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(54) **VARIABLE PERSONALIZATION OF SEARCH RESULTS IN A SEARCH ENGINE**

Publication Classification

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(57) **ABSTRACT**

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A search engine provides personalized rankings of search results. A user interest profile identifies topics of interest to a user. Each topic is associated with one or more sites, and a boost value, which can be used to augment an information retrieval score of any document from the site. Search results from any search are provided to the user, with a variable control of the ranking of the results. The results can be ranked by their unboosted information retrieval score, thus reflecting no personalization, or by their fully or partially boosted information retrieval scores. This allows the user to selectively control how their interests affect the ranking of the documents.

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Related U.S. Application Data

(60) **Provisional application No. 60/557,783, filed on Mar. 29, 2004.**

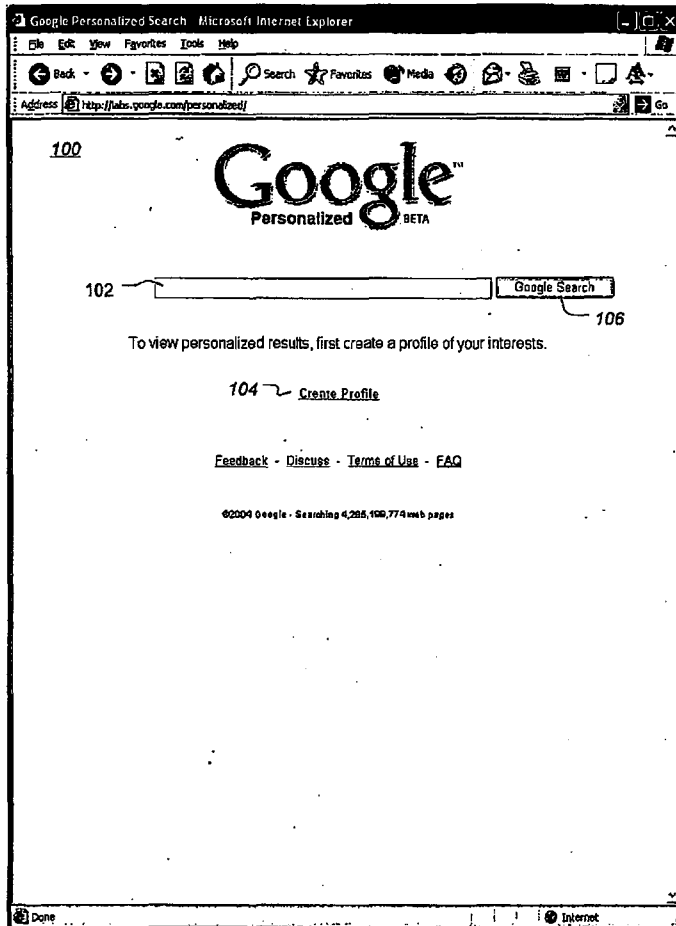


EXHIBIT 2105

Facebook, Inc. et al.

v.

