Title: METHOD FOR PROVIDING CONTENT TO AN INTERNET USER BASED ON THE USER'S DEMONSTRATED CONTENT PREFERENCES

Abstract: A method of providing content from an internet server to an internet user based on the user's internet navigation history. The method begins with the step of installing a profile decoder, including a profile library, on the server. The profile decoder maps server content to content categories contained in the profile library. The server then receives a communication from a user then in internet communication with the server, at least a portion of that communication including an encrypted summary of user navigation history. The server then processes the user communication in the profile decoder to identify user content preferences by matching user content preferences with available server content, employing the profile server. Finally, the server provides content to the user based on the user's identified preferences.
# INTERNATIONAL SEARCH REPORT

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<th>Category</th>
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<td>US 6,539,375 A (Kawasaki) 25 March 2003 (25.03.2003), Figures 1-4, columns 2-5.</td>
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