(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization
International Bureau

(43) International Publication Date
4 June 2009 (04.06.2009)

PCT

(10) International Publication Number
WO 2009/070287 A1

(51) International Patent Classification:
G06F 17/30 (2006.01)

(21) International Application Number:
PCT/US2008/013118

(22) International Filing Date:
25 November 2008 (25.11.2008)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
11/948,788 30 November 2007 (30.11.2007) US

(71) Applicant *(for all designated States except US)*: **EBAY INC.** [US/US]; 2145 Hamilton Avenue, San Jose, California 95125 (US).

(72) Inventor; and

(75) Inventor/Applicant *(for US only)*: **SUNDARESAN, Neelakantan** [IN/US]; 2720 Wasatch Drive, Mountain View, California 94040 (US).

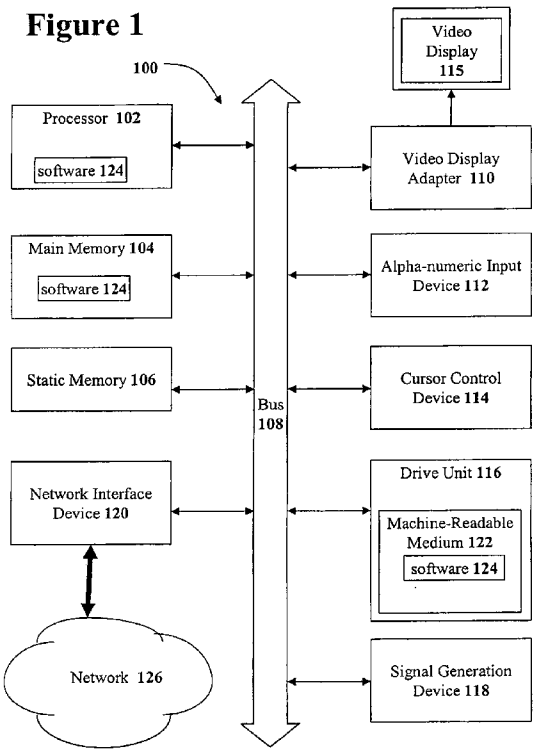
(74) Agents: **STEFFEY, Charles E.** et al.; Schwegman, Lundberg & Woessner, P.A., P.O. Box 2938, Minneapolis, Minnesota 55402 (US).

(81) Designated States *(unless otherwise indicated, for every kind of national protection available)*: AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

(84) Designated States *(unless otherwise indicated, for every kind of regional protection available)*: ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MT, NL,

[Continued on next page]

(54) Title: USING REPUTATION MEASURES TO IMPROVE SEARCH RELEVANCE



(57) Abstract: A system and method for determining relevancy for dynamic data sets is disclosed. A specific embodiment for use in an internet marketplace is presented wherein the relevancy for a descriptive factor associated with an item is increased when a user selects that item. To prevent abuse of the relevancy determination system, various embodiments incorporate abuse prevention measures. In one embodiment, a user's selection of the user's own items does not affect the relevancy system. In one embodiment, only a first selection of a particular item by a user will affect the relevancy system and any additional selections of that item will have no effect. In another embodiment, the size of the changes made due to the selections of particular user to the relevancy system are correlated to that user's reputation score.

WO 2009/070287 A1

NO, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:
— *with international search report*