Abstract: Systems and methods for a contextual data platform are provided. According to one embodiment, a request is received from a client at a server. Responsive to the request, the client is caused to display a customized menu structure by transmitting to the client contextual menu information based in part on a resource associated with the request. According to another embodiment, an augmented HyperText Transport Protocol (HTTP) request is received from a client application. The augmented HTTP request identifies a resource and indicates a desired action to be performed on the resource. Personalization information is identified and extracted from HTTP header fields associated with the request. The personalization information includes one or more of personal and preference information, device information and location information. Then, the content associated with the resource and/or a format in which the content is delivered to the client application is customized based on the personalization information.
International Search Report

INTERNATIONAL SEARCH REPORT

International application No
PCT/US 08/53220

A CLASSIFICATION OF SUBJECT MATTER

IPC(8) - G06F 7/00 (2008.04)
USPC - 707/3

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)
USPC 707/3

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
USPC 707/3,103R,104 1,709/203,217,218,219,230, 715/760,764,810,81 1,817

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

Electronic Databases searched USPTO WEST (PGPUB,USPGR,USOCR,EPAB,JPAB). GOOGLE Patents. DIALOG PRO

Search Terms Used modified hypertext transport protocol (HTTP) header/cookie containing personalization/preference/device/GPS specific information. customized/personalized hypertext markup language (HTML) contextual menu, etc.

C DOCUMENTS CONSIDERED TO BE RELEVANT

<table>
<thead>
<tr>
<th>Category</th>
<th>Citation of document, with indication, where appropriate, of the relevant passages</th>
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I Special categories of cited documents

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Date of the actual completion of the international search
13 July 2008 (13 07 2008)

Date of mailing of the international search report
21 JUL 2008

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