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(54) Title: METHOD AND SYSTEM FOR INTERACTING AND SERVICING USERS BY ORIENTATION

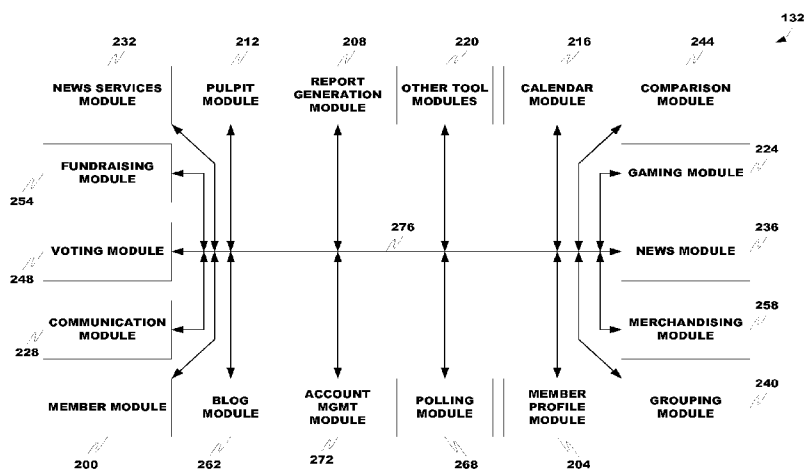


FIG.2

- (57) Abstract: The present disclosure relates to a social networking service based on user orientation, particularly user political be-  
liefs.

## INTERNATIONAL SEARCH REPORT

PCT/US2012/024715

International application No.

PCT/US2012/024715

## A. CLASSIFICATION OF SUBJECT MATTER

IPC(8) - G06F 17/30 (2012.01)

USPC - 705/319

According to International Patent Classification (IPC) or to both national classification and IPC

## B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

IPC(8) - G06F 3/048; 17/30; G06Q 99/00 (2012.01)

USPC - 705/12, 319; 715/764

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

PatBase, Google Patents, Google Scholar

## C. DOCUMENTS CONSIDERED TO BE RELEVANT

| Category*       | Citation of document, with indication, where appropriate, of the relevant passages | Relevant to claim No.                |
|-----------------|------------------------------------------------------------------------------------|--------------------------------------|
| X<br>-----<br>Y | US 7,680,770 B1 (BUYUKKOKTEN et al) 16 March 2010 (16.03.2010) entire document     | 1-4, 7, 13, 14<br>-----<br>5-6, 8-12 |
| Y               | US 2010/0274902 A1 (PENMAN et al) 28 October 2010 (28.10.2010) entire document     | 5, 12                                |
| Y               | US 2005/0288996 A1 (WALLMAN) 29 December 2005 (29.12.2005) entire document         | 6                                    |
| Y               | US 2008/0209343 A1 (MACADAAN et al) 28 August 2008 (28.08.2008) entire document    | 8-12                                 |

☐ Further documents are listed in the continuation of Box C.


\* Special categories of cited documents:

"A" document defining the general state of the art which is not considered to be of particular relevance

"E" earlier application or patent but published on or after the international filing date

"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)

"O" document referring to an oral disclosure, use, exhibition or other means

"P" document published prior to the international filing date but later than the priority date claimed

"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention

"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone

"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art

"&amp;" document member of the same patent family

Date of the actual completion of the international search

08 June 2012

Date of mailing of the international search report

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## INTERNATIONAL SEARCH REPORT

2012/024715 15.06.2012

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PCT/US2012/024715

**Box No. II Observations where certain claims were found unsearchable (Continuation of item 2 of first sheet)**

This international search report has not been established in respect of certain claims under Article 17(2)(a) for the following reasons:

1. ☐ Claims Nos.:  
because they relate to subject matter not required to be searched by this Authority, namely:
  
2. ☐ Claims Nos.:  
because they relate to parts of the international application that do not comply with the prescribed requirements to such an extent that no meaningful international search can be carried out, specifically:
  
3. ☐ Claims Nos.:  
because they are dependent claims and are not drafted in accordance with the second and third sentences of Rule 6.4(a).

**Box No. III Observations where unity of invention is lacking (Continuation of item 3 of first sheet)**

This International Searching Authority found multiple inventions in this international application, as follows:

See Extra Sheet

1. ☐ As all required additional search fees were timely paid by the applicant, this international search report covers all searchable claims.
2. ☐ As all searchable claims could be searched without effort justifying additional fees, this Authority did not invite payment of additional fees.
3. ☐ As only some of the required additional search fees were timely paid by the applicant, this international search report covers only those claims for which fees were paid, specifically claims Nos.:
  
4. ☒ No required additional search fees were timely paid by the applicant. Consequently, this international search report is restricted to the invention first mentioned in the claims; it is covered by claims Nos.:  
1-14

**Remark on Protest**

- ☐ The additional search fees were accompanied by the applicant's protest and, where applicable, the payment of a protest fee.
- ☐ The additional search fees were accompanied by the applicant's protest but the applicable protest fee was not paid within the time limit specified in the invitation.
- ☐ No protest accompanied the payment of additional search fees.

## Continuation of Box No. III:

This application contains the following inventions or groups of inventions which are not so linked as to form a single general inventive concept under PCT Rule 13.1. In order for all inventions to be examined, the appropriate additional examination fees must be paid.

Group I, claims 1-14, drawn to a method comprising: identifying, by the processor executable orientation social networking service and based on a comparing step, a set of other users having a selected one of a similar and dissimilar orientation to a selected user, and forming a social network among the selected user and the set of other users, wherein the set of orientations comprises one or more of a political belief, religious belief, and sexual inclination.

Group II, claims 15-20, drawn to a method comprising: based on a comparing step, of providing, by a processor executable orientation social networking service and/or a personal political advisor, a voting recommendation for consideration by a selected user.

The inventions listed as Groups I-II do not relate to a single general inventive concept under PCT Rule 13.1 because, under PCT Rule 13.2, they lack the same or corresponding special technical features for the following reasons: the special technical feature of the Group I invention: identifying, by the processor executable orientation social networking service and based on the comparing step, a set of other users having a selected one of a similar and dissimilar orientation to the selected user, and forming a social network among the selected user and the set of other users, wherein the set of orientations comprises one or more of a political belief, religious belief, and sexual inclination as claimed therein is not present in the invention of Group II. The special technical feature of the Group II invention: based on a comparing step, of providing, by a processor executable orientation social networking service and/or a personal political advisor, a voting recommendation for consideration by a selected user as claimed therein is not present in the invention of Groups I.

Groups I and II lack unity of invention because even though the inventions of these groups require the technical feature of comparing a selected portion of a selected user's profile against selected portions of profiles of a plurality of other users having a similar and/or dissimilar orientation to the selected user, this technical feature is not a special technical feature as it does not make a contribution over the prior art in view of US 7,680,770 B1 (BUYUKKOKTEN et al) 16 March 2010 (16.03.2010) Abstract, figures 1 and 5, col. 1, lines 35-42, col. 1, line 64 - col. 2, line 5, col. 3, line 60 - col. 4, line 23, col. 5, line 6-20, col. 6, lines 16-28.

Since none of the special technical features of the Group I or II inventions are found in more than one of the inventions, unity of invention is lacking.