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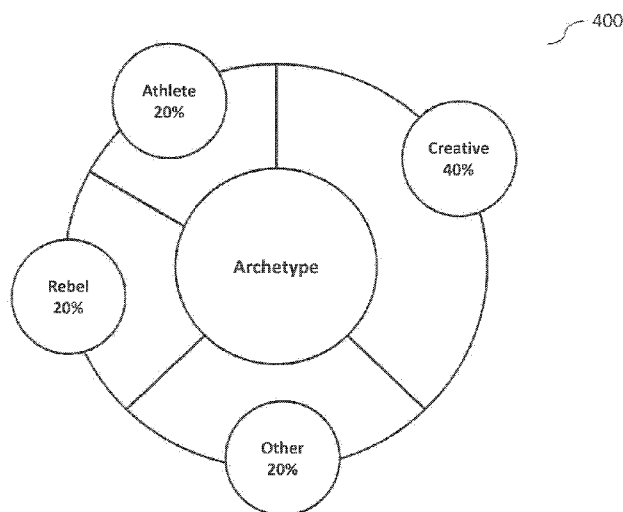
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(54) **Title:** SYSTEMS AND METHODS FOR PROVIDING PERSONALIZED CONTENT BROWSING EXPERIENCE

FIG. 4.



(57) **Abstract:** A method, a system, and a computer program product for providing personalized content browsing experience are provided. An archetype of a user is determined. The archetype is associated with at least one attribute. Content is filtered based on at least one attribute associated with the determined archetype and at least one descriptor associated with the content. The filtered content is provided to the user.

A. CLASSIFICATION OF SUBJECT MATTER**G06F 17/00(2006.01)i, G06F 15/16(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)

G06F 17/00; G06F 9/44; G06F 17/30; G09F 17/29; G06F 3/01; G06F 15/18; G06F 15/16

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: personalized content, archetype, personality model, attribute, content descriptor, filtering, and similar terms.

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	WO 2009-064163 A1 (MIMOS BERHAD) 22 May 2009 See page 2, lines 1-3; page 5, line 11 - page 6, line 9; page 6, lines 25-29; page 7, lines 22-30; page 8, lines 1-15; claims 1, 8-9, and 11; and figures 1-3 and 5.	1-6,9-11,15-21 ,24-26,30-36,39-41 ,45
A		7-8,12-14,22-23 ,27-29,37-38,42-44
A	US 2011-0252297 A1 (COTTER, PAUL et al.) 13 October 2011 See paragraphs [0020], [0022], [0031]-[0033], [0041], and [0056]; and figures 1-4.	1-45
A	US 2006-0235813 A1 (CHAKRABORTY, AMIT) 19 October 2006 See paragraphs [0032]-[0035] and figure 3.	1-45
A	US 6,694,482 B1 (ARELLANO, JAVIER B. et al.) 17 February 2004 See column 12, lines 39-64; claim 1; and figure 7.	1-45
A	US 8,046,387 B2 (NELSON, CRAIG) 25 October 2011 See column 6, line 63 - column 8, line 11; and figures 3-6.	1-45



Further documents are listed in the continuation of Box C.



See patent family annex.

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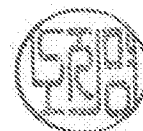
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INTERNATIONAL SEARCH REPORT

Information on patent family members

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Patent document cited in search report	Publication date	Patent family member(s)	Publication date
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