

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
3 September 2009 (03.09.2009)

(10) International Publication Number
WO 2009/108732 A3

(51) International Patent Classification:
G06F 17/30 (2006.01)

(21) International Application Number:
PCT/US2009/035197

(22) International Filing Date:
25 February 2009 (25.02.2009)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
61/067,162 25 February 2008 (25.02.2008) US
12/334,389 12 December 2008 (12.12.2008) US
12/334,416 12 December 2008 (12.12.2008) US

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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, 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, PG, PH, PL, PT, RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

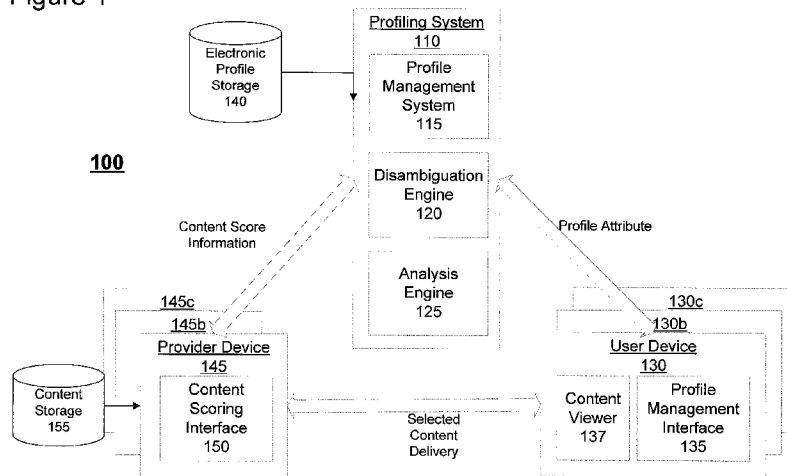
Published:

- with international search report (Art. 21(3))
- before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments (Rule 48.2(h))

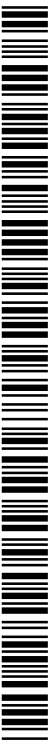
(88) Date of publication of the international search report:
5 November 2009

(54) Title: ELECTRONIC PROFILE DEVELOPMENT, STORAGE, USE AND SYSTEMS FOR TAKING ACTION BASED THEREON

Figure 1



(57) Abstract: Examples of the present invention include profiling systems that store, manage and respond to electronic profiles. The profiling systems utilize attributes of the electronic profiles to take predictive or deterministic action, including identifying content to be provided and notification of selected content. Embodiments of the invention allow the profiling system to be used as a trusted intermediary where the profile owning entity controls access to their electronic profiles across their network of devices and services.



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INTERNATIONAL SEARCH REPORT

International application No
PCT/US2009/035197

A. CLASSIFICATION OF SUBJECT MATTER
INV. G06F17/30

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)
G06F

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 practical, search terms used)

EPO-Internal, WPI Data, INSPEC, COMPENDEX, IBM-TDB

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2005/216434 A1 (HAVELIWALA TAHER H [US] ET AL) 29 September 2005 (2005-09-29) abstract; figures 1-10 paragraph [0003] - paragraph [0009] -----	1-15, 27-37

Further documents are listed in the continuation of Box C.

See patent family annex.

* 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 document 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.
- * & * document member of the same patent family

Date of the actual completion of the international search

26 June 2009

Date of mailing of the international search report

11/09/2009

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INTERNATIONAL SEARCH REPORT

International application No.
PCT/US2009/035197

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 additional sheet

1. As all required additional search fees were timely paid by the applicant, this international search report covers allsearchable claims.
2. As all searchable claims could be searched without effort justifying an 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.:

1-15, 27-37

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.

FURTHER INFORMATION CONTINUED FROM PCT/ISA/ 210

This International Searching Authority found multiple (groups of) inventions in this international application, as follows:

1. claims: 1-15, 27-37

A system and method for providing selected content to an entity where the selection is based on scoring results that are computed by taking into account search criteria entered by an entity and an electronic profile associated with the entity.

2. claims: 16-26

A system for displaying a notification for selected content in response to receiving the same where a scoring result for the selected content is analysed and electronic messages are generated for entities identified by the scoring results that provide information regarding the selected content, whereas the selected content and electronic profiles associated with entities are used to compute the scoring results.

3. claims: 38-44

A system for rendering content items on a display, the content items are obtained based on relevance scores that are computed based in part on search criteria entered by an entity and an electronic profile associated with the entity, the content items are rendered as first level nodes connected to an entry node by a first level connector, and each of the first level nodes having at least one second level node connected thereto by a second level connector whereas indexed information on which the relevance score of the respective content items is based is rendered as a second level node.

4. claims: 45-70

A system and method for electronic profile management for storing electronic profiles associated with a respective entity and for evaluation of options for an entity based on the electronic profile upon request.

5. claims: 71-74

FURTHER INFORMATION CONTINUED FROM PCT/ISA/ 210

A user device for rendering received content items, the content items having respective relevance scores computed based on an electronic profile associated with an entity, wherein at least a portion of the content items is rendered to appear as though they were overlaid on a surface of a sphere and an angular distance of the content items and a center of the sphere are based in part on the relevance score.

6. claims: 75-100

A method and system for displaying a web page in a browser together with advertisement that is selected based in part on an electronic profile associated with an entity and on information regarding the web page.

INTERNATIONAL SEARCH REPORT

Information on patent family members

International application No

PCT/US2009/035197

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
US 2005216434 A1	29-09-2005	EP 1741024 A2	10-01-2007
		JP 2007531160 T	01-11-2007
		KR 20070007150 A	12-01-2007
		WO 2005098611 A2	20-10-2005
