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(81) **Designated States (unless otherwise indicated, for every kind of national protection available):** AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, SC, SD,

[Continued on next page]

(54) **Title:** SENDING PRODUCT INFORMATION BASED ON DETERMINED PREFERENCE VALUES

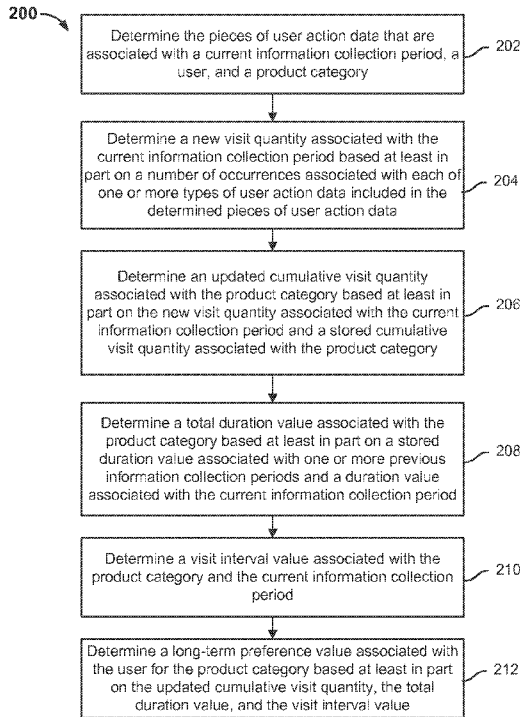


FIG. 2

(57) **Abstract:** Determining which product information to send to a user based on a determined preference value is disclosed, including: determining pieces of user action data that are associated with a current information collection period, the user, and the product category; determining a new visit quantity associated with the current information collection period; determining an updated cumulative visit quantity associated with the product category based at least in part on the new visit quantity associated with the current information collection period; determining a total duration value associated with the product category based at least in part on a duration value associated with the current information collection period; determining a visit interval value associated with the product category and the current information collection period; and determining a long-term preference value associated with the user for the product category.

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SE, SG, SK, SL, SM, ST, SV, SY, TH, TJ, TM, TN, TR,
TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

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INTERNATIONAL SEARCH REPORT

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<p>A. CLASSIFICATION OF SUBJECT MATTER IPC(8) - G06Q 30/02 (2012.01) USPC - 705/14.54 According to International Patent Classification (IPC) or to both national classification and IPC</p>																				
<p>B. FIELDS SEARCHED</p> <p>Minimum documentation searched (classification system followed by classification symbols) IPC(8) - G06Q 30/00, 30/02, 30/06 (2012.01) USPC - 705/14.23, 14.25, 14.4, 14.43, 14.49, 14.51, 14.53, 14.54, 14.55, 14.73</p> <p>Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched</p> <p>Electronic data base consulted during the international search (name of data base and, where practicable, search terms used) Patbase, Google patents, Google.com</p>																				
<p>C. DOCUMENTS CONSIDERED TO BE RELEVANT</p> <table border="1"> <thead> <tr> <th>Category*</th> <th>Citation of document, with indication, where appropriate, of the relevant passages</th> <th>Relevant to claim No.</th> </tr> </thead> <tbody> <tr> <td>X</td> <td>US 6,839,680 B1 (LIU et al) 04 January 2005 (04.01.2005) entire document</td> <td>1-19</td> </tr> <tr> <td>A</td> <td>US 2001/0021914 A1 (JACOBI et al) 13 September 2001 (13.09.2001) entire document</td> <td>1-19</td> </tr> <tr> <td>A</td> <td>US 2007/0061332 A1 (RAMER et al) 15 March 2007 (15.03.2007) entire document</td> <td>1-19</td> </tr> <tr> <td>A</td> <td>US 2009/0298480 A1 (KHAMBETE et al) 03 December 2009 (03.12.2009) entire document</td> <td>1-19</td> </tr> <tr> <td>A</td> <td>US 2010/0211458 A1 (RAMER et al) 19 August 2010 (19.08.2010) entire document</td> <td>1-19</td> </tr> </tbody> </table>			Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.	X	US 6,839,680 B1 (LIU et al) 04 January 2005 (04.01.2005) entire document	1-19	A	US 2001/0021914 A1 (JACOBI et al) 13 September 2001 (13.09.2001) entire document	1-19	A	US 2007/0061332 A1 (RAMER et al) 15 March 2007 (15.03.2007) entire document	1-19	A	US 2009/0298480 A1 (KHAMBETE et al) 03 December 2009 (03.12.2009) entire document	1-19	A	US 2010/0211458 A1 (RAMER et al) 19 August 2010 (19.08.2010) entire document	1-19
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<p>Name and mailing address of the ISA/US Mail Stop PCT, Attn: ISA/US, Commissioner for Patents P.O. Box 1450, Alexandria, Virginia 22313-1450 Facsimile No. 571-273-3201</p>		<p>Authorized officer: Blaine R. Copenheaver PCT Helpdesk: 571-272-4300 PCT OSP: 571-272-7774</p>																		