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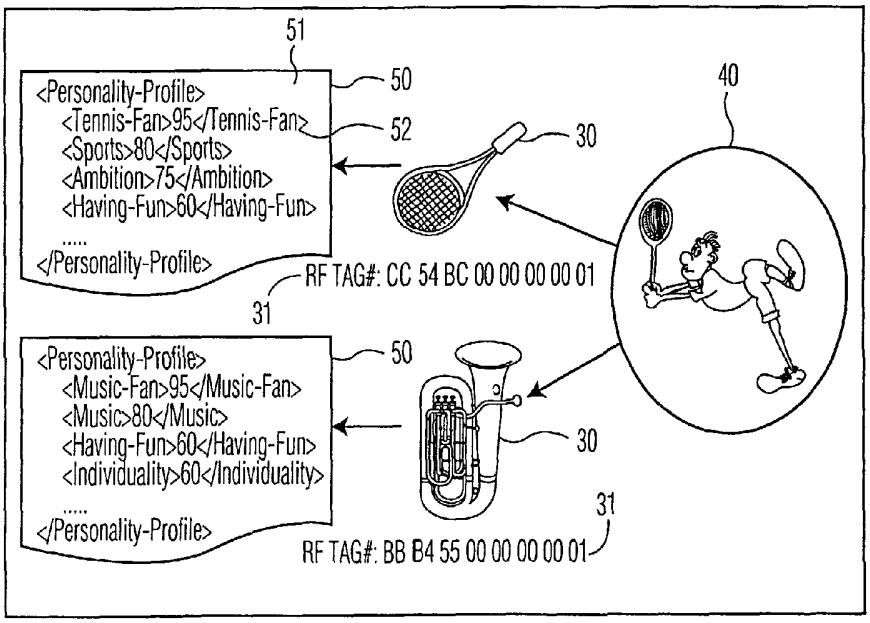
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(54) Title: METHOD FOR CREATING PERSONALITY PROFILED USING TAGGED PHYSICAL OBJECTS



(57) Abstract: A method for creating a personality profile based upon an explicit association between icons/objects (30) and attributes describing some of the values which person associates with themselves is disclosed. The persons (40) may own/acquire one or more icons/objects. The icon/objects in conjunction with labeling technology allow for accessing of object profiles. Using information from the object profiles, attributes for a personality profile are complied about the person. This personality profile projects an explicit, quantified image about the person, that could be used to tailor advertising, marketing, or other services.

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INTERNATIONAL SEARCH REPORT

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A. CLASSIFICATION OF SUBJECT MATTER
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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)
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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, WPI Data

C. DOCUMENTS CONSIDERED TO BE RELEVANT

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A	FINKENZELLER, KLAUS: "RFID-Handbuch: Grundlagen und praktische Anwendungen usw." 1998 , HANSER VERLAG , MUENCHEN UND WIEN, ISBN 3-446-19376-6 XP002215115 Chapter 13 = pages 215-258: "Anwendungsgebiete" = areas of application ---	1
A	EP 0 640 938 A (AT & T CORP) 1 March 1995 (1995-03-01) the whole document ---	1-10
A	US 5 566 327 A (SEHR RICHARD P) 15 October 1996 (1996-10-15) the whole document ---	1-10
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[X] Further documents are listed in the continuation of box C.

[X] Patent family members are listed in annex.

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Date of the actual completion of the international search	Date of mailing of the international search report
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Name and mailing address of the ISA	Authorized officer
European Patent Office, P.B. 5818 Patentlaan 2 NL – 2280 HV Rijswijk Tel. (+31–70) 340–2040, Tx. 31 651 epo nl, Fax: (+31–70) 340–3016	Heusler, N

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C.(Continuation) DOCUMENTS CONSIDERED TO BE RELEVANT

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INTERNATIONAL SEARCH REPORT

Information on patent family members

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