US009436945B2

(12) **United States Patent**
Eraker et al.

(10) **Patent No.: US 9,436,945 B2**
(45) **Date of Patent: Sep. 6, 2016**

(54) **INTERACTIVE MAP-BASED SEARCH AND ADVERTISING**

(75) Inventors: **David Eraker**, Seattle, WA (US); **Marcus Smith**, Woodinville, WA (US); **Savan Kong**, Seattle, WA (US); **Josh Horton**, Seattle, WA (US)

(73) Assignee: **REDFIN CORPORATION**, Seattle, WA (US)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 570 days.

(21) Appl. No.: **12/759,718**

(22) Filed: **Apr. 14, 2010**

(65) **Prior Publication Data**

US 2010/0198684 A1 Aug. 5, 2010

Related U.S. Application Data

(63) Continuation of application No. 11/344,962, filed on Feb. 1, 2006, now abandoned.

(60) Provisional application No. 60/649,459, filed on Feb. 1, 2005.

(51) **Int. Cl.**

G06Q 30/00	(2012.01)
G06Q 30/02	(2012.01)
G06F 17/30	(2006.01)

(52) **U.S. Cl.**

CPC ***G06Q 30/02*** (2013.01); ***G06F 17/30241*** (2013.01); ***G06Q 30/0251*** (2013.01)

(58) **Field of Classification Search**

CPC G06Q 30/0241

USPC 705/14

See application file for complete search history.

(56) **References Cited**

U.S. PATENT DOCUMENTS

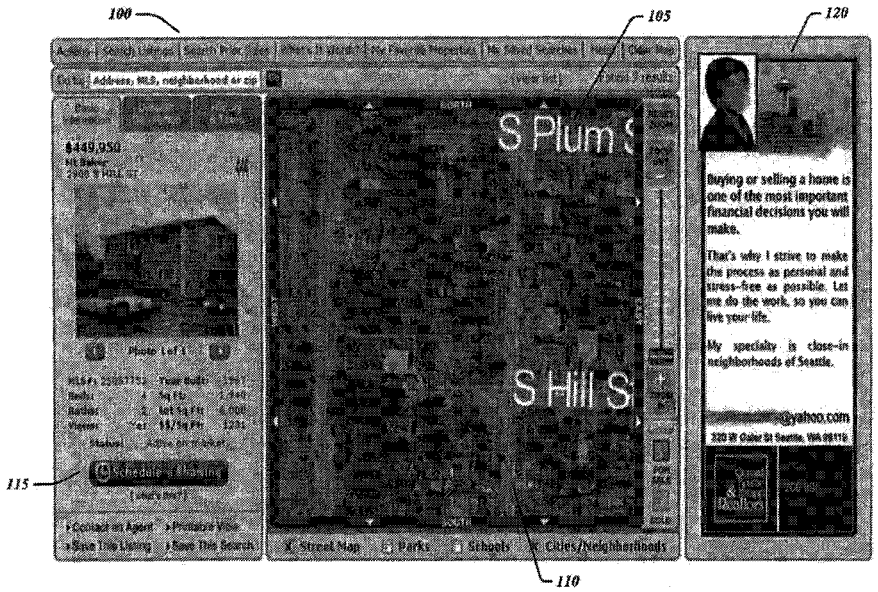
2002/0077936	A1*	6/2002	Wiese	705/27
2002/0081020	A1*	6/2002	Shimazu	382/154
2002/0082942	A1*	6/2002	Shimazu	705/26
2002/0089534	A1*	7/2002	Siekmann	345/738
2004/0119737	A1*	6/2004	Smolin	G06Q 30/02 715/738
2005/0027705	A1*	2/2005	Sadri et al.	707/5
2005/0132305	A1*	6/2005	Guichard et al.	715/855
2005/0149432	A1*	7/2005	Galey	705/38
2009/0160873	A1*	6/2009	Kew	G06Q 10/00 345/629
2010/0220174	A1*	9/2010	Mendoza et al.	348/39

* cited by examiner

Primary Examiner — Matthew L Hamilton

(74) *Attorney, Agent, or Firm* — Foster Pepper PLLC; P. G. Scott Born; Richard T. Black

(57) **ABSTRACT**

A computer system locates objects and content by navigating an aerial or satellite image map of a geographic region. The system determines a search region corresponding to the geographic region by use of geospatial information associated with the geographic region. Once the search region is determined, the system searches a database for objects and content that are associated with the search region and that satisfy certain predetermined criteria and characteristics. Relevant ads are then shown to the user within an interactive mapping experience.

12 Claims, 12 Drawing Sheets