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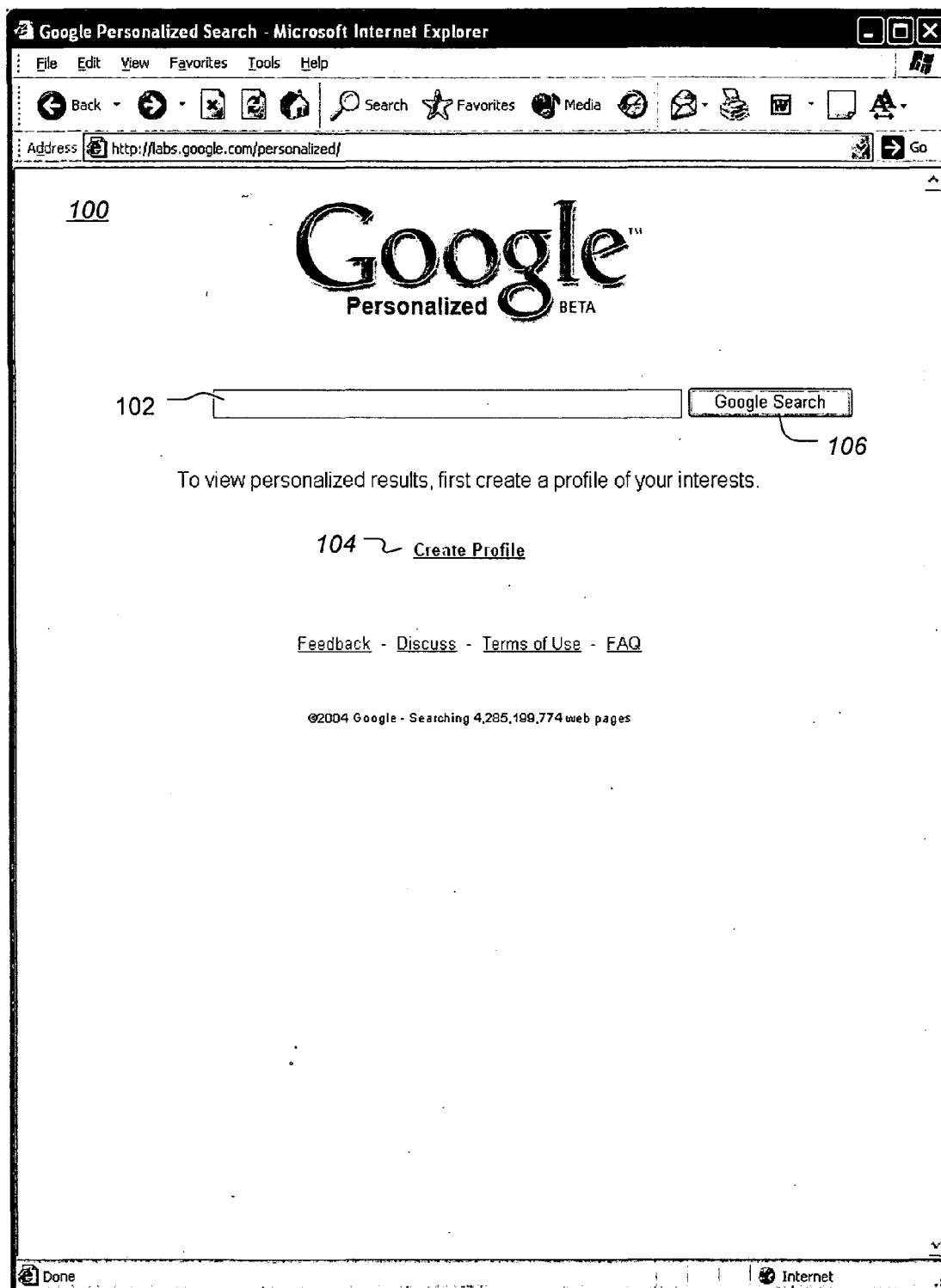


