no adj recall) no \$recall) same (rank\$4 scor\$4 weigh\$4 relevan \$8)	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/10/26 10:25

S27	3	(noindex) same (rank\$4 scor\$4 weigh\$4 relevan \$8)	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/10/26 10:26
S28	3	(nofollow) same (rank\$4 scor\$4 weigh\$4 relevan \$8)	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/10/26 12:37
S29	1328	((section part) with page) same web same (rank \$4 weigh\$4 scor \$4 relevan\$9)	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/10/26 12:43
S30	1070	((section part) with web with page) same (rank \$4 weigh\$4 scor \$4 relevan\$9)	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/10/26 12:43
S31	562	S30 and "707". clas.	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/10/26 12:43
S32	4	(avoid\$4 with index\$4) same ((section part) with web with page)	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/10/26 12:45
S33	12	(avoid\$4 with index\$4) same ((section part) with page)	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/10/26 12:47
S34	0	(skip\$4 avoid\$4) with noindex	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/10/26 13:29

EAST Search History (Interference)

< This search history is empty >

10/27/2009 1:10:02 PMC:\Documents and Settings\agofman1\My Documents\EAST\Workspaces
\11_652356-Garg.wsp

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Priyank S. Garg, et al.

Serial No.: 11/652,356

Filed: January 10, 2007

For: METHOD FOR IMPROVING QUALITY OF
SEARCH RESULTS BY AVOIDING
INDEXING SECTIONS OF PAGES

Confirmation No.: 3475

Examiner: Alex N. Gofman

Group Art Unit No.: 2162

Via EFS
Commissioner for Patents
Alexandria, VA 22313-1450

RESPONSE TO OFFICE ACTION

Sir:

This is in response to the Final Office Action mailed November 9, 2009, the shortened statutory period for which runs until February 9, 2010.

Amendments to the claims, and Remarks, are presented on separate sheets below.

Claim amendments begin on page 2.

Remarks begin on page 6.

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A method, comprising:
ranking a plurality of documents recalled by a search engine for a query;
wherein the plurality of documents contain certain documents, each document of said
certain documents containing at least one section that is not used by said search
engine for recall and one or more sections that are used by said search engine for
recall;
wherein ranking a plurality of documents includes ranking said plurality of documents
based, at least in part, on the at least one section ~~the one or more sections~~ of said
certain documents not used by said search engine to recall documents; and
wherein the method is performed by one or more computing devices.
2. (Currently Amended) The method of Claim 1, wherein said at least one section ~~one or
more sections~~ of said certain documents not used by said search engine to recall documents are
demarcated by a tag of an element having a name from a set of one or more names.
3. (Original) The method of Claim 1, wherein at least one document of said certain
documents does not comprise data that contains element tags.
4. (Currently Amended) The method of Claim 1, further including said search engine
generating data representing results of said query, wherein:
said data includes an abstract describing each document of said plurality of documents;
and

for each respective abstract of each document of said certain documents, said abstract excludes terms from the respective at least one section ~~one or more sections~~ not used by said search engine to recall said each document.

5. (Original) The method of claim 1, said search engine using a search engine index to recall said plurality of documents; and wherein said search engine index does not index any term in said certain documents that is found only in one or more sections of said certain documents established as a no-recall section.

6. (Original) The method of Claim 1, wherein ranking a plurality of documents recalled by a search engine for a query depends in part on a vector space model associated with each of said documents.

7. (Original) The method of Claim 1, wherein ranking a plurality of documents recalled by a search engine for a query depends in part on a language model associated with each of said documents.

Claims 8-14 (canceled).

15. (Currently Amended) A computer-readable storage medium that stores instructions which, when executed by one or more processors, cause performance of:

ranking a plurality of documents recalled by a search engine for a query;
wherein the plurality of documents contain certain documents, each document of said certain documents containing at least one section that is not used by said search engine for recall and one or more sections that are used by said search engine for recall; and

wherein ranking a plurality of documents includes ranking said plurality of documents based, at least in part, on the at least one section ~~one or more sections~~ of said certain documents not used by said search engine to recall documents.

16. (Currently Amended) The computer-readable storage medium of Claim 15 wherein said at least one section ~~one or more sections~~ of said certain documents not used by said search engine to recall documents are demarcated by a tag of an element having a name from a set of one or more names.

17. (Previously Presented) The computer-readable storage medium of Claim 15 wherein at least one document of said certain documents does not comprise data that contains element tags.

18. (Currently Amended) The computer-readable storage medium of Claim 15 further comprising instructions for including said search engine generating data representing results of said query, wherein:

said data includes an abstract describing each document of said plurality of documents;

and

for each respective abstract of each document of said certain documents, said abstract excludes terms from the respective at least one section ~~one or more sections~~ not used by said search engine to recall said each document.

19. (Previously Presented) The computer-readable storage medium of Claim 15, said search engine using a search engine index to recall said plurality of documents; and wherein said search engine index does not index any term in said certain documents that is found only in one or more sections of said certain documents established as a no-recall section.

20. (Previously Presented) The computer-readable storage medium of Claim 15, wherein ranking a plurality of documents recalled by a search engine for a query depends in part on a vector space model associated with each of said documents.

21. (Previously Presented) The computer-readable storage medium of Claim 15, wherein ranking a plurality of documents recalled by a search engine for a query depends in part on a language model associated with each of said documents.

REMARKS

Claims 1, 2, 4, 15, 16 and 18 have been amended. Thus, claims 1-7 and 15-21 are currently pending in the application. The amendments to the claims as indicated herein do not add any new matter to this application. Furthermore, amendments made to the claims as indicated herein have been made to exclusively improve readability and clarity of the claims and not for the purpose of overcoming alleged prior art. Reconsideration of the application in view of the above amendments and the following remarks is respectfully requested.

EXAMINER INTERVIEW

Examiner is thanked for the opportunity to discuss the present application in the interview of December 9, 2009. Participants in the interview included Page Ponsford, Marcel Bingham and Examiner Gofman. Mr. Ponsford and Mr. Bingham pointed out several distinctions between the cited references and Claim 1 of the present application. Examiner Gofman responded by indicating that the use of data within noindex metatags for recall or ranking is contrary to industry standards and is generally frowned upon.

CLAIM AMENDMENTS

Claims 1, 2, 4, 15, 16 and 18 are voluntarily amended to correct the antecedent basis in the claims. For example, present Claim 1 recites “wherein ranking a plurality of documents includes ranking said plurality of documents based, at least in part, on the at least one section of said certain documents not used by said search engine to recall documents.” Claims 2, 4, 15, 16 and 18 are amended to include similar recitations.

CLAIMS 1, 3-7, 15 AND 17-21 – EDLUND IN VIEW OF CUTTS

In the Office Action, the Examiner rejected claims 1, 3-14, 15 and 17-21 under 35 U.S.C. §103(a) as allegedly unpatentable over Edlund et al. (U.S. Patent Application Publication

2003/0120654) in view of Cutts (Handling noindex meta tags). These rejections are respectfully traversed.

Edlund and Cutts, taken individually or in combination, fail to suggest or describe, “ranking a plurality of documents includes ranking said plurality of documents based, at least in part, on the one or more sections of said certain documents **not used by said search engine** to recall documents,” as recited by Claim 1. The Examiner admits, and Applicant agrees, that Edlund does not contain such teaching. Instead, the Examiner cites Cutts pages 1-2 for describing this feature. Respectfully, this is incorrect.

Cutts describes an experiment to determine how various search engines handle noindex meta tags. In summary, Cutts describes that search engines either 1) use the data contained within a noindex meta tag for the purposes of **both** recall and ranking, or 2) do not use the data contained within a noindex meta tag for the purposes of **both** recall and ranking. In this way, the search engines discussed in Cutts make no distinction between the use of noindex data for recall and ranking.

