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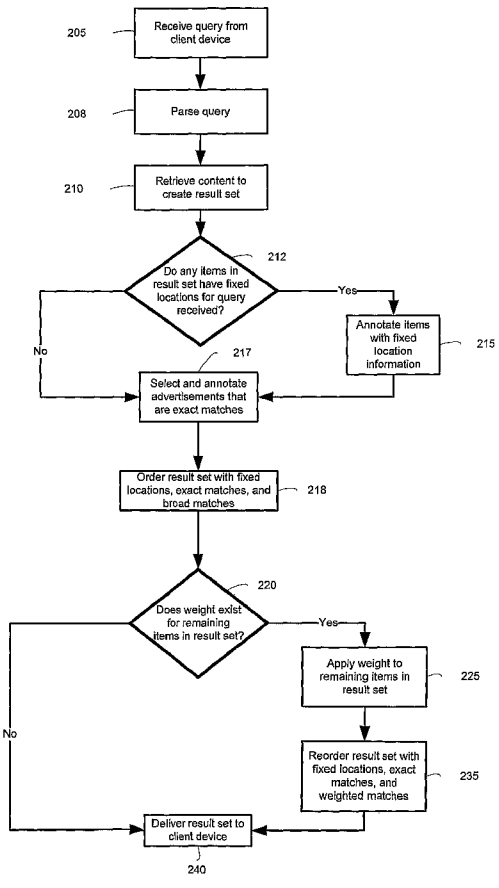
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(54) **Title:** SYSTEM AND METHOD FOR REORDERING A RESULT SET



(57) **Abstract:** The present invention relates to systems and methods for the reordering of an ordered result set using a weight associated with a query and values associated with items in a result set. The method of the present invention comprises receiving a query and generating a result set comprising content items with associated values. The result set is given an initial ordering based upon the context of the query received. A weight is retrieved corresponding to the received query. Weighted values are assigned to one or more items in the result set by traversing the result set and calculating a weighted value using the weight associated with the received query and the values associated with the items in the result set. The result set is reordered according to the weighted values in descending order. The reordered result set is delivered to the user or client device initiating the query.

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