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Declarations under Rule 4.17:

— as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))

[Continued on next page]

(54) Title: CHARACTERIZING USER INFORMATION

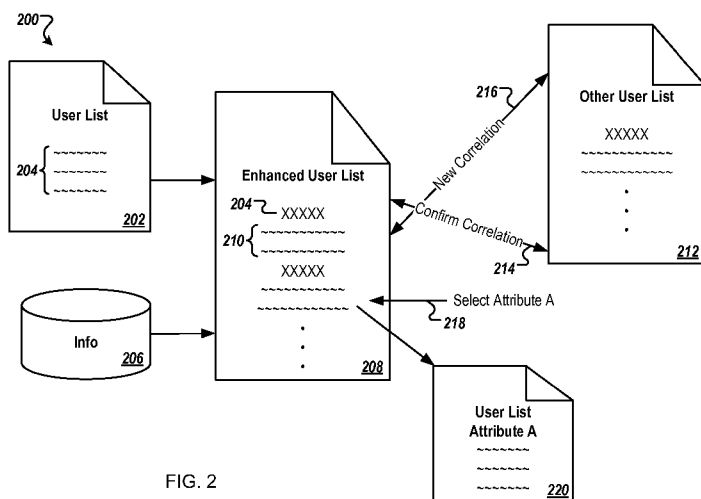


FIG. 2

(57) Abstract: Among other disclosed subject matter, a computer-implemented method for characterizing user information includes receiving a plurality of identifiers associated with respective users. The method includes identifying, using the plurality of identifiers, any information portions in an information collection relating to at least one of the users, the information collection reflecting network activities by the users. The method includes generating a record that includes the plurality of identifiers associated with the corresponding information portions. The method includes identifying at least one of the information portions as corresponding to a category established for user classification. The method includes identifying a subset of the plurality of identifiers as associated with the category; and. The method includes providing a list to a content provider from whom the plurality of identifiers was received, the list including the subset of the plurality of identifiers and indicating that the subset is associated with the category.

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— *as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii))* — *before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments (Rule 48.2(h))*

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A. CLASSIFICATION OF SUBJECT MATTER**G06Q 50/00(2006.01)i**

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)

G06Q 50/00; G06F 3/048; G06F 21/24; H04M 3/493; G06F 3/14; G06F 17/24; H04L 29/08; G06F 17/30

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Korean utility models and applications for utility models

Japanese utility models and applications for utility models

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

eKOMPASS(KIPO internal) & Keywords: list, history, identifier, client, customer, user, information

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	JP 2009-020760 A (HITACHI LTD) 29 January 2009 See the abstract; claims 1-6; figures 1-3.	1-20
A	WO 2008-102754 A1 (NEC CORPORATION, WATANABE, MASAFUMI) 28 August 2008 See the abstract; claims 1-10; figures 9-12.	1-20
A	KR 10-2007-0043974 A (GOOGLE, INC.) 26 April 2007 See the abstract; claims 1-3; figures 5-7.	1-20
A	KR 10-2008-0040035 A (NOKIA CORPORATION) 07 May 2008 See the abstract; claim 1; figures 2-3.	1-20
A	JP 2008-152320 A (SOFTBANK MOBILE CORP) 03 July 2008 See the abstract; claims 1-3; figures 5-7.	1-20

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

* Special categories of cited documents:

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"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

"&" document member of the same patent family


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INTERNATIONAL SEARCH REPORT

Information on patent family members

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