By contrast, Claim 1 recites “ranking a plurality of documents includes ranking said plurality of documents based, at least in part, on the one or more sections of said certain documents **not used by said search engine** to recall documents.” Thus, Claim 1 teaches ignoring the data contained within a noindex metatag for the purposes of recall but using the data contained within a noindex metatag for the purposes of ranking. Examiner expressly indicated in the interview of December 9, 2009, that the approach described in Claim 1 is **contrary** to industry standards and generally **frowned** upon by the industry. Thus, Claim 1 recites a **counterintuitive** method for ranking documents recalled by a search engine

Moreover, Cutts fails to describe treating data in the noindex section **differently** for recall purposes than ranking purposes, as recited in Claim 1. Instead, Cutts describes treating data in the noindex section the **same** for both recall and ranking purposes. The table below illustrates the differences in the treatment of the data within a noindex tag for the search engines tested by Cutts and the treatment of the noindex sections recited by Claim 1.

Search Engine	Use noindex data for recall ?	Use noindex data for ranking ?	Difference Comparison
Google	No	No	No/No
Ask	No	No	No/No
MSN	Yes	Yes	Yes/Yes
Yahoo!	Yes	Yes	Yes/Yes
Claim 1	No	Yes	No/Yes

As illustrated by the table above, none of the search engines tested by Cutts ignore (do not use) the noindex data for recall and use the noindex data for ranking, as taught by Claim 1. Further, Cutts fails to describe such a treatment of the noindex data anywhere else. Hence, because Cutts fails to describe “ranking a plurality of documents includes ranking said plurality of documents based, at least in part, on the one or more sections of said certain documents not used by said search engine to recall documents,” as recited by Claim 1, the combination of Edlund and Cutts fails to describe this feature of Claim 1.

Accordingly, independent Claim 1 is in condition for allowance for at least the reasons described above. Independent Claim 15 recites similar, although not identical, features as Claim 1 and is in condition for allowance for at least the same reasons as Claim 1.

Claims 3-14 and 17-21 depend, directly or indirectly, from Claims 1 and 15 discussed above and include, by dependency, the features identified above that distinguish Claims 1 and 15 from Edlund and Cutts. Therefore, Claims 3-14 and 17-21 are in condition for allowance for, at least, the same reasons as stated above for Claims 1 and 15 from which they depend.

CLAIMS 2 AND 16 – EDLUND IN VIEW OF CUTTS AND KAMHOLZ

The Examiner rejected Claim 2 under 35 U.S.C. §103(a) as allegedly unpatentable over Edlund in view of Cutts, and further in view of Kamholz et al. (U.S. Patent Application Publication 2005/0091580). These rejections are respectfully traversed.

Claims 2 and 16 depend, directly or indirectly, from Claims 1 and 15 discussed above and include, by dependency, the features identified above that distinguish Claims 1 and 15 from Edlund and Cutts. Moreover, Kamholz fails to describe the features of Claims 1 and 15, discussed above, that Edlund and Cutts fail to describe. Therefore, Claims 2 and 16 are in condition for allowance for, at least, the same reasons as stated above for Claims 1 and 15 from which they depend.

CONCLUSION

For the reasons set forth above, Applicant respectfully submits that all pending claims are patentable over the art of record, including the art cited but not applied. Accordingly, allowance of all claims is hereby respectfully solicited.

The Examiner is respectfully requested to contact the undersigned by telephone if it is believed that such contact would further the examination of the present application.

Respectfully submitted,

HICKMAN PALERMO TRUONG & BECKER LLP

Dated: January 4, 2010

/MarcelKBingham#42327/

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Facsimile No.: (408) 414-1076

Y01905US00

9

Electronic Acknowledgement Receipt	
EFS ID:	6739163
Application Number:	11652356
International Application Number:	
Confirmation Number:	3475
Title of Invention:	Method for improving quality of search results by avoiding indexing sections of pages
First Named Inventor/Applicant Name:	Priyank S. Garg
Customer Number:	73066
Filer:	Marcel K. Bingham
Filer Authorized By:	
Attorney Docket Number:	50269-0884
Receipt Date:	04-JAN-2010
Filing Date:	10-JAN-2007
Time Stamp:	13:37:40
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no
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File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1		50269_0884__ResponseOfficeAction__01_04_2010.pdf	32924 72935259dc84238014107b99b8aa5458ee41507	yes	9

Multipart Description/PDF files in .zip description			
Document Description		Start	End
Amendment/Req. Reconsideration-After Non-Final Reject		1	1
Claims		2	5
Applicant Arguments/Remarks Made in an Amendment		6	9

Warnings:

Information:

Total Files Size (in bytes):	32924
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This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.

New Applications Under 35 U.S.C. 111
If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

National Stage of an International Application under 35 U.S.C. 371
If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

New International Application Filed with the USPTO as a Receiving Office
If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.

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.

PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875					Application or Docket Number 11/652,356		Filing Date 01/10/2007		☐ To be Mailed			
APPLICATION AS FILED – PART I												
(Column 1)			(Column 2)		SMALL ENTITY ☐		OR		OTHER THAN SMALL ENTITY			
FOR	NUMBER FILED	NUMBER EXTRA	RATE (\$)	FEE (\$)			RATE (\$)	FEE (\$)				
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A				N/A					
☐ SEARCH FEE (37 CFR 1.16(k), (l), or (m))	N/A	N/A	N/A				N/A					
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A				N/A					
TOTAL CLAIMS (37 CFR 1.16(j))	minus 20 =	*	X \$	=	OR		X \$	=				
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*	X \$	=	OR		X \$	=				
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is \$250 (\$125 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).											
☐ MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))												
					TOTAL			TOTAL				
* If the difference in column 1 is less than zero, enter "0" in column 2.												
APPLICATION AS AMENDED – PART II												
(Column 1)			(Column 2)		(Column 3)		SMALL ENTITY		OR		OTHER THAN SMALL ENTITY	
AMENDMENT	01/04/2010	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE (\$)	ADDITIONAL FEE (\$)			RATE (\$)	ADDITIONAL FEE (\$)		
	Total (37 CFR 1.16(i))	* 14	Minus	** 20	=	0	OR		X \$2=	0		
	Independent (37 CFR 1.16(h))	* 2	Minus	***3	=	0	OR		X \$220=	0		
	☐ Application Size Fee (37 CFR 1.16(s))							OR				
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							OR				
						TOTAL ADD'L FEE			TOTAL ADD'L FEE	0		
AMENDMENT	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE (\$)	ADDITIONAL FEE (\$)			RATE (\$)	ADDITIONAL FEE (\$)			
	Total (37 CFR 1.16(i))	*	Minus	**	=	OR		X \$	=			
	Independent (37 CFR 1.16(h))	*	Minus	***	=	OR		X \$	=			
	☐ Application Size Fee (37 CFR 1.16(s))							OR				
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							OR				
						TOTAL ADD'L FEE			TOTAL ADD'L FEE			
* If the entry in column 1 is less than the entry in column 2, write "0" in column 3. ** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20". *** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3". The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.												

Legal Instrument Examiner:
/Debra R. Wyatt/

This collection of information is required by 37 CFR 1.16. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.



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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
11/652,356	01/10/2007	Priyank S. Garg	50269-0884	3475
73066 7590 01/11/2010 HICKMAN PALERMO TRUONG & BECKER LLP/Yahoo! Inc. 2055 Gateway Place Suite 550 San Jose, CA 95110-1083			EXAMINER GOFMAN, ALEX N	
			ART UNIT 2162	PAPER NUMBER
			MAIL DATE 01/11/2010	DELIVERY MODE PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Interview Summary	Application No.	Applicant(s)	
	11/652,356	GARG ET AL.	
	Examiner	Art Unit	
	ALEX GOFMAN	2162	

All participants (applicant, applicant's representative, PTO personnel):

(1) Alex Gofman. (3) _____

(2) Marcel Bingham (42,327). (4) _____

Date of Interview: 09 December 2009.

Type: a) ☒ Telephonic b) ☐ Video Conference
c) ☐ Personal [copy given to: 1) ☐ applicant 2) ☐ applicant's representative]

Exhibit shown or demonstration conducted: d) ☐ Yes e) ☐ No.
If Yes, brief description: _____.

Claim(s) discussed: 1.

Identification of prior art discussed: Cutts and Kamholz.

