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(71) Applicant *(for all designated States except US)*: **MICROSOFT CORPORATION** [US/US]; One Microsoft Way, Redmond, Washington 98052-6399 (US).

(72) Inventors: **FERREIRA, Ian P.**; c/o Microsoft Corporation, One Microsoft Way, Redmond, Washington 98052-6399 (US). **DOMINOWSKA, Ewa**; c/o Microsoft Corporation, One Microsoft Way, Redmond, Washington 98052-6399 (US).

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— *as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii))*

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[Continued on next page]

(54) **Title**: KEYWORD EXPRESSION LANGUAGE FOR ONLINE SEARCH AND ADVERTISING

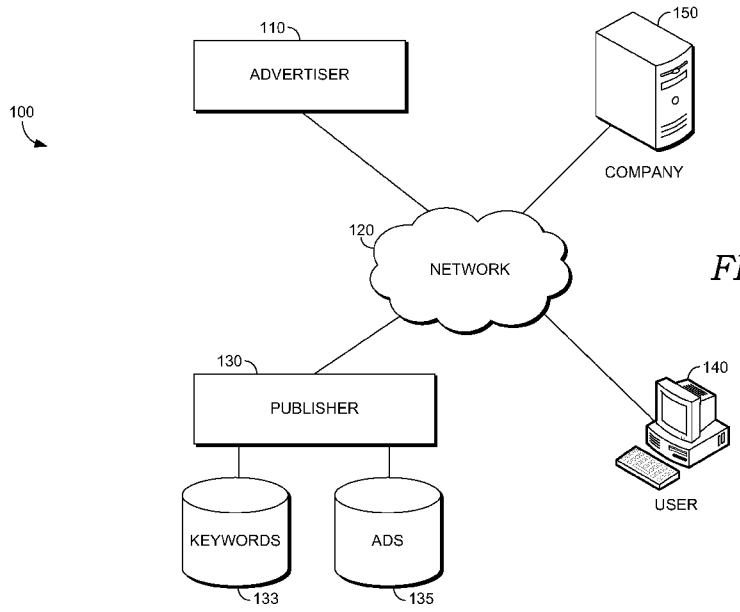

FIG. 1.

(57) **Abstract**: Media and methods are provided for creating and operating a keyword expression language. Syntax is generated as an abbreviation to represent a list of keywords. The syntax is executed as part of the keyword expression language to provide keywords. The syntax includes tokens that substitute for groups of information. Advertisers generate syntax which is subsequently used by a third-party to match to search queries and ads. The third-party may also generate keywords to match to the search queries and ads. The keywords are used to trigger advertising over the Internet.

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