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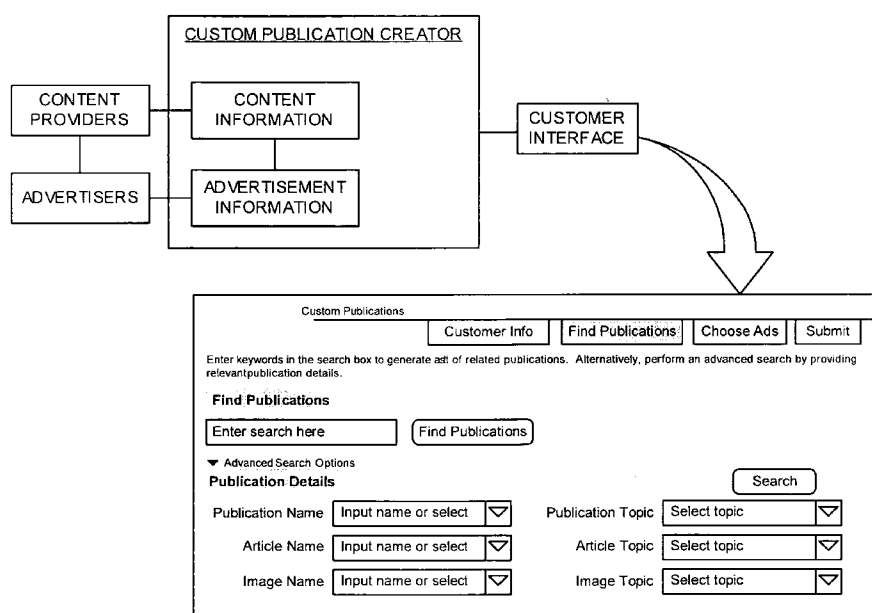
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(54) Title: CUSTOMIZATION OF CONTENT AND ADVERTISEMENTS IN PUBLICATIONS



(57) Abstract: A method includes receiving personalized content from a plurality of content sources. The personalized content is based on user input. The method further includes receiving a personalized advertisement based on user input, and creating a customized publication including the personalized content and the personalized advertisement.

## INTERNATIONAL SEARCH REPORT

International application No.

PCT/US 07/67908

## A. CLASSIFICATION OF SUBJECT MATTER

IPC(8) - G06Q 30/00 (2007.01)

USPC - 705/14

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)

USPC: 705/14

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched  
USPC: 705/14, 500; 709/203, 201.

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

Pub WEST (USPT, PGPB, JPAB, EPAB), Google Scholar, Patent Storm.

Search Terms Used: (personal\$ or (customi\$)) adj avderti\$, customi\$ adj publica\$, search, select\$ adj advert\$, aggregat\$, input, publication distribution, advert\$ or promoti\$, contribut\$ or provider\$, format, specifi\$, print\$, weblog\$ or blog\$, distribut\$.

## 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 2005/0091109 A1 (Howard et al.), 28 April 2005 (28.04.2005), entire document especially figure 7; para [0006]; para [0031]; para [0034]; para [0044]-[0045]; para [0046]-[0054]; para [0058]-[0059].	1-3, 5, 7-18, 21-24 and 27-34 ----- 4, 6, 19-20, 25-26 and 35
Y	US 2004/0172405 A1 (Farran), 02 September 2004 (02.09.2004), entire document especially para [0013]-[0016].	19-20 and 25-26
Y	US 6,516,312 B1 (Kraft et al.), 04 February 2003 (04.02.2004), entire document especially col 1, ln 5-19; col 1, ln 36-50; col 6, ln 10-18.	4, 6 and 35

☐ Further documents are listed in the continuation of Box C.

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"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

"&amp;" document member of the same patent family

Date of the actual completion of the international search

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