Agreement with respect to the claims f) ☐ was reached. g) ☒ was not reached. h) ☐ N/A.

Substance of Interview including description of the general nature of what was agreed to if an agreement was reached, or any other comments: The Applicant explained their invention as well as the meaning of Claim 1. The enclosed agenda was discussed. The interview also covered the "noindex" tag as discussed in the specification and how Cutts uses it. The Examiner also brought up the Kamholz reference and how the noindex tag is used in that reference. There was no agreement reached.

(A fuller description, if necessary, and a copy of the amendments which the examiner agreed would render the claims allowable, if available, must be attached. Also, where no copy of the amendments that would render the claims allowable is available, a summary thereof must be attached.)

THE FORMAL WRITTEN REPLY TO THE LAST OFFICE ACTION MUST INCLUDE THE SUBSTANCE OF THE INTERVIEW. (See MPEP Section 713.04). If a reply to the last Office action has already been filed, APPLICANT IS GIVEN A NON-EXTENDABLE PERIOD OF THE LONGER OF ONE MONTH OR THIRTY DAYS FROM THIS INTERVIEW DATE, OR THE MAILING DATE OF THIS INTERVIEW SUMMARY FORM, WHICHEVER IS LATER, TO FILE A STATEMENT OF THE SUBSTANCE OF THE INTERVIEW. See Summary of Record of Interview requirements on reverse side or on attached sheet.

	/John Breene/ Supervisory Patent Examiner, Art Unit 2162
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Summary of Record of Interview Requirements

Manual of Patent Examining Procedure (MPEP), Section 713.04, Substance of Interview Must be Made of Record

A complete written statement as to the substance of any face-to-face, video conference, or telephone interview with regard to an application must be made of record in the application whether or not an agreement with the examiner was reached at the interview.

Title 37 Code of Federal Regulations (CFR) § 1.133 Interviews Paragraph (b)

In every instance where reconsideration is requested in view of an interview with an examiner, a complete written statement of the reasons presented at the interview as warranting favorable action must be filed by the applicant. An interview does not remove the necessity for reply to Office action as specified in §§ 1.111, 1.135. (35 U.S.C. 132)

37 CFR §1.2 Business to be transacted in writing.

All business with the Patent or Trademark Office should be transacted in writing. The personal attendance of applicants or their attorneys or agents at the Patent and Trademark Office is unnecessary. The action of the Patent and Trademark Office will be based exclusively on the written record in the Office. No attention will be paid to any alleged oral promise, stipulation, or understanding in relation to which there is disagreement or doubt.

The action of the Patent and Trademark Office cannot be based exclusively on the written record in the Office if that record is itself incomplete through the failure to record the substance of interviews.

It is the responsibility of the applicant or the attorney or agent to make the substance of an interview of record in the application file, unless the examiner indicates he or she will do so. It is the examiner's responsibility to see that such a record is made and to correct material inaccuracies which bear directly on the question of patentability.

Examiners must complete an Interview Summary Form for each interview held where a matter of substance has been discussed during the interview by checking the appropriate boxes and filling in the blanks. Discussions regarding only procedural matters, directed solely to restriction requirements for which interview recordation is otherwise provided for in Section 812.01 of the Manual of Patent Examining Procedure, or pointing out typographical errors or unreadable script in Office actions or the like, are excluded from the interview recordation procedures below. Where the substance of an interview is completely recorded in an Examiners Amendment, no separate Interview Summary Record is required.

The Interview Summary Form shall be given an appropriate Paper No., placed in the right hand portion of the file, and listed on the "Contents" section of the file wrapper. In a personal interview, a duplicate of the Form is given to the applicant (or attorney or agent) at the conclusion of the interview. In the case of a telephone or video-conference interview, the copy is mailed to the applicant's correspondence address either with or prior to the next official communication. If additional correspondence from the examiner is not likely before an allowance or if other circumstances dictate, the Form should be mailed promptly after the interview rather than with the next official communication.

The Form provides for recordation of the following information:

- Application Number (Series Code and Serial Number)
- Name of applicant
- Name of examiner
- Date of interview
- Type of interview (telephonic, video-conference, or personal)
- Name of participant(s) (applicant, attorney or agent, examiner, other PTO personnel, etc.)
- An indication whether or not an exhibit was shown or a demonstration conducted
- An identification of the specific prior art discussed
- An indication whether an agreement was reached and if so, a description of the general nature of the agreement (may be by attachment of a copy of amendments or claims agreed as being allowable). Note: Agreement as to allowability is tentative and does not restrict further action by the examiner to the contrary.
- The signature of the examiner who conducted the interview (if Form is not an attachment to a signed Office action)

It is desirable that the examiner orally remind the applicant of his or her obligation to record the substance of the interview of each case. It should be noted, however, that the Interview Summary Form will not normally be considered a complete and proper recordation of the interview unless it includes, or is supplemented by the applicant or the examiner to include, all of the applicable items required below concerning the substance of the interview.

A complete and proper recordation of the substance of any interview should include at least the following applicable items:

- 1) A brief description of the nature of any exhibit shown or any demonstration conducted,
- 2) an identification of the claims discussed,
- 3) an identification of the specific prior art discussed,
- 4) an identification of the principal proposed amendments of a substantive nature discussed, unless these are already described on the Interview Summary Form completed by the Examiner,
- 5) a brief identification of the general thrust of the principal arguments presented to the examiner;
(The identification of arguments need not be lengthy or elaborate. A verbatim or highly detailed description of the arguments is not required. The identification of the arguments is sufficient if the general nature or thrust of the principal arguments made to the examiner can be understood in the context of the application file. Of course, the applicant may desire to emphasize and fully describe those arguments which he or she feels were or might be persuasive to the examiner.)
- 6) a general indication of any other pertinent matters discussed, and
- 7) if appropriate, the general results or outcome of the interview unless already described in the Interview Summary Form completed by the examiner.

Examiners are expected to carefully review the applicant's record of the substance of an interview. If the record is not complete and accurate, the examiner will give the applicant an extendable one month time period to correct the record.

Examiner to Check for Accuracy

If the claims are allowable for other reasons of record, the examiner should send a letter setting forth the examiner's version of the statement attributed to him or her. If the record is complete and accurate, the examiner should place the indication, "Interview Record OK" on the paper recording the substance of the interview along with the date and the examiner's initials.

Pages to Follow (Including this page): 6

To: Examiner Alex N. Gofman
Art Unit: 2162
Fax No.: (571) 270-2072

From: Page M. Ponsford
(408) 414-1238; (408) 414-1080

Date: December 3, 2009

Re: REVISED - Applicant Initiated Interview Request Form (attached)
Proposed Amendments - CLAIMS (attached)
U.S. Serial No. 11/652,356
Docket No.: 50269-0884

PTOL-413A (09-04)

Approved for use through 07/31/2006. OMB 0651-0031

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Applicant Initiated Interview Request Form

Application No.: 11/652,356 First Named Applicant: Priyank S. Garg
 Examiner: Alex N. Gofman Art Unit: 2162 Status of Application: Pending

Tentative Participants:

(1) Marcel K. Bingham (2) _____
 (3) _____ (4) _____

Proposed Date of Interview: 12/9/2009 Proposed Time: 1:00 p.m. (EASTERN)

Type of Interview Requested:

(1) ☒ Telephonic (2) ☐ Personal (3) ☐ Video Conference

Exhibit To Be Shown or Demonstrated: ☐ YES ☒ NO

If yes, provide brief description: _____

Issues To Be Discussed

Issues (Rej., Obj., etc)	Claims/ Fig. #s	Prior Art	Discussed	Agreed	Not Agreed
(1) <u>Discuss Catts reference Claim 1</u>	_____	_____	☐	☐	☐
(2) _____	_____	_____	☐	☐	☐
(3) _____	_____	_____	☐	☐	☐
(4) _____	_____	_____	☐	☐	☐

☐ Continuation Sheet Attached

Brief Description of Arguments to be Presented:

Proposed Amendments (attached)

An interview was conducted on the above-identified application on _____

NOTE: This form should be completed by applicant and submitted to the examiner in advance of the interview

(see MPEP § 713.01).