FIG. 1

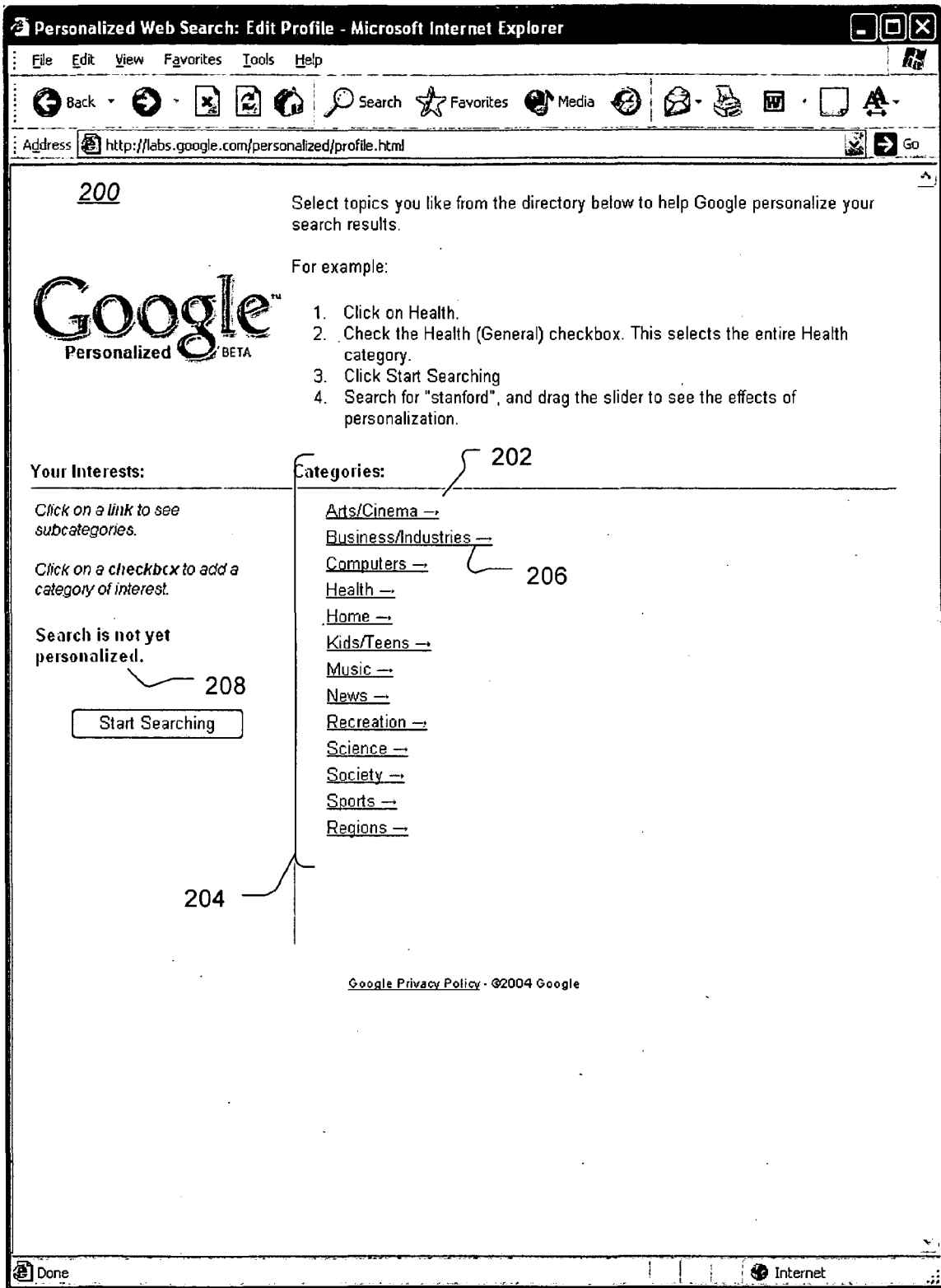


FIG. 2

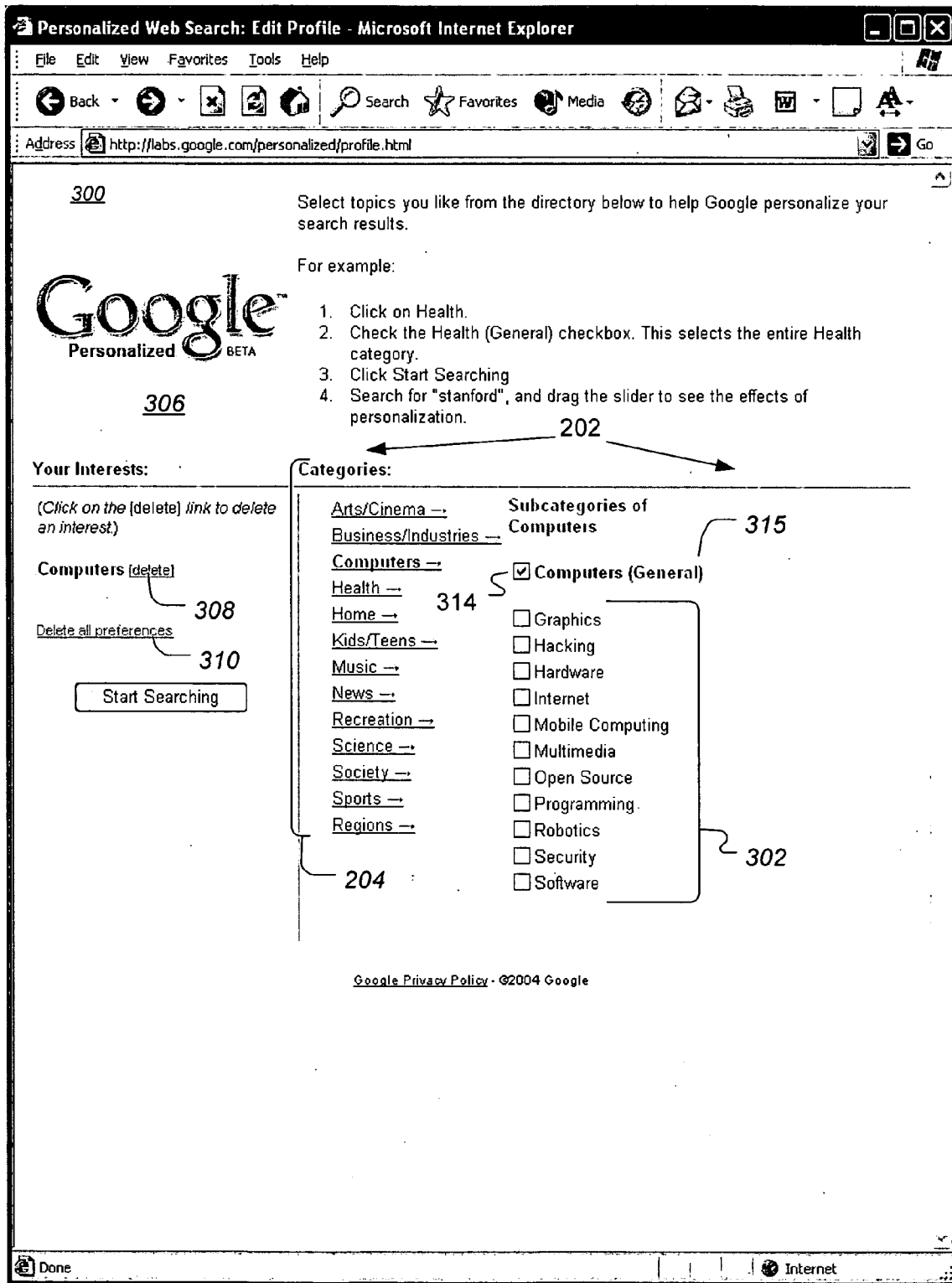


FIG. 3

