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(54) **Title**: USER INTERFACES FOR PERSONALIZED RECOMMENDATIONS

(57) **Abstract**: A ranked set of users may be calculated from an expertise categorization for each user and a person's trust in the users for specific categories. The ranked set of users may be used for presenting search results, recommendations, social marketing, or other uses. A person's expertise may be determined through various online activities. A person's trust in another person may be related to their proximity and activity in one or more social networks.

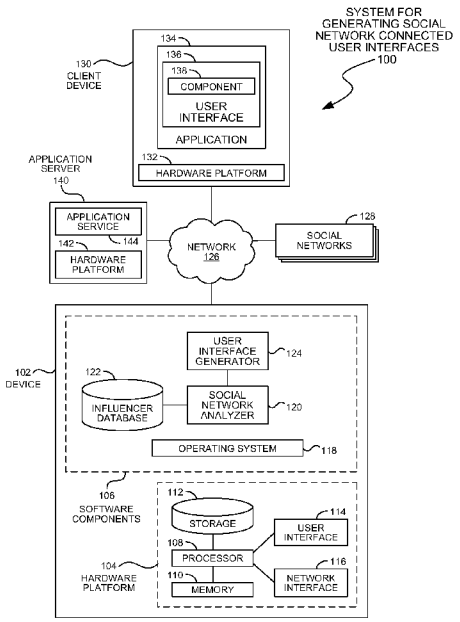


FIG. 1

WO 2012/109488 A3

UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AL, AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK, SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

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— *as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))*

— *as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii))*

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— *with international search report (Art. 21(3))*

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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)
G06Q 50/30; G06F 17/30; G06Q 50/00

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
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: social network, ranking, reputation, relationship, trust factor

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	KR 10-2007-0043949 A (GRUTER, INC.) 26 April 2007 See the abstract, figures 1-14 and claims 1-9.	1-15
A	KR 10-2007-0091834 A (OPINITY AP INC.) 12 September 2007 See the abstract, figures 1-6 and claims 1-22.	1-15
A	US 2007-0214121 A1 (GORDON A. EBANKS) 13 September 2007 See the abstract, figure 1 and claims 1-20.	1-15
A	US 2007-0061297 A1 (ANDRIY BIHUN et al.) 15 March 2007 See the abstract, figures 1-8 and claims 1-27.	1-15
A	US 2009-0144259 A1 (SUNDARESAN NEELAKANTAN) 04 June 2009 See the abstract, figures 1-6 and claims 1-20.	1-15

☐ Further documents are listed in the continuation of Box C.

☒ See patent family annex.

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"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	Date of mailing of the international search report
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INTERNATIONAL SEARCH REPORT

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