This application will not be delayed from issue because of applicant's failure to submit a written record of this interview. Therefore, applicant is advised to file a statement of the substance of this interview (37 CFR 1.133(b)) as soon as possible.

/MarcelKBingham#42327/

Applicant/Applicant's Representative Signature

Examiner/SPE Signature

Marcel K. Bingham

Typed/Printed Name of Applicant or Representative

42,327

Registration Number, if applicable

This collection of information is required by 37 CFR 1.133. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 21 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

PROPOSED AMENDMENTS

50269-0884

November 9, 2009

1. (Currently Amended) A method, comprising:
ranking a plurality of documents recalled by a search engine for a query;
wherein the plurality of documents contain certain documents, each document of
said certain documents containing at least one section that is not used by
said search engine for recall and one or more sections that are used by said
search engine for recall;
wherein ranking a plurality of documents includes ranking said plurality of
documents based, at least in part, on the at least one section ~~the one or
more sections~~ of said certain documents not used by said search engine to
recall documents; and
wherein the method is performed by one or more computing devices.
2. (Currently Amended) The method of Claim 1, wherein said at least one section
~~one or more sections~~ of said certain documents not used by said search engine to recall
documents are demarcated by a tag of an element having a name from a set of one or
more names.
3. (Original) The method of Claim 1, wherein at least one document of said certain
documents does not comprise data that contains element tags.
4. (Currently Amended) The method of Claim 1, further including said search
engine generating data representing results of said query, wherein:

said data includes an abstract describing each document of said plurality of documents; and

for each respective abstract of each document of said certain documents, said abstract excludes terms from the respective at least one section ~~one or more sections~~ not used by said search engine to recall said each document.

5. (Original) The method of claim 1, said search engine using a search engine index to recall said plurality of documents; and wherein said search engine index does not index any term in said certain documents that is found only in one or more sections of said certain documents established as a no-recall section.

6. (Original) The method of Claim 1, wherein ranking a plurality of documents recalled by a search engine for a query depends in part on a vector space model associated with each of said documents.

7. (Original) The method of Claim 1, wherein ranking a plurality of documents recalled by a search engine for a query depends in part on a language model associated with each of said documents.

Claims 8-14 (canceled).

15. (Currently Amended) A computer-readable storage medium that stores instructions which, when executed by one or more processors, cause performance of:
ranking a plurality of documents recalled by a search engine for a query;
wherein the plurality of documents contain certain documents, each document of said certain documents containing at least one section that is not used by

said search engine for recall and one or more sections that are used by said search engine for recall; and

wherein ranking a plurality of documents includes ranking said plurality of documents based, at least in part, on the at least one section ~~one or more sections~~ of said certain documents not used by said search engine to recall documents.

16. (Currently Amended) The computer-readable storage medium of Claim 15 wherein said at least one section ~~one or more sections~~ of said certain documents not used by said search engine to recall documents are demarcated by a tag of an element having a name from a set of one or more names.

17. (Previously Presented) The computer-readable storage medium of Claim 15 wherein at least one document of said certain documents does not comprise data that contains element tags.

18. (Currently Amended) The computer-readable storage medium of Claim 15 further comprising instructions for including said search engine generating data representing results of said query, wherein:

said data includes an abstract describing each document of said plurality of documents; and

for each respective abstract of each document of said certain documents, said abstract excludes terms from the respective at least one section ~~one or more sections~~ not used by said search engine to recall said each document.

19. (Previously Presented) The computer-readable storage medium of Claim 15, said search engine using a search engine index to recall said plurality of documents; and wherein said search engine index does not index any term in said certain documents that is found only in one or more sections of said certain documents established as a no-recall section.

20. (Previously Presented) The computer-readable storage medium of Claim 15, wherein ranking a plurality of documents recalled by a search engine for a query depends in part on a vector space model associated with each of said documents.

21. (Previously Presented) The computer-readable storage medium of Claim 15, wherein ranking a plurality of documents recalled by a search engine for a query depends in part on a language model associated with each of said documents.



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

NOTICE OF ALLOWANCE AND FEE(S) DUE

73066 7590 02/01/2010
HICKMAN PALERMO TRUONG & BECKER LLP/Yahoo! Inc.
2055 Gateway Place
Suite 550
San Jose, CA 95110-1083

EXAMINER	
GOFMAN, ALEX N	
ART UNIT	PAPER NUMBER
2162	

DATE MAILED: 02/01/2010

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
11/652,356	01/10/2007	Priyank S. Garg	50269-0884	3475

TITLE OF INVENTION: METHOD FOR IMPROVING QUALITY OF SEARCH RESULTS BY AVOIDING INDEXING SECTIONS OF PAGES

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	NO	\$1510	\$300	\$0	\$1810	05/03/2010

THE APPLICATION IDENTIFIED ABOVE HAS BEEN EXAMINED AND IS ALLOWED FOR ISSUANCE AS A PATENT. **PROSECUTION ON THE MERITS IS CLOSED.** THIS NOTICE OF ALLOWANCE IS NOT A GRANT OF PATENT RIGHTS. THIS APPLICATION IS SUBJECT TO WITHDRAWAL FROM ISSUE AT THE INITIATIVE OF THE OFFICE OR UPON PETITION BY THE APPLICANT. SEE 37 CFR 1.313 AND MPEP 1308.

THE ISSUE FEE AND PUBLICATION FEE (IF REQUIRED) 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.** SEE 35 U.S.C. 151. THE ISSUE FEE DUE INDICATED ABOVE DOES NOT REFLECT A CREDIT FOR ANY PREVIOUSLY PAID ISSUE FEE IN THIS APPLICATION. IF AN ISSUE FEE HAS PREVIOUSLY BEEN PAID IN THIS APPLICATION (AS SHOWN ABOVE), THE RETURN OF PART B OF THIS FORM WILL BE CONSIDERED A REQUEST TO REAPPLY THE PREVIOUSLY PAID ISSUE FEE TOWARD THE ISSUE FEE NOW DUE.

HOW TO REPLY 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 the same, pay the TOTAL FEE(S) DUE shown above.

B. If the status above is to be removed, check box 5b on Part B - Fee(s) Transmittal and pay the PUBLICATION FEE (if required) and twice the amount of the ISSUE FEE shown above, or

If the SMALL ENTITY is shown as NO:

A. Pay TOTAL FEE(S) DUE shown above, or

B. If applicant claimed SMALL ENTITY status before, or is now claiming SMALL ENTITY status, check box 5a on Part B - Fee(s) Transmittal and pay the PUBLICATION FEE (if required) and 1/2 the ISSUE FEE shown above.

II. PART B - FEE(S) TRANSMITTAL, or its equivalent, must be completed and returned to the United States Patent and Trademark Office (USPTO) with your ISSUE FEE and PUBLICATION FEE (if required). If you are charging the fee(s) to your deposit account, section "4b" of Part B - Fee(s) Transmittal should be completed and an extra copy of the form should be submitted. If an equivalent of Part B is filed, a request to reapply a previously paid issue fee must be clearly made, and delays in processing may occur due to the difficulty in recognizing the paper as an equivalent of Part B.

III. All communications regarding this application must give the application number. Please direct all communications prior to issuance to Mail Stop 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.

PART B - FEE(S) TRANSMITTAL

Complete and send this form, together with applicable fee(s), to: **Mail** Mail Stop ISSUE FEE
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450
or Fax (571)-273-2885

INSTRUCTIONS: This form should be used for transmitting the ISSUE FEE and PUBLICATION FEE (if required). Blocks 1 through 5 should be completed where appropriate. All further correspondence including 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.

CURRENT CORRESPONDENCE ADDRESS (Note: Use Block 1 for any change of address)

Note: A certificate of mailing can only be used for domestic mailings of the Fee(s) 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 or transmission.

73066 7590 02/01/2010

HICKMAN PALERMO TRUONG & BECKER LLP/Yahoo! Inc.
 2055 Gateway Place
 Suite 550
 San Jose, CA 95110-1083

Certificate of Mailing or Transmission

I hereby certify that this Fee(s) Transmittal is being deposited with the United States Postal Service with sufficient postage for first class mail in an envelope addressed to the Mail Stop ISSUE FEE address above, or being facsimile transmitted to the USPTO (571) 273-2885, on the date indicated below.