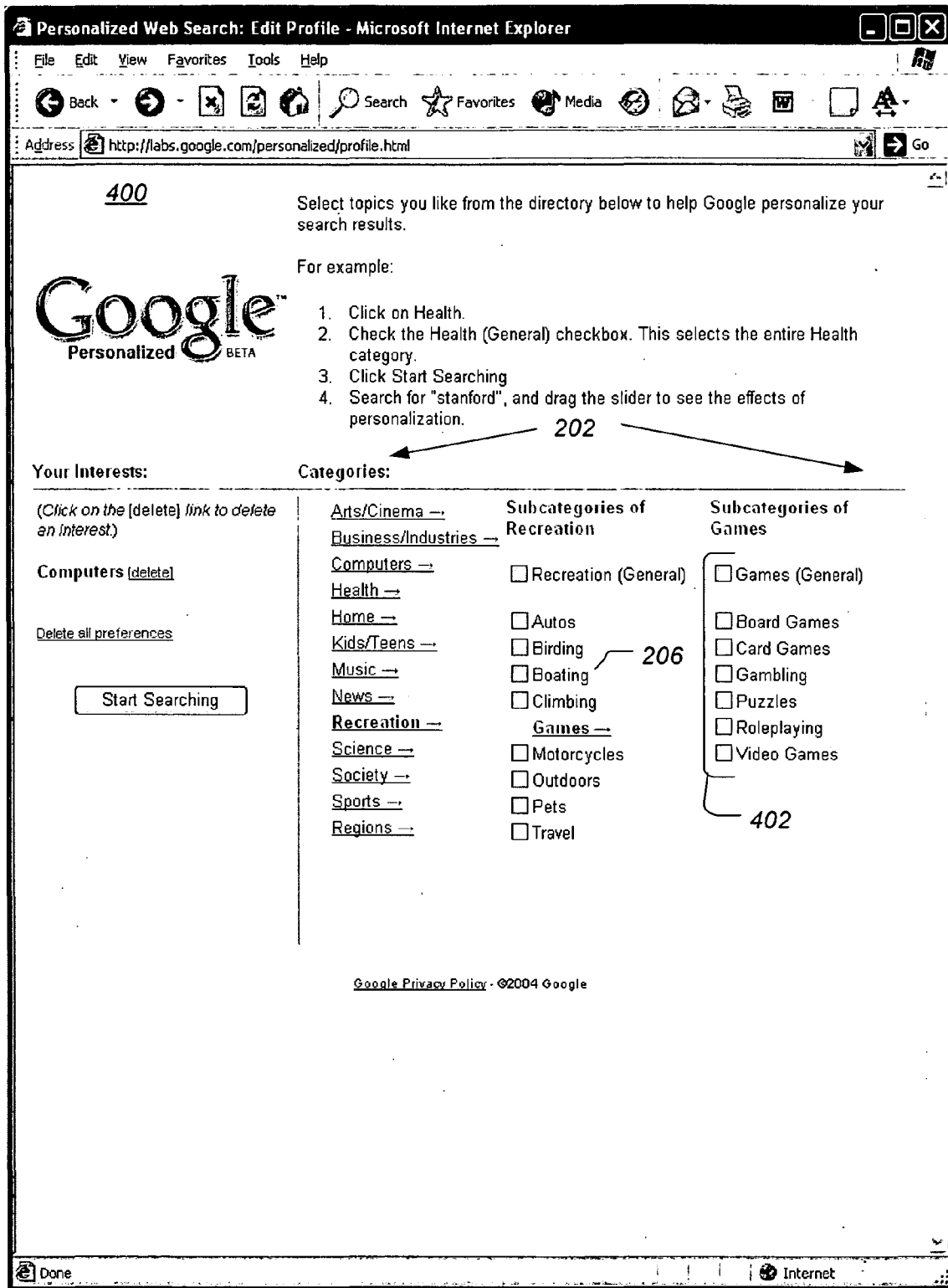


FIG. 4

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