A SYSTEM AND METHOD FOR CONTENT CUSTOMIZATION BASED ON USER PROFILE

Abstract: A new approach is proposed that contemplates systems and methods to present a script of content comprising one or more content items to a user online, wherein such content is not only relevant to addressing a problem raised by the user, but is also customized and tailored to the specific needs and preferences of the user based on the user's profile. Such an approach enables a personal "agent" that understands the user's specific needs and interests by maintaining a personal profile and history of the user. Based on in-depth personal knowledge and understanding, the agent is capable of identifying, retrieving, customizing, and presenting to the user a unique experience that distinguishes it from the experiences of any other users in the general public.

[Continued on next page]
before the expiration of the time limit for amending the search report (Rule 48.2(h))

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A. CLASSIFICATION OF SUBJECT MATTER

G06Q 50/00(2006.01)i, G06F 17/40(2006.01)1, G06F 17/30(2006.01)1, G06F 17/00(2006.01)1

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 50/00, A61B 5/00, G06Q 10/00, G06Q 30/00, H04M 3/00, H04M 5/00

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

(Chinese Patents and application for patent)

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

eKOMPASS(KIPO internal) & Keywords profile, customize, content, problem

C. DOCUMENTS CONSIDERED TO BE RELEVANT

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<th>Category</th>
<th>Citation of document, with indication, where appropriate, of the relevant passages</th>
<th>Relevant to claim No</th>
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<td>US 2007-0179351 Al (DAVID H. KIL et al.) 02 August 2007</td>
<td>1-9,11-26,28-37</td>
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<td>[0204H0221] and claims 1-11.</td>
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Further documents are listed in the continuation of Box C

See patent family annex

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'A' document member of the same patent family

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<td>US 2007-0179351 A1</td>
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