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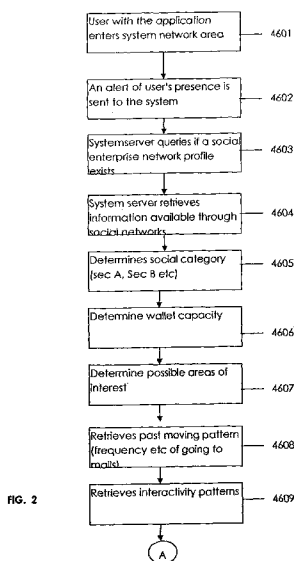
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[Continued on next page]

(54) Title: SYSTEM AND METHOD TO USE SOCIAL NETWORK PROFILES FOR TARGETED DELIVERY OF DATA/CONTENT



(57) Abstract: The invention relates to a system and a method to use social network profiles for targeted delivery of data/content. The method comprising the steps of identifying interaction of an application-enabled user's device with the system network (4601), sending an alert of such an interaction of the user's device to the system server (4602), identifying the existence of a user's profile in the system server (4603), retrieving available information using social networks (4604), determining a social profile category from a scheduled list (4605), retrieving interactivity patterns (4609) and relevant information (4606; 4607; 4608) of the user's profile and forwarding targeted data/content based on the retrieved data.



WO 2009/057153 A3



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RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

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## INTERNATIONAL SEARCH REPORT

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A. CLASSIFICATION OF SUBJECT MATTER IPC <sup>8</sup> : <b>G06Q 30/00</b> (2006.01) 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) IPC <sup>8</sup> : G06F, G06Q		
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) EPODOC, WPI, TXTDE, TXTEN		
C. DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X,P	WO 2008/021100 A2 (FACEBOOK, INC.) 21 February 2008 (21.02.2008) <i>Abstract; Figures 1-3, 5; Description of Figures; Claims 1, 5-9, 12-13, 15-16, 18;</i>	1
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X,P	WO 2008/043143 A1 (QDC TECHNOLOGIES PTY LTD) 17 April 2008 (17.04.2008) <i>Abstract; Figures 1-3; Description of Figures; Claims 1-26;</i>	1
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X	US 2007/0183354 A1 (SCHUELKE ET AL.) 9 August 2007 (09.08.2007) <i>Abstract; Figures 1, 3, 6; Description of Figures; Claims 1-50, 53-60, 71;</i>	1
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<input checked="" type="checkbox"/> Further documents are listed in the continuation of Box C. <input checked="" type="checkbox"/> See patent family annex.		
* Special categories of cited documents: "A" document defining the general state of the art which is not considered to be of particular relevance "E" earlier application or patent but published on or after the international filing date "L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified) "O" document referring to an oral disclosure, use, exhibition or other means "P" document published prior to the international filing date but later than the priority date claimed "T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention "X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone "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		
Date of the actual completion of the international search 03 April 2009 (03.04.2009)		Date of mailing of the international search report 27 April 2009 (27.04.2009)
Name and mailing address of the ISA/ AT <b>Austrian Patent Office</b> Dresdner Straße 87, A-1200 Vienna Facsimile No. +43 / 1 / 534 24 / 535		Authorized officer <b>STOLL J.</b> Telephone No. +43 / 1 / 534 24 / 550

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International application No.  
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C (Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X,P	WO 2008/094660 A1 (ENLIVEN MARKETING TECHNOLOGIES CORPORATION) 7 August 2008 (07.08.2008) <i>Abstract; Figures 1-4; Description of Figures; Claims 1-16;</i>	1
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X,E	WO 2009/026395 A1 (FACEBOOK, INC.) 26 February 2009 (26.02.2009) <i>Abstract; Figures 2, 4; Description of Figures; Claims 1-6, 8, 12-20, 22, 26-28;</i>	1
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**Continuation of first sheet**

**Continuation No. II:  
Observations where certain claims were found unsearchable  
(Continuation of item 2 of first sheet)**

This international search report has not been established in respect of certain claims under Article 17(2)(a) for the following reasons:

Claims Nos.: 2 to 8 because they relate to parts of the international application that do not comply with the prescribed requirements to such an extent that no meaningful international search can be carried out, specifically:

the independent claim 4 lacks - strictly speaking - unity of invention with independent claim 1 and claims 2 to 8 are so unclear and confused that the scope of protection sought for cannot be determined.

INTERNATIONAL SEARCH REPORT  
Information on patent family members

International application No.  
PCT/IN 2008/000742

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
WO A 2008021100		AU A1 2007284813	2008-02-21
		WO A2 2008021100	2008-02-21
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