(Depositor's name)
(Signature)
(Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
-----------------	-------------	----------------------	---------------------	------------------

11/652,356 01/10/2007 Priyank S. Garg 50269-0884 3475

TITLE OF INVENTION: METHOD FOR IMPROVING QUALITY OF SEARCH RESULTS BY AVOIDING INDEXING SECTIONS OF PAGES

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
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nonprovisional NO \$1510 \$300 \$0 \$1810 05/03/2010

EXAMINER	ART UNIT	CLASS-SUBCLASS
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GOFMAN, ALEX N 2162 707-706000

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.363).

- ☐ 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; Rev 03-02 or more recent) attached. **Use of a Customer Number is required.**

2. For printing on the patent front page, list

- (1) the names of up to 3 registered patent attorneys or agents OR, alternatively, 1 _____
 (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. 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. If an assignee is identified below, the document has been filed for recordation as set forth in 37 CFR 3.11. Completion of this form is NOT a substitute for filing an assignment.

(A) NAME OF ASSIGNEE

(B) RESIDENCE: (CITY and STATE OR COUNTRY)

Please check the appropriate assignee category or categories (will not be printed on the patent): ☐ Individual ☐ Corporation or other private group entity ☐ Government

4a. The following fee(s) are submitted:

- ☐ Issue Fee
☐ Publication Fee (No small entity discount permitted)
☐ Advance Order - # of Copies _____

4b. Payment of Fee(s): (Please first reapply any previously paid issue fee shown above)

- ☐ A check is enclosed.
☐ Payment by credit card. Form PTO-2038 is attached.
☐ The Director is hereby authorized to charge the required fee(s), any deficiency, or credit any overpayment, to Deposit Account Number _____ (enclose an extra copy of this form).

5. Change in Entity Status (from status indicated above)

- ☐ a. Applicant claims SMALL ENTITY status. See 37 CFR 1.27. ☐ b. Applicant is no longer claiming SMALL ENTITY status. See 37 CFR 1.27(g)(2).

NOTE: The Issue Fee and Publication Fee (if required) 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 United States Patent and Trademark Office.

Authorized Signature _____

Date _____

Typed or printed name _____

Registration No. _____

This collection of information is required by 37 CFR 1.311. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, Virginia 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.

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.



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www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
11/652,356	01/10/2007	Priyank S. Garg	50269-0884	3475
73066	7590	02/01/2010		
HICKMAN PALERMO TRUONG & BECKER LLP/Yahoo! Inc. 2055 Gateway Place Suite 550 San Jose, CA 95110-1083				
EXAMINER GOFMAN, ALEX N				
ART UNIT		PAPER NUMBER		
2162				
DATE MAILED: 02/01/2010				

Determination of Patent Term Adjustment under 35 U.S.C. 154 (b) (application filed on or after May 29, 2000)

The Patent Term Adjustment to date is 429 day(s). If the issue fee is paid on the date that is three months after the mailing date of this notice and the patent issues on the Tuesday before the date that is 28 weeks (six and a half months) after the mailing date of this notice, the Patent Term Adjustment will be 429 day(s).

If a Continued Prosecution Application (CPA) was filed in the above-identified application, the filing date that determines Patent Term Adjustment is the filing date of the most recent CPA.

Applicant will be able to obtain more detailed information by accessing the Patent Application Information Retrieval (PAIR) WEB site (<http://pair.uspto.gov>).

Any questions regarding the Patent Term Extension or Adjustment determination should be directed to the Office of Patent Legal Administration at (571)-272-7702. Questions relating to issue and publication fee payments should be directed to the Customer Service Center of the Office of Patent Publication at 1-(888)-786-0101 or (571)-272-4200.

Notice of Allowability	Application No.	Applicant(s)	
	11/652,356	GARG ET AL.	
	Examiner	Art Unit	
	ALEX GOFMAN	2162	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

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 (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to After-Final filed 1-4-10.
2. ☒ The allowed claim(s) is/are 1-7 and 15-21 renumbered as 1-14.
3. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 - a) ☐ All b) ☐ Some* c) ☐ None of the:
 1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).
 - * Certified copies not received: _____.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.
THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

4. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
5. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
 - (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
 - 1) ☐ hereto or 2) ☐ to Paper No./Mail Date _____.
 - (b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____.

Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

1. ☐ Notice of References Cited (PTO-892) 2. ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948) 3. ☐ Information Disclosure Statements (PTO/SB/08), Paper No./Mail Date _____ 4. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material	5. ☐ Notice of Informal Patent Application 6. ☐ Interview Summary (PTO-413), Paper No./Mail Date _____. 7. ☐ Examiner's Amendment/Comment 8. ☒ Examiner's Statement of Reasons for Allowance 9. ☐ Other _____.
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DETAILED ACTION

Amendment submitted July 14, 2009 has been considered by examiner. Claims 1-7 and 15-21 are pending.

ALLOWANCE

1. Claims 1-7 and 15-21 are allowed over the prior art made of record.

2. The following is an examiner's statement of reasons for allowance:

The Examiner's cited prior art as well as the prior art available prior to the filing date deals with meta tags, such as a "noindex" tag, which tell a search engine crawler to ignore a certain section of a web page. Once the crawler ignores a section, it does not take the ignored section into consideration for ranking purposes.

However, the Claims of the instant application claim reading the ignored (or the "noindex") section and using that section for purposes of ranking the web page. But, the Claims do not index the section containing the command to ignore the specified section. It only uses that section for ranking purposes. This is demonstrated in Applicant Remarks in at least the table on Page 8. The reason for allowance lies specifically in the concept of using an ignored section only for purposes of ranking and not indexing.

As such, the cited prior art of record, Edlund et al (US Patent Application Publication 2003/0120654), Cutts (Handling noindex meta tags), and Kamholz et al (US Patent Application Publication 2005/0091580) in view of Applicant presented arguments in at least page 7-8 of Remarks filed 1-4-10 does not disclose, teach or suggest the claimed invention (in combination with all other features in the claims) with respect to Independent Claims 1 and 15.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to ALEX GOFMAN whose telephone number is (571)270-1072. The examiner can normally be reached on Mon-Fri 9am-3pm EST.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John Breene can be reached on (571)272-4107. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

Alex Gofman
Examiner
Art Unit 2162

AG
1-15-10

/John Breene/
Supervisory Patent Examiner, Art Unit 2162

Search Notes 	Application/Control No. 11652356	Applicant(s)/Patent Under Reexamination GARG ET AL.
	Examiner ALEX GOFMAN	Art Unit 2162

SEARCHED			
Class	Subclass	Date	Examiner
707	Limited Keyword Search	4-29-09	AG
707	5	1-15-10	AG

SEARCH NOTES		
Search Notes	Date	Examiner
Inventor Search in PALM	4-29-09	AG
See Enclosed East Search	4-29-09	AG
See Updated East Search	10-27-09	AG
See Enclosed NPL Search	10-27-09	AG
Consulted with Luke Wassum (Primary 2167)	1-14-10	AG
See Enclosed East Search	1-15-10	AG
See Enclosed NPL Search	1-15-10	AG
Searched through inventor's personal Yahoo Blog regarding advancements of the Yahoo search engine	1-15-10	AG
Searched through search engine optimization sites	1-15-10	AG
STIC patent and NPL search	1-20-10	AG

INTERFERENCE SEARCH			
Class	Subclass	Date	Examiner
707	5	1-15-10	AG

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EAST Search History

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	1337	garg.in.	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2010/01/15 17:11
L2	56	garg.in. and (search adj engine)	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2010/01/15 17:12
L3	11	(garg adj priyank).in.	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2010/01/15 17:13
L4	10	(garg adj priyank).in. and (engine crawler spider)	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2010/01/15 17:15
L5	1	(garg adj priyank).in. and (robots)	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2010/01/15 17:26
L6	1	(garg adj priyank).in. and (noindex)	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2010/01/15 17:26
L7	5619	707/5.ccls.	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2010/01/15 17:29
L8	0	"robots.txt."	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2010/01/15 17:29
L9	127	"robots.txt"	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2010/01/15 17:30

