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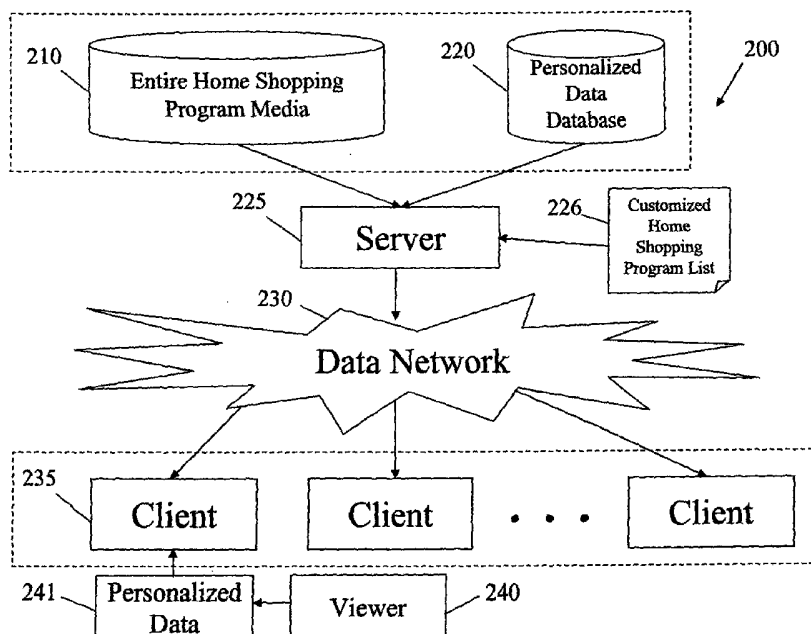
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[Continued on next page]

(54) Title: METHOD AND SYSTEM FOR PROVIDING HOME SHOPPING PROGRAMS



(57) Abstract: The present invention includes a method and system for providing home shopping programs to a viewer (240). An exemplary method includes receiving personalized data from a viewer, generating a customized home shopping program list (226) that identifies a plurality of home shopping program media (210) related to the personalized data (241) and transmitting the home shopping program list and a home shopping program that is listed in the program list to the viewer.

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INTERNATIONAL SEARCH REPORT

International application No.
PCT/US03/17547**A. CLASSIFICATION OF SUBJECT MATTER**

IPC(7) :H04N 5/445; G06F 3/00, 13/00

US CL :725/61; 705/26, 27

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)

U.S. : 725/61; 705/26, 27

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
NONE

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

EAST - shopping, program, list, personalized, customized

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 6,026,376 A (KENNEY) 15 February 2000, whole document	1-32
A	US 6,336,100 B1 (YAMADA) 01 January 2002, whole document	1-32
A	US 6,386,450 B1 (OGASAWARA) 14 May 2002, whole document	1-32

 Further documents are listed in the continuation of Box C. See patent family annex.

* Special categories of cited documents:	"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
"A" document defining the general state of the art which is not considered to be of particular relevance	"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
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"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)	"&" document member of the same patent family
"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	

Date of the actual completion of the international search

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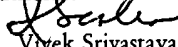
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