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(54) Title: SYSTEM FOR PROVIDING INFORMATION TO AN INTERESTED VIEWER, AND METHOD OF USE THEREOF

(57) Abstract: A method of and system for displaying over a computer network information relating to a brand of a user's choice in the context of a document the user is viewing. The method associates an indicator representing a brand of goods or services with a database. The indicator is displayed to the user, and changes in a manner that the user can perceive in response to a document being viewed by the user containing at least one character having a predefined relationship with information stored in the database. The user can activate the indicator, causing information selected by the enterprise to be displayed to the user. In other embodiments, the system can include multiple indicators, each associated with a database, and selectable by the user. The user can add additional indicators, and can activate and deactivate indicators. The enterprise can select the material to be displayed to the user. By way of example, the enterprise can design a look and feel, prepare text, prepare content and design a link associated with the indicator. The enterprise can also select the information to be stored the databases.

INTERNATIONAL SEARCH REPORT

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A. CLASSIFICATION OF SUBJECT MATTER
IPC 7 G06F17/30

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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)

WPI Data, PAJ, EPO-Internal

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
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A	column 1, line 6 -column 2, line 55 column 6, line 1 -column 7, line 35	19, 31, 42, 53, 56, 59, 79, 90
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Further documents are listed in the continuation of box C.



Patent family members are listed in annex.

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International	Application No
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C.(Continuation) DOCUMENTS CONSIDERED TO BE RELEVANT

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