L10	93	"robots.txt" and (weigh\$4 scor\$4 rank\$4)	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2010/01/15 17:30
L11	5	"robots.txt" and (weigh\$4 scor\$4 rank\$4) and noindex	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2010/01/15 17:32
L12	8	(robots with noindex) and (weigh\$4 scor\$4 rank\$4)	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2010/01/15 17:35
S1	1	11/652,356	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/28 11:20
S2	0	(search adj engine) same crawl\$4 same (section part) same (page document)	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/28 12:08
S3	259	(search adj engine) same crawl\$4 same (section part) same (page document)	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/28 12:08
S4	17	(search adj engine) and (crawl\$4 same ignor\$4 same section)	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/28 12:51
S5	3750	(search adj engine) and (crawl\$4)	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/28 12:52
S6	3147	(search adj engine) and (web same crawl \$4)	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/28 12:52
S7	2395	(search adj engine) and (web near2 crawl \$4)	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/28 12:52

S8	189	rank\$4 same (search\$4 filter \$4 retriev\$4 quer \$4) same relevance same (ignor\$4 exclud \$4 remov\$4)	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/29 08:05
S9	0	(section with "not used") same (rank\$4 relevance) same (quer\$4 search \$4 filter\$4)	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/29 08:08
S10	0	(section with "not used") same (rank\$4 relevance)	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/29 08:08
S11	0	(section with "not used")	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/29 08:08
S12	0	(section with ("not" adj used))	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/29 08:08
S13	2	"not used"	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/29 08:09
S14	24	"not" with used	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/29 08:09
S15	67	rank\$4 same (search\$4 filter \$4 retriev\$4 quer \$4) same relevance same (ignor\$4 exclud \$4)	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/29 08:11
S16	35	noindex	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/29 08:17

S17	11	noindex and rank \$4	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/29 13:26
S18	10	noindex and relevance	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/29 13:31
S19	989	(search adj engine) and (rank \$4 same relevance) and vector	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/29 13:35
S20	494	(search adj engine) and (rank \$4 same relevance) and vector and abstract	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/29 13:40
S21	423	S20 and "707", clas.	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/29 13:40
S22	8	(search adj engine) and (rank \$4 same relevance) and vector and abstract and yahoo.as.	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/29 13:41
S23	8	(search adj engine) and (rank \$4 same relevance) and vector and abstract and yahoo!.as.	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/29 13:41
S24	13	googlebot	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/29 13:43
S25	245	(search adj engine same rank \$4 same relevance) and vector and abstract	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/04/29 13:44

S26	9	((no adj recall) no \$recall) same (rank\$4 scor\$4 weigh\$4 relevan \$8)	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/10/26 10:25
S27	3	(noindex) same (rank\$4 scor\$4 weigh\$4 relevan \$8)	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/10/26 10:26
S28	3	(nofollow) same (rank\$4 scor\$4 weigh\$4 relevan \$8)	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/10/26 12:37
S29	1328	((section part) with page) same web same (rank \$4 weigh\$4 scor \$4 relevan\$9)	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/10/26 12:43
S30	1070	((section part) with web with page) same (rank \$4 weigh\$4 scor \$4 relevan\$9)	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/10/26 12:43
S31	562	S30 and "707". clas.	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/10/26 12:43
S32	4	(avoid\$4 with index\$4) same ((section part) with web with page)	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/10/26 12:45
S33	12	(avoid\$4 with index\$4) same ((section part) with page)	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/10/26 12:47
S34	0	(skip\$4 avoid\$4) with noindex	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2009/10/26 13:29
S35	3	noindex same rank\$4	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2010/01/14 12:48

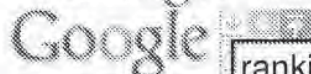
S36	6	nocontent	US-PGPUB; USPAT; EPO; JPO; IBM_TDB	OR	ON	2010/01/14 14:20
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EAST Search History (Interference)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L13	0	noindex.clm.	USPAT; UPAD	OR	ON	2010/01/15 17:38
L14	11	((((ignor\$4 skip\$4) with section) and (weigh\$4 scor\$4 rank\$4)).clm.	USPAT; UPAD	OR	ON	2010/01/15 17:39
L15	2	((((ignor\$4 skip\$4) with tag) and (weigh\$4 scor\$4 rank\$4)).clm.	USPAT; UPAD	OR	ON	2010/01/15 17:40
L16	0	((((ignor\$4 skip\$4) with meta\$tag) and (weigh\$4 scor \$4 rank\$4)).clm.	USPAT; UPAD	OR	ON	2010/01/15 17:40
L17	0	((((disregard\$4) with meta\$tag) and (weigh\$4 scor \$4 rank\$4)).clm.	USPAT; UPAD	OR	ON	2010/01/15 17:40
L18	6	((((disregard\$4) with section) and (weigh\$4 scor\$4 rank\$4)).clm.	USPAT; UPAD	OR	ON	2010/01/15 17:40

1/ 15/ 2010 5:46:24 PM

C:\ Documents and Settings\ agofman1\ My Documents\ EAST\ Workspaces
\ 11_652356-Garg.wsp



ranking page using noindex

Search

Advanced Search



Web

Results 1 - 10 of about 57,300 for ranking page using noindex. (0.13 seconds)

Show options...

1. Robots.txt Secrets From Matt Cutts

Is there a way to block the flow of **page rank** by just **using** the robots.txt ... dupe content penalties? have decided to try the following - **using noindex**, ...

www.askapache.com/seo/robotstxt-mattcutts-noindex.html

- [Cached](#) - [Similar](#)

2. Linking **using** a redirection **page** with **noindex,nofollow** - SEO Chat

6 posts - 3 authors - Last post: Aug 7, 2009

Linking **using** a redirection **page** with **noindex,nofollow**- Google **Page Rank**. Visit SEO Chat to discuss Linking **using** a redirection **page** with ...

forums.seochat.com · Google · Google Page Rank

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Myweddingfavors.com **NOINDEX, NOFOLLOW**• - 3 posts

- Aug 10, 2009

[Sites not cached but dont have a **noindex** either](#)• - 5 posts - Apr 9, 2009

[More results from forums.seochat.com ...](#)

3. Using **noindex** - Crawling, indexing, and **ranking** | Google Groups

3 posts - 2 authors - Last post: Sep 7, 2008

Discussions > Crawling, indexing, and **ranking** > Using **noindex** ... Will **using** a **noindex** tag retroactively remove that **page** from index the ...

groups.google.com/group/google...help.../1eb26e5592ba1526

- [Cached](#)

4. NoIndex, NoFollow SEO Overkill

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www.BuildTraffic.com

5. Can You Afford \$79.95?

BIG 95% Off Sale Today - Top 3

Rankings In Every Search Engine.

www.servicewrap.net

6. Alexa **Ranking** Specialist

Increase Your Alexa **Ranking** Now

Guaranteed Safety, Stability, Price

YourAlexaRanking.com

7. Website **ranking** query

website **ranking**,page rank query

search engine optimization

en.100ceo.com

8. Find your website **ranking**

Target your own keywords.

