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**Declarations under Rule 4.17:**

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

[Continued on next page]

(54) Title: MASS PERSONALIZATION OF MESSAGES TO ENHANCE IMPACT

110 Present web form with  
personal profile questionnaire



115 Present choices of scripts and  
media based on profile  
and customizable options



120 Process media to personalize  
and deliver to customer

(57) Abstract: A message program for managing mood or motivation may have a greater impact on a user if it is personalized. To create such a personalized message, a system may first receive user information. In one embodiment, a template file is then selected. The personalized media program file is created using the template file and data from or based on the user information [110]. For example, the user's name may be inserted in several locations, as indicated by the template file [120]. In some embodiments, the personalized media program is based on a chosen theme [115]. The personalized media program is then delivered to the user. The user information may include a goal desired by the user. This goal may be received by the user or by a medical professional having a relationship with the user.

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

*For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.*

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USPC: 379/88.16,68

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. : 379/88.16, 68

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)

## C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X --- Y	US 2004/0107169 (Lowe) 03 Jun 2004 (03.06.2004) column 2-4	1-2,5-10, 12, 15-16, 19-22 ----- 3-4,11,13-14,17-18 3-4
Y	US 5,722,418 (Bro) 3 March 1998 (03.03.1998) Abstract	3-4
Y	US 2003/0126275 (Mungavan et al.) 3 July 2003 (3.07.2003) [0050]	11,13-14,17-18

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

☐ See patent family annex.

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"P" document published prior to the international filing date but later than the priority date claimed

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"X"

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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

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