Abstract: Disclosed is a system and method for generating a map. The system and method include a database for storing a list of recipients and characteristics associated with each recipient in the list of recipients. The method and system also include a control module for receiving a characteristic associated with at least one recipient in the list of recipients. The method and system also include a rule engine for generating a map based at least in part on the characteristic associated with the at least one recipient using programmable rules.
A. CLASSIFICATION OF SUBJECT MATTER

INV. G09B29/00  G06Q10/00

According to International Patent Classification (IPC) or to both national classification and IPC:

B. RELATED SEARCHES

Minimum documentation searched (classification system followed by classification symbols):
G09B  G06Q

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

C. DOCUMENTS CONSIDERED TO BE RELEVANT

<table>
<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>L</td>
<td>The technical aspects identified in the present application (Art. 15 PCT) are considered part of common general knowledge. Due to their notoriety no documentary evidence is found to be required. For further details see the accompanying Opinion and the reference below. XP002456414</td>
<td>1-27</td>
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</table>

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

* Special categories of cited documents:

A document denoting the general state of the art which is not considered to be of particular relevance
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O document referring to an oral disclosure, 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 taken together with one or more of the documents marked *X* or *Y* or with the previous documents of the same patent family
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Date of the actual completion of the international search: 22 April 2008
Date of mailing of the international search report: 06/05/2008

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