We use "nofollow" tags to prevent the passing of **page rank** through a particular link So, Andrew, I am **using** both **NOINDEX**, **NOFOLLOW** in meta for avoiding ...

www.localseoguide.com/noindex-nofollow-seo-overkill/ - [Similar](#)

Promote and analyze your website.
www.advancedwebranking.com

[See your ad here](#) -

5. [Consequences of blocking robots or just **using noindex**,follow](#)

15 posts - 7 authors - Last post: Oct 21, 2009

consequences of blocking robots or just **using noindex**,follow. ... Global:Newer: Maintaining #1 **ranking** while revising the **page** content ...

www.webmasterworld.com/google/3978798.htm - [Similar](#)

[Cleaning up my forums - a couple of questions](#)• - Jul 18, 2009

[How to structure URLs with different sort lists of the same products?](#)• - Jun 10, 2009

[Can unlinked urls still help **rankings**?](#)• - Feb 23, 2008

[Using No-Follow on Internal Links Cause a Drop in **Rankings**?](#)• - Mar 31, 2007

[More results from webmasterworld.com »](#)

6. [PromotionWorld : Nofollow and **Noindex** on Robots.txt and Meta Tags](#)

Dec 11, 2009 ... Pages with **noindex** can still accumulate **page rank** if a there's a ... Pages with the **Noindex** tag can still be visible on SEPR **using** the ...

www.promotionworld.com/.../091211-NoFollow-NoIndex-Robots-txt-Meta-Tags - [Cached](#)

7. [NoFollow and **Noindex** on Robots.txt and Meta Tags](#)

Dec 4, 2009 ... Pages with **noindex** can still accumulate **page rank** if a there's a ... there are differences in **using NoIndex**, NoFollow, and Robots.txt. ...

www.articlesbase.com/.../nofollow-and-noindex-on-robotstxt-and-meta-tags-1542244.html - [Cached](#)

8. [To NoFollow or To **Noindex** That is the Question | SEO Blog | Search ...](#)

Sep 16, 2008 ... **Noindex** tells Google to crawl a **page**, pull links from the HTML and follow ... index the linked to **page** or use the link in search **ranking** calculations. ... and or added to your robots meta tag **using** a **NoIndex** attribute. ...

www.searchandsocial.com/.../to-nofollow-or-to-noindex-that-is-the-question/ - [Cached](#) - [Similar](#)

9. [The Differences Between Meta **NoIndex**, NoFollow and Robots.txt File ...](#)

Most people use the NoFollow and the **NoIndex** tags together so that a ... Is there a way to block the flow of **page rank using** the robots.txt file by itself? ...

www.seoboy.com/the-differences-between-noindex-nofollow-and-robotstxt-file/ - [Cached](#) - [Similar](#)

10. [Free **noindex** follow links on **page** Download](#)

Creates an HTML link to the current **page using** the selected text and copies it ... (Google **Page Rank**) for unlimited links and the (Alexa) traffic **rank** for ...

wareseeker.com - Free Download Search - [Cached](#)

Searches related to **ranking page using noindex**

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[rel nofollow noindex](#)

[meta tags no index](#)

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ranking page using noindex

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Index of Claims 	Application/Control No. 11652356	Applicant(s)/Patent Under Reexamination GARG ET AL.
	Examiner ALEX GOFMAN	Art Unit 2162

✓	Rejected	-	Cancelled	N	Non-Elected	A	Appeal
=	Allowed	÷	Restricted	I	Interference	O	Objected

☐ Claims renumbered in the same order as presented by applicant					☐ CPA		☐ T.D.		☐ R.1.47	
CLAIM		DATE								
Final	Original	04/30/2009	10/27/2009	01/15/2010						
1	1	✓	✓	=						
2	2	✓	✓	=						
3	3	✓	✓	=						
4	4	✓	✓	=						
5	5	✓	✓	=						
6	6	✓	✓	=						
7	7	✓	✓	=						
	8	✓	-	-						
	9	✓	-	-						
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	11	✓	-	-						
	12	✓	-	-						
	13	✓	-	-						
	14	✓	-	-						
8	15		✓	=						
9	16		✓	=						
10	17		✓	=						
11	18		✓	=						
12	19		✓	=						
13	20		✓	=						
14	21		✓	=						

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(Signature)
(Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
11/652,356	01/10/2007	Priyank S. Garg	50269-0884	3475

TITLE OF INVENTION: METHOD FOR IMPROVING QUALITY OF SEARCH RESULTS BY AVOIDING INDEXING SECTIONS OF PAGES

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	NO	\$1510	\$300	\$0	\$1810	05/03/2010
EXAMINER	ART UNIT	CLASS-SUBCLASS				
GOFMAN, ALEX N	2162	707-706000				

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.363).

- ☐ 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; Rev 03-02 or more recent) attached. Use of a Customer Number is required.

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- (1) the names of up to 3 registered patent attorneys or agents OR, alternatively,
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Yahoo! Inc.

(B) RESIDENCE: (CITY and STATE OR COUNTRY)

Sunnyvale, California USA

Please check the appropriate assignee category or categories (will not be printed on the patent): ☐ Individual ☒ Corporation or other private group entity ☐ Government

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Date February 22, 2010

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Registration No. 42,327

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Electronic Patent Application Fee Transmittal				
Application Number:		11652356		
Filing Date:		10-Jan-2007		
Title of Invention:		METHOD FOR IMPROVING QUALITY OF SEARCH RESULTS BY AVOIDING INDEXING SECTIONS OF PAGES		
First Named Inventor/Applicant Name:		Priyank S. Garg		
Filer:		Marcel K. Bingham/Gloria R Chavarria		
Attorney Docket Number:		50269-0884		
Filed as Large Entity				
Utility under 35 USC 111(a) Filing Fees				
Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Basic Filing:				
Pages:				
Claims:				
Miscellaneous-Filing:				
Publ. Fee- early, voluntary, or normal	1504	1	300	300
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
Utility Appl issue fee	1501	1	1510	1510

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Extension-of-Time:				
Miscellaneous:				
Total in USD (\$)				1810

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EFS ID:	7055207
Application Number:	11652356
International Application Number:	
Confirmation Number:	3475
Title of Invention:	METHOD FOR IMPROVING QUALITY OF SEARCH RESULTS BY AVOIDING INDEXING SECTIONS OF PAGES
First Named Inventor/Applicant Name:	Priyank S. Garg
Customer Number:	73066
Filer:	Marcel K. Bingham
Filer Authorized By:	
Attorney Docket Number:	50269-0884
Receipt Date:	22-FEB-2010
Filing Date:	10-JAN-2007
Time Stamp:	12:22:19
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
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Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Issue Fee Payment (PTO-85B)	50269_0884_IssueFeeTransmittal_02_22_2010.pdf	234247 c507ed5d640e80769db6ab4a400cbb626a9c2b61	no	1
Warnings:					
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2	Fee Worksheet (PTO-875)	fee-info.pdf	32633 37cffe7d49c5381db6a6c9cf1543e131bb2738e	no	2
Warnings:					
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Total Files Size (in bytes):			266880		
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Bib Data Sheet

CONFIRMATION NO. 3475

SERIAL NUMBER 11/652,356	FILING OR 371(c) DATE 01/10/2007 RULE	CLASS 707	GROUP ART UNIT 2162	ATTORNEY DOCKET NO. 50269-0884	
APPLICANTS Priyank S. Garg, San Jose, CA; Amit J. Basu, San Jose, CA; Timothy M. Converse, Sunnyvale, CA; ** CONTINUING DATA ***** ** FOREIGN APPLICATIONS *****					
Foreign Priority claimed ☐ yes ☒ no 35 USC 119 (a-d) conditions met ☐ yes ☒ no ☐ Met after Allowance Verified and Acknowledged Examiner's Signature _____ Initials _____		STATE OR COUNTRY CA	SHEETS DRAWING 4	TOTAL CLAIMS 14	INDEPENDENT CLAIMS 1
ADDRESS 73066					
TITLE METHOD FOR IMPROVING QUALITY OF SEARCH RESULTS BY AVOIDING INDEXING SECTIONS OF PAGES					
FILING FEE RECEIVED 1300	FEES: Authority has been given in Paper No. _____ to charge/credit DEPOSIT ACCOUNT No. _____ for following:		☐ All Fees ☐ 1.16 Fees (Filing) ☐ 1.17 Fees (Processing Ext. of time) ☐ 1.18 Fees (Issue) ☐ Other _____ ☐ Credit		



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APPLICATION NO.	ISSUE DATE	PATENT NO.	ATTORNEY DOCKET NO.	CONFIRMATION NO.
11/652,356	04/13/2010	7698329	50269-0884	3475

73066 7590 03/24/2010

HICKMAN PALERMO TRUONG & BECKER LLP/Yahoo! Inc.
2055 Gateway Place
Suite 550
San Jose, CA 95110-1083

ISSUE NOTIFICATION

The projected patent number and issue date are specified above.

