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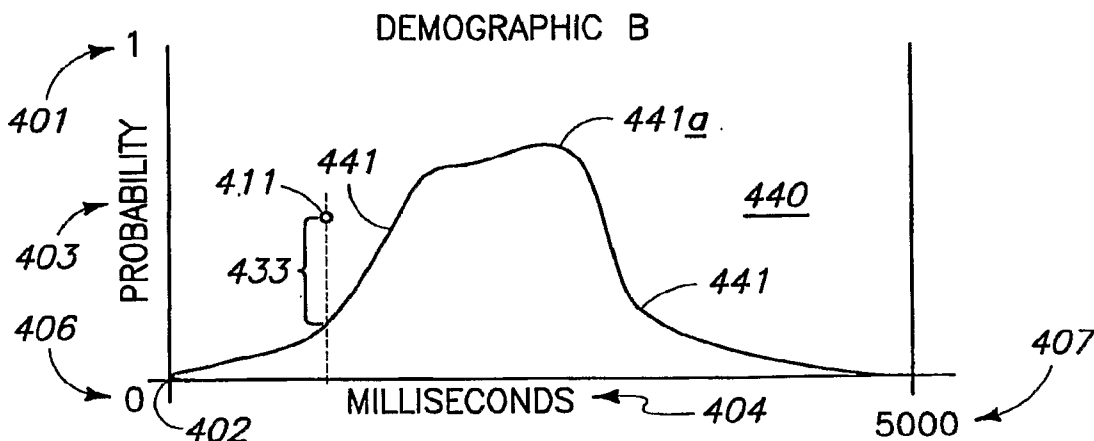
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(54) Title: SYSTEM TO ASSOCIATE A DEMOGRAPHIC TO A USER OF AN ELECTRONIC SYSTEM



(57) Abstract: This invention discloses a system for the association of a user of an electronic system with a demographic, wherein a data characteristic of the user is accessed and compared to a wide population probability distribution reference indicative of a demographic associated with the data characteristic, and making a determination of a probability that the user is up to the demographic based on the comparing. Systems may include a method for selecting a more probable data characteristic upon which to associate a user with a demographic, and a data processing apparatus configured with one or more wide population probability distribution references for use on any one of a number of electronic systems.

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INTERNATIONAL SEARCH REPORT

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A. CLASSIFICATION OF SUBJECT MATTER
 IPC: **G06F 7/00(2006.01),17/30(2006.01)**

 USPC: 707/1
 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)
 U.S. : 707/1

 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 practicable, search terms used)


C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	WO 2004/0088457 A2 (ODDO) 14 October 2004 (14.10.2004), [page 6, lines 3-9], [page 8, lines 4-9], [page 9, lines 18-25], [page 10, lines 2-25], [page 14, lines 9-23], [page 15, lines 19-21], [page 16, lines 28-31], [page 17, 27-30], [page 41, and lines 16-18].	1-2, 4-7, 9-10, 12, 14, 16, and 18
Y	US 2004/0015714 A1 (ABRAHAM et al) 22 January 2004 (22.01.2004), [paragraph 0167] and Abstract.	3
Y	US 2002/0129368 A1 (SCHLACK et al) 12 September 2002 (12.09.2002), [paragraph 0183] and Abstract.	8, 11, 13, 15, and 17

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

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"O" document referring to an oral disclosure, use, exhibition or other means	"&" document member of the same patent family
"P" document published prior to the international filing date but later than the priority date claimed	

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