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[Continued on next page]

(54) Title: IDENTIFYING PRODUCT VARIANTS

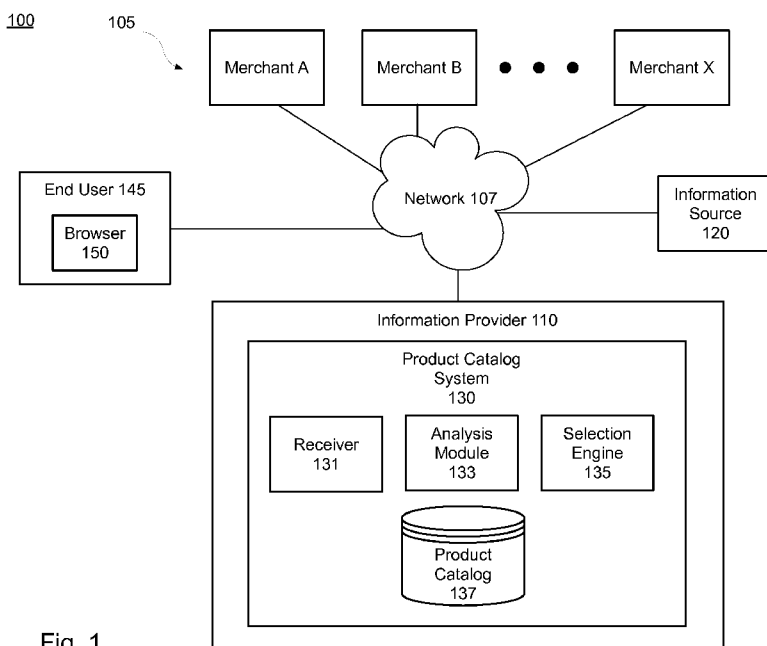


Fig. 1

(57) Abstract: A product catalog system includes a product catalog having product offers received from various merchants. The product catalog system includes an analysis module that determines, for each merchant that provides product offers, which product offers are for products that are likely to be variants of one another based in part on titles of the products and assigns sets of product offers that are likely to be variants a merchant cluster identifier. The analysis module groups the product offers into product catalog entries based on the particular product that the offers are for. The analysis module determines which products are variants based on associations between the product catalog entries and the merchant cluster identifiers of the product offers included in the product catalog entries.

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A. CLASSIFICATION OF SUBJECT MATTER**G06Q 30/06(2012.01)i, G06F 17/30(2006.01)i**

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)

G06Q 30/06; G06F 17/00; G06F 17/30; G06Q 30/02

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

Korean utility models and applications for utility models

Japanese utility models and applications for utility models

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

eKOMPASS(KIPO internal) & keywords: presenting information, product variant, product identifier

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X Y	US 2004-0143600 A1 (TIMOTHY ALLEN MUSGROVE et al.) 22 July 2004 See abstract, claims 1, 4, 10-12 and figures 7-9.	1,3-6,8-12,14-23 2,7,13
Y A	US 2005-0289158 A1 (JOCHEN WEISS et al.) 29 December 2005 See abstract, claims 1, 2 and figures 1, 3, 5.	2,7,13 1,3-6,8-12,14-23
A	KR 10-2009-0002145 A (NHN CO., LTD.) 09 January 2009 See abstract, claims 1-12 and figures 1-7.	1-23
A	JP 2009-026195 A (NAT. UNIV. YOKOHAMA et al.) 05 February 2009 See abstract, claims 1-7 and figures 3, 6-7.	1-23
A	KR 10-2009-0076575 A (SK TELECOM CO., LTD.) 13 July 2009 See abstract, claims 1-3, 6-9, 12 and figures 1-3.	1-23

 Further documents are listed in the continuation of Box C. See patent family annex.

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"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

"&" document member of the same patent family

Date of the actual completion of the international search

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INTERNATIONAL SEARCH REPORT

Information on patent family members

International application No.

PCT/US2012/054027

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