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[Continued on next page]

(54) Title: SOCIAL NETWORK BASED CONTEXTUAL RANKING

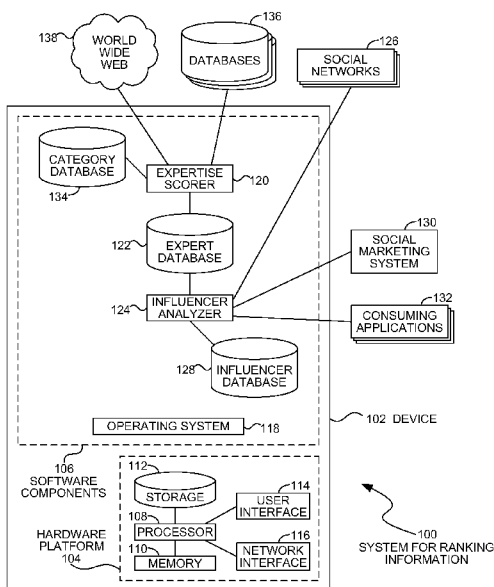


FIG. 1

(57) Abstract: A ranked set of users may be calculated from an expertise categorization for each user and a person's trust in the users for specific categories. The ranked set of users may be used for presenting search results, recommendations, social marketing, or other uses. A person's reputation may be determined through various online activities. A person's trust in another person may be related to their proximity and activity in one or more social networks.

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LV, MC, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK,
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A. CLASSIFICATION OF SUBJECT MATTER**G06Q 50/30(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 50/30; G06F 17/00; G06Q 30/00; G06F 17/30

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: social network, ranking, reputation, influencer factor

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	KR 10-2010-0006752 A (SK COMMUNICATIONS CORP.) 21 January 2010 See the abstract, figures 1-8 and claims 1-38.	1-15
A	KR 10-2008-0017685 A (SK COMMUNICATIONS CORP.) 27 February 2008 See the abstract, figures 1-6 and claims 1-19.	1-15
A	WO 2010-123264 A2 (KONKUK UNIVERSITY INDUSTRIAL COOPERATION CORP. et al.) 28 October 2010 See the abstract, figures 1-5 and claims 1-15.	1-15
A	US 2007-0198510 A1 (GORDON A. EBANKS) 23 August 2007 See the abstract, figures 1-2 and claims 1-20.	1-15
A	US 2009-0144259 A1 (SUNDARESAN NEELAKANTAN) 04 June 2009 See the abstract, figures 1-6 and claims 1-20.	1-15

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

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INTERNATIONAL SEARCH REPORT

Information on patent family members

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Patent document cited in search report	Publication date	Patent family member(s)	Publication date
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KR 10-2008-0017685 A	27.02.2008	WO 2008-023904 A1	28.02.2008
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