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[Continued on next page]

(54) **Title:** SYSTEM AND METHOD OF COLLECTING MARKET-RELATED DATA VIA A WEB-BASED NETWORKING ENVIRONMENT

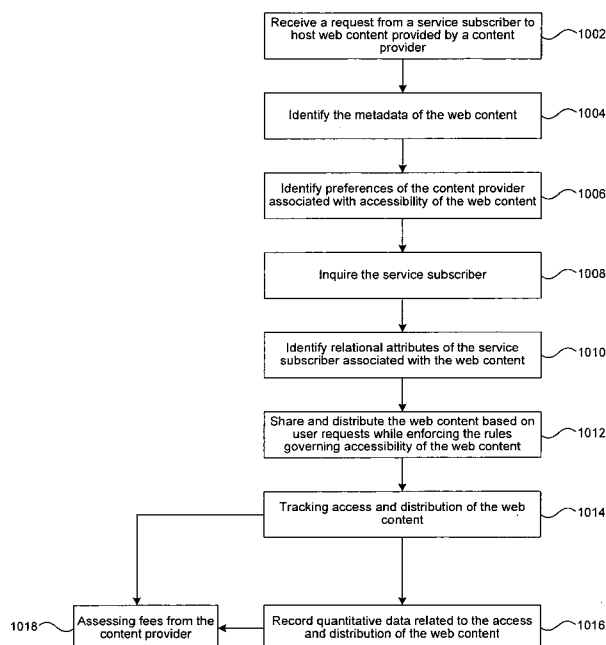


FIGURE 10

(57) **Abstract:** Systems and methods of tracking web content provided by a plurality of users. In one aspect, embodiments of the present disclosure include a method, which may be implemented on a system, of hosting web content in response to receiving a request from a user of the plurality of users. One embodiment can include, identifying a set of relational attributes of the user associated with the web content, enforcing a set of rules that govern accessibility of the web content, the set of rules to be determined based the set of relational attributes, tracking access and distribution of the web content by one or more of the plurality of users, and collecting data related to the access and distribution of the web content among the one or more of the plurality of users.



ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV,
MC, MT, NL, NO, PL, PT, RO, SE, SI, SK, TR), OAPI
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INTERNATIONAL SEARCH REPORT

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PCT/US2008/010337**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 17/60; G06Q 10/00; G06Q 30/00

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 since 1975.

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

eKOMPASS(KIPO internal) & Keywords: track, market, collect, web content, access

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	JP 2007-094592 A (FUSION KK) 12 April 2007 See abstract; figures 1, 2; claims 1, 4	1-25
A	US 2006-0259357 A1 (FU-SHENG CHIU) 16 November 2006 See abstract; figures 1, 2; claims 1, 3-5, 8	1-25
A	US 2007-0124202 A1 (CHINTANO, INC.) 31 May 2007 See abstract; figures 1, 2; claim 1	1-25
A	US 2002-0082900 A1 (ALAN D. JOHNSON) 27 June 2002 See abstract; figures 1, 10, 11; claims 1-3	1-25



Further documents are listed in the continuation of Box C.



See patent family annex.

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Information on patent family members

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JP 2007-094592 A

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None

US 2006-0259357 A1

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