Determination of Patent Term Adjustment under 35 U.S.C. 154 (b) (application filed on or after May 29, 2000)

The Patent Term Adjustment is 522 day(s). Any patent to issue from the above-identified application will include an indication of the adjustment on the front page.

If a Continued Prosecution Application (CPA) was filed in the above-identified application, the filing date that determines Patent Term Adjustment is the filing date of the most recent CPA.

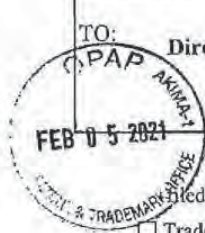
Applicant will be able to obtain more detailed information by accessing the Patent Application Information Retrieval (PAIR) WEB site (<http://pair.uspto.gov>).

Any questions regarding the Patent Term Extension or Adjustment determination should be directed to the Office of Patent Legal Administration at (571)-272-7702. Questions relating to issue and publication fee payments should be directed to the Application Assistance Unit (AAU) of the Office of Data Management (ODM) at (571)-272-4200.

APPLICANT(s) (Please see PAIR WEB site <http://pair.uspto.gov> for additional applicants):

Priyank S. Garg, San Jose, CA;
Amit J. Basu, San Jose, CA;
Timothy M. Converse, Sunnyvale, CA;

AO 120 (Rev. 08/10)



TO: **Mail Stop 8**
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P.O. Box 1450
Alexandria, VA 22313-1450

**REPORT ON THE
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 ACTION REGARDING A PATENT OR
 TRADEMARK**

In Compliance with 35 U.S.C. § 290 and/or 15 U.S.C. § 1116 you are hereby advised that a court action has been
 filed in the U.S. District Court Eastern District of Texas, Sherman Division on the following
☐ Trademarks or ☒ Patents. (☐ the patent action involves 35 U.S.C. § 292.):

DOCKET NO. 4:21-cv-00091	DATE FILED 1/29/2021	U.S. DISTRICT COURT Eastern District of Texas, Sherman Division
PLAINTIFF R2 Solutions LLC		DEFENDANT Walmart Inc.
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 8,190,610	5/29/2012	R2 Solutions LLC
2 8,341,157	12/25/2012	R2 Solutions LLC
3 7,698,329	4/13/2010	R2 Solutions LLC
4		
5		

In the above—entitled case, the following patent(s)/ trademark(s) have been included:

DATE INCLUDED	INCLUDED BY ☐ Amendment ☐ Answer ☐ Cross Bill ☐ Other Pleading	
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
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In the above—entitled case, the following decision has been rendered or judgement issued:

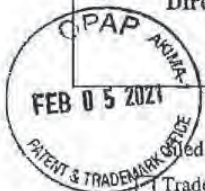
DECISION/JUDGEMENT		
CLERK	(BY) DEPUTY CLERK	DATE

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 Copy 2—Upon filing document adding patent(s), mail this copy to Director Copy 4—Case file copy

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 filed in the U.S. District Court Eastern District of Texas, Sherman Division on the following
☐ Trademarks or ☒ Patents. (☐ the patent action involves 35 U.S.C. § 292.):

DOCKET NO. 4:21-cv-00092	DATE FILED 1/29/2021	U.S. DISTRICT COURT Eastern District of Texas, Sherman Division
PLAINTIFF R2 Solutions LLC		DEFENDANT Target Corp.
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 8,190,610	5/29/2012	R2 Solutions LLC
2 8,341,157	12/25/2012	R2 Solutions LLC
3 7,698,329	4/13/2010	R2 Solutions LLC
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In the above—entitled case, the following patent(s)/ trademark(s) have been included:

DATE INCLUDED	INCLUDED BY ☐ Amendment ☐ Answer ☐ Cross Bill ☐ Other Pleading	
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
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In the above—entitled case, the following decision has been rendered or judgement issued:

DECISION/JUDGEMENT		
CLERK	(BY) DEPUTY CLERK	DATE

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FEB 05 2021



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filed in the U.S. District Court Eastern District of Texas, Sherman Division on the following
☐ Trademarks or ☒ Patents. (☐ the patent action involves 35 U.S.C. § 292.):

DOCKET NO. 4:21-cv-00090	DATE FILED 1/29/2021	U.S. DISTRICT COURT Eastern District of Texas, Sherman Division
PLAINTIFF R2 Solutions LLC		DEFENDANT Deezer S.A.
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 8,190,610	5/29/2012	R2 Solutions LLC
2 8,341,157	12/25/2012	R2 Solutions LLC
3 7,698,329	4/13/2010	R2 Solutions LLC
4 8,209,317	6/26/2012	R2 Solutions LLC
5 9,928,279	3/27/2018	R2 Solutions LLC

In the above—entitled case, the following patent(s)/ trademark(s) have been included:

DATE INCLUDED	INCLUDED BY		
	☐ Amendment ☐ Answer ☐ Cross Bill ☐ Other Pleading		
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK	
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In the above—entitled case, the following decision has been rendered or judgement issued:

DECISION/JUDGEMENT

CLERK	(BY) DEPUTY CLERK	DATE
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In Compliance with 35 U.S.C. § 290 and/or 15 U.S.C. § 1116 you are hereby advised that a court action has been filed in the U.S. District Court Western District of Texas, Waco Division on the following

☐ Trademarks or ☒ Patents. (☐ the patent action involves 35 U.S.C. § 292.)

DOCKET NO. 6:21-cv-552	DATE FILED 6/1/2021	U.S. DISTRICT COURT Western District of Texas, Waco Division
PLAINTIFF R2 Solutions LLC		DEFENDANT iHeartMedia, Inc.
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 7,698,329	4/13/2010	R2 Solutions LLC
2 8,190,610	5/29/2012	R2 Solutions LLC
3 8,341,157	12/25/2012	R2 Solutions LLC
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In the above—entitled case, the following patent(s)/ trademark(s) have been included:

DATE INCLUDED	INCLUDED BY ☐ Amendment ☐ Answer ☐ Cross Bill ☐ Other Pleading	
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
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In the above—entitled case, the following decision has been rendered or judgement issued:

DECISION/JUDGEMENT		
CLERK	(BY) DEPUTY CLERK	DATE

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In Compliance with 35 U.S.C. § 290 and/or 15 U.S.C. § 1116 you are hereby advised that a court action has been filed in the U.S. District Court **Western District of Texas, Waco Division** on the following

☐ Trademarks or ☒ Patents. (☐ the patent action involves 35 U.S.C. § 292.)

DOCKET NO. 6:21-cv-553	DATE FILED 6/1/2021	U.S. DISTRICT COURT Western District of Texas, Waco Division
PLAINTIFF R2 Solutions LLC		DEFENDANT Roku, Inc.
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 7,698,329	4/13/2010	R2 Solutions LLC
2 8,341,157	12/25/2012	R2 Solutions LLC
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In the above—entitled case, the following patent(s)/ trademark(s) have been included:

DATE INCLUDED	INCLUDED BY	☐ Amendment ☐ Answer ☐ Cross Bill ☐ Other Pleading
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
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In the above—entitled case, the following decision has been rendered or judgement issued:

DECISION/JUDGEMENT		
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In Compliance with 35 U.S.C. § 290 and/or 15 U.S.C. § 1116 you are hereby advised that a court action has been filed in the U.S. District Court Western District of Texas, Waco Division on the following

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DOCKET NO. 6:21-cv-628	DATE FILED 6/17/2021	U.S. DISTRICT COURT Western District of Texas, Waco Division
PLAINTIFF R2 Solutions LLC		DEFENDANT Expedia Group, Inc.
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 7,698,329	4/13/2010	R2 Solutions LLC
2 8,190,610	5/29/2012	R2 Solutions LLC
3 8,341,157	12/25/2012	R2 Solutions LLC
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In the above—entitled case, the following patent(s)/ trademark(s) have been included:

DATE INCLUDED	INCLUDED BY ☐ Amendment ☐ Answer ☐ Cross Bill ☐ Other Pleading	
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
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DECISION/JUDGEMENT		
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