



(51) International Patent Classification:

G06F 15/16 (2006.01) G06Q 30/02 (2012.01)
G06F 17/30 (2006.01)

(21) International Application Number:

PCT/US2014/041813

(22) International Filing Date:

11 June 2014 (11.06.2014)

(25) Filing Language:

English

(26) Publication Language:

English

(30) Priority Data:

13/918,898 14 June 2013 (14.06.2013) US

(71) Applicant: MICROSOFT TECHNOLOGY LICENSING, LLC [US/US]; One Microsoft Way, Redmond, WA 98052 (US).

(72) Inventors: ZIKLIK, Elad; c/o Microsoft Corporation, LCA - International Patents (8/1172), One Microsoft Way, Redmond, WA 98052-6399 (US). RONEN, Royi; c/o Microsoft Corporation, LCA - International Patents (8/1172), One Microsoft Way, Redmond, WA 98052-6399 (US).

(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BN, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IR, IS, JP, KE, KG, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PA, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, SA, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TH, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LR, LS, MW, MZ, NA, RW, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, RU, TJ, TM), European (AL, AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK, SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, KM, ML, MR, NE, SN, TD, TG).

[Continued on next page]

(54) Title: INCORPORATING USER USAGE OF CONSUMABLE CONTENT INTO RECOMMENDATIONS

(57) Abstract: Disclosed herein is a system and method for generating a user profile for a user based on the way the user interacts with consumable content in an application, such as an electronic book in an e-reader. The actions of the user with regards to the content are monitored and the associated with characteristics of the content. This association is used to build the user's profile of their likes and dislikes which are then provided to a recommender system to provide more relevant and personalize recommendations.

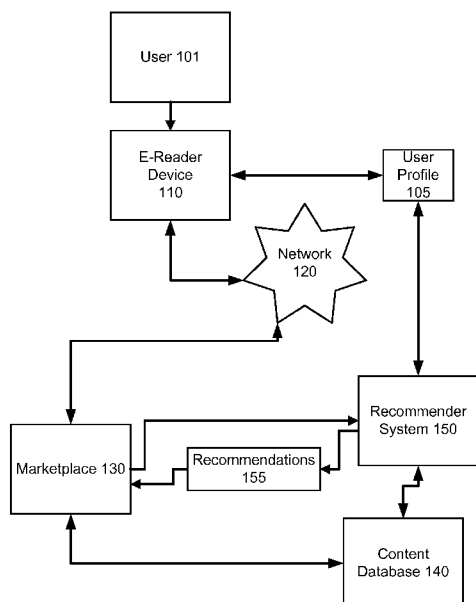


FIG. 1

**Declarations under Rule 4.17:**

- *as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))*
- *as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii))*
- *before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments (Rule 48.2(h))*

(88) Date of publication of the international search report:

6 August 2015

Published:

- *with international search report (Art. 21(3))*

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US14/41813

A. CLASSIFICATION OF SUBJECT MATTER

IPC(8) - G06F 15/16, 17/30; G06Q 30/02 (2015.01)

CPC - G06F 17/30312, 17/30867; G06Q 30/02

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)

IPC(8)-G06F 15/16, 17/30; G06Q 30/02 (2015.01)

CPC-G06F 17/30312, 17/30867; G06Q 30/02

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)

PatSeer (US, EP, WO, JP, DE, GB, CN, FR, KR, ES, AU, IN, CA, INPADOC Data); GooglePatent/Google Scholar; IP.com; IEEE.org,
Keywords: profile, recommend, consump*, consum*, content, profile, subject, like, dislike, user, suggest

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2010/0057743 A1 (PIERCE, M) March 4, 2010, paragraphs [0004]-[0006], [0027], [0050]-[0060]	1-10
A	US 8150858 B2 (PERRONNIN, F et al.) April 3, 2012, entire document	1-10
A	US 7966325 B2 (SINGH, V) June 21, 2011, entire document	1-10

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

☐ See patent family annex.

* Special categories of cited documents:

"A" document defining the general state of the art which is not considered to be of particular relevance

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

"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)

"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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"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

"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

"&" document member of the same patent family

Date of the actual completion of the international search

05 May 2015 (05.05.2015)

Date of mailing of the international search report

08 JUN 2015

Name and mailing address of the ISA/

Mail Stop PCT, Attn: ISA/US, Commissioner for Patents
P.O. Box 1450, Alexandria, Virginia 22313-1450

Facsimile No. 571-273-8300

Authorized officer

Shane Thomas

PCT Helpdesk: 571-272-4300
PCT OSP: 571-272-7774