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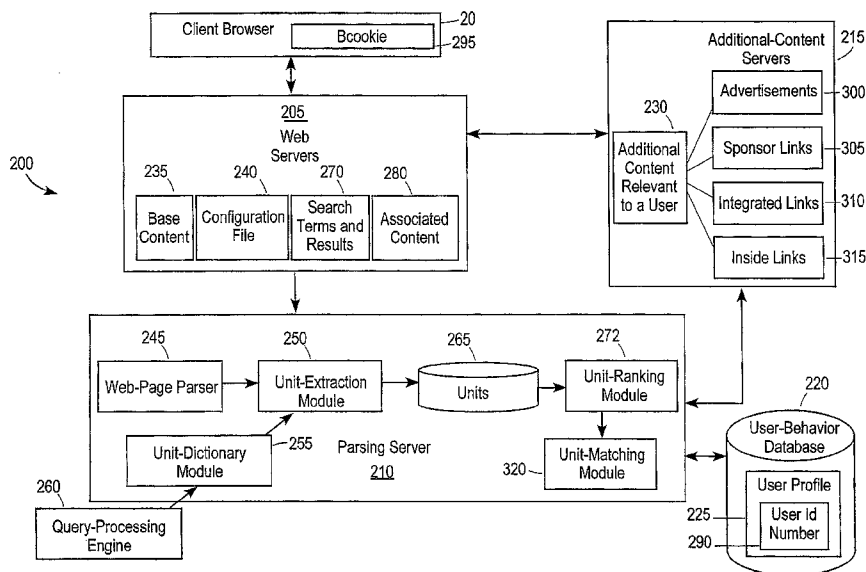
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(54) Title: CONTENT-MANAGEMENT SYSTEM FOR USER BEHAVIOR TARGETING



(57) Abstract: A system including a plurality of web servers configured to serve base content and relevant content to a user system; a set of additional-content servers configured to serve the relevant content to the web servers if units in the user profile match units associated with the relevant content; a parsing server configured to extract the units in the user profile from the base content requested by the user and generate a ranked list of the units in the user profile; and a unit-matching module configured to determine whether the units in the user profile match units associated with the relevant content if the user requests the base content, wherein the web servers are configured to serve the base content and the relevant content if the units in the user profile match units associated with the relevant content.

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C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	U.S. Patent Application 2003/0163815 (Begeja et al.) 28 August 2003 (28.8.2003); ABSTRACT; Figure 2; Page 1, [0013]-[0014]; Page 2, [0027]; Page 4, [0051]; Page 5, [0055], [0057]-[0058] and Page 6, [0067], [0072].	1-47
Y	U.S. Patent Application 2003/0130994 (Singh et al.) 10 July 2003 (10.7.2003); ABSTRACT; Figure 2; Page 1, [0003], [0006], [0010]-[0011]; Page 2, [0023]; Page 4, [0071]-[0074]; Page 10, [0276]; Page 14, [0379]-[0380] and Page 16, [0417].	1-47

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

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