



(51) International Patent Classification:

G06F 17/30 (2006.01) *G06F 3/048* (2006.01)
G06F 15/16 (2006.01)

(21) International Application Number:

PCT/US2011/056974

(22) International Filing Date:

20 October 2011 (20.10.2011)

(25) Filing Language:

English

(26) Publication Language:

English

(30) Priority Data:

61/405,067 20 October 2010 (20.10.2010) US
 13/173,617 30 June 2011 (30.06.2011) US

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

(72) Inventors: **CAMPBELL, Jonathan Thomas**; c/o Microsoft Corporation, LCA - International Patents, One Microsoft Way, Redmond, Washington 98052-6399 (US).

CHEN, Zhenguang; c/o Microsoft Corporation, LCA - International Patents, One Microsoft Way, Redmond, Washington 98052-6399 (US). **KRISHNAMOORTHY, Arun**; c/o Microsoft Corporation, LCA - International Patents, One Microsoft Way, Redmond, Washington 98052-6399 (US). **LI, Boxin**; c/o Microsoft Corporation, LCA - International Patents, One Microsoft Way, Redmond, Washington 98052-6399 (US). **LITTLE, Charles Reeves II**; c/o Microsoft Corporation, LCA - International Patents, One Microsoft Way, Redmond, Washington 98052-6399 (US). **SMITH, Charles Keller**; c/o Microsoft Corporation, LCA - International Patents, One Microsoft Way, Redmond, Washington 98052-6399 (US). **TARANOV, Viktoriya**; c/o Microsoft Corporation, LCA - International Patents, One Microsoft Way, Redmond, Washington 98052-6399 (US). **TIMM, Brian William**; c/o Microsoft Corporation, LCA - International Patents, One Microsoft Way, Redmond, Washington 98052-6399 (US). **VIOLINO, Andrew Joseph**; c/o Microsoft Corporation, LCA - International Patents, One Microsoft Way, Redmond, Washington 98052-6399 (US). **POZNANSKI, Victor**; c/o Microsoft Corporation, LCA - International Patents, One Microsoft

[Continued on next page]

(54) Title: RESULT TYPES FOR CONDITIONAL DATA DISPLAY

Figure 18

(57) Abstract: A set of user interfaces is provided to an administrator of a website. The user interfaces enable the administrator to configure search functionality of the website to present different types of search results differently. For instance, the administrator can use the user interfaces to configure the search functionality to present different properties for search results belonging to different result types.



Way, Redmond, Washington 98052-6399 (US). **DOORN, Dennis Willen**; c/o Microsoft Corporation, LCA - International Patents, One Microsoft Way, Redmond, Washington 98052-6399 (US). **ANDERSON, Glen Howard**; c/o Microsoft Corporation, LCA - International Patents, One Microsoft Way, Redmond, Washington 98052-6399 (US).

GM, KE, LR, LS, MW, MZ, NA, RW, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AL, AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK, SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

(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, CL, 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, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TH, 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,

Declarations under Rule 4.17:

- as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))
- as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii))

Published:

- with international search report (Art. 21(3))

(88) Date of publication of the international search report:
5 July 2012