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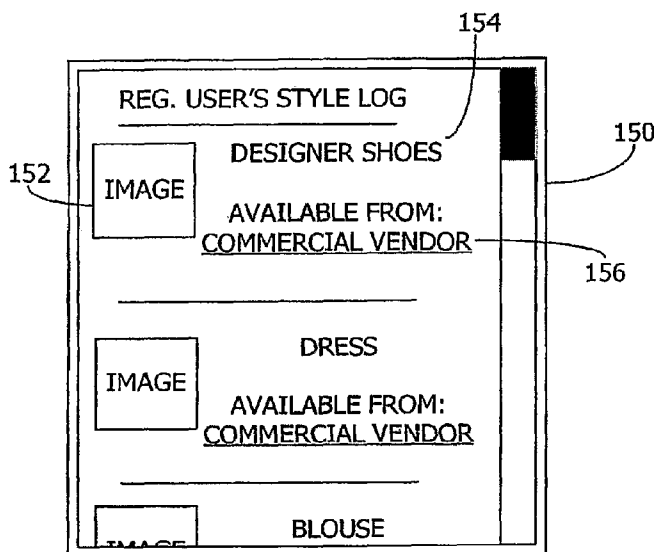
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[Continued on next page]

(54) Title: USER GENERATED STYLE CONTENT



(57) Abstract: A system and method for user generated content includes receiving a user-selected data field, which includes reference to a particular item or element to be displayed on a web portal. The system and method associates the data field with an electronic log, such as automatically generating an electronic log entry off of a template to include the received data field. The system and method thereby associates the electronic log with the registered user that provided the data field. The electronic log, which may be referenced by the user, is provided to a central log repository location, such that it is thereupon viewable through the web portal. The system and method associates the content element with a commercial vendor, which thereby allows for the purchase of the content element and subsequently through tracking the purchase element, the registered user may be given credit for any subsequent purchase.

WO 2008/048531 A3



FR, GB, GR, HU, IE, IS, IT, LT, LU, LV, MC, MT, NL, PL,  
PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM,  
GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

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**INTERNATIONAL SEARCH REPORT**

International application No.

PCT/US 07/21958

**A. CLASSIFICATION OF SUBJECT MATTER**

IPC(8) - G06F 7/00 (2008.01)

USPC - 707/102

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)  
707/102

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched  
USPC: 705/1; 707/1, 10, 204, 205; 709/202, 218; 715/780

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

PubWEST: (PGPB,USPT,EPAB,JPAB); Google Scholar

Search Terms: electronic log, data field, associate user, associate log, associate field, central repository, central portal, electronic commerce, Internet commerce, online commerce, log, logged, logging, repository, portal, database, view, display, vendor, seller, track purchas

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

| Category*     | Citation of document, with indication, where appropriate, of the relevant passages   | Relevant to claim No.  |
|---------------|--|--|
| X<br>---<br>Y | US 2002/0002468 A1 (SPAGNA et al.) 03 January 2002 (03.01.2002), abstract and para [0071], [0074]-[0076], [0082], [0143], [0172], [0258], [0484], [0512], [0685]-[0686], [0814], [0907]-[0911], [0913], [0915], [0975], [0986]-[0987]. | 1, 6, 9-11, 16, 19-22 and 27-29<br>-----<br>2-5, 7-8, 12-15, 17-18 and 23-26 |
| Y             | US 2005/0213790 A1 (RHOADS et al.) 29 September 2005 (29.09.2005), abstract and para [0020], [0022], [0028]-[0029], [0038], [0044], [0076], [0078], [0118], [0164], [0325], [0377], [0429], [0431], [0451].                            | 2-5, 7, 12-15, 17 and 23-26  |
| Y             | US 2004/0015408 A1 (RAUEN et al.) 22 January 2004 (22.01.2004), abstract and para [0121], [0304], [0306].  | 8 and 18   |
| A             | US 2002/0075332 A1 (GEILFUSS et al.) 20 June 2002 (20.06.2002), entire document, especially abstract and para [0007]-[0008], [0027], [0031], [0038], [0051]-[0054], [0057]-[0062], [0066].   | 1-29   |

Further documents are listed in the continuation of Box C.

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"P" document published prior to the international filing date but later than the priority date claimed

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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

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"&" document member of the same patent family

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