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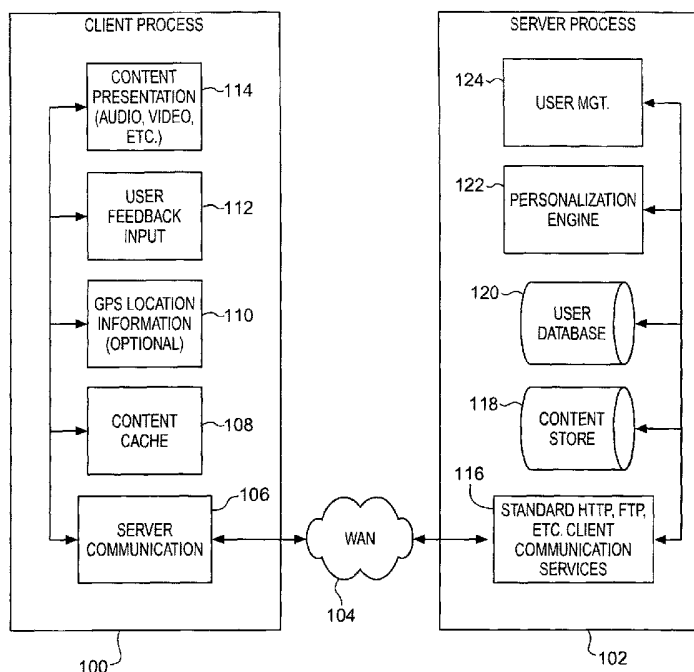
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[Continued on next page]

(54) Title: METHODS AND APPARATUS FOR PERSONALIZED CONTENT PRESENTATION



(57) Abstract: Methods and structure for dynamically tailoring selection of rich content for recommendation to a user wherein the recommendation process determines recommendations in accordance with past user selections. A server process (102) provides lists of recommended content to a client process (100), through a WAN (104), associated with an identified user. The user on the client process (100) then selects content and provides the server process (102) with a rating through the user feedback input (112).



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**INTERNATIONAL SEARCH REPORT**

International application No.

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**A. CLASSIFICATION OF SUBJECT MATTER**

IPC(7) : G06F 15/16  
 US CL : 709/218

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. : 709/218,219, 228

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)  
 Please See Continuation Sheet

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y,P	US 6,317,722 B1 (JACOBI et al.) 13 November 2001 (13.11.2001), col. 10, line 11 - col. 14, line 30.	1-18
Y,P	US 6,321,221 B1 (BIEGANSKI) 20 November 2001 (20.11.2001), col. 7, line 51 - col. 13, line 53.	1-18
A	US 6,064,982 A (PURI) 16 May 2000 (16.05.2000), see entire document.	1, 13
A	US 6,092,049 A (CHISTENKO et al.) 18 July 2000 (18.07.2000), col. 23, line 9 - col. 28, line 22.	1, 13

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
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"E" earlier application or patent published on or after the international filing date	"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
"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	

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**INTERNATIONAL SEARCH REPORT**

PCT/US01/49518

**Continuation of B. FIELDS SEARCHED Item 3:**  
EAST (BRS)  
search terms: profile, recommend, TIVO, selection, preference