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<p>(21) International Application Number: PCT/US98/27084</p> <p>(22) International Filing Date: 18 December 1998 (18.12.98)</p> <p>(30) Priority Data: 08/994,958 19 December 1997 (19.12.97) US</p> <p>(71) Applicant: A.C. NIELSEN COMPANY [US/US]; 150 North Martingale Road, Schaumburg, IL 60173-2076 (US).</p> <p>(72) Inventors: JOHNSON, Barbara, Elizabeth; 285 Walter Avenue, Elk Grove Village, IL 60007 (US). MARTIN, James, Charles; 18898 Linden Avenue, Grayslake, IL 60030 (US). RABOLT, Kenneth, Francis; 33 Chelsea Lane, Cary, IL 60013 (US). HEALY, Keri, Anderson; 721 Park Avenue, Bainbridge Island, WA 98110 (US). BYRON, Danielle, Anne; 6255 N. Sheridan Road #30, Chicago, IL 60660 (US). BERZKALNS, Ilga, Anita; 8145 North Greendale, Niles, IL 60714 (US).</p> <p>(74) Agent: McCracken, William, E.; Marshall, O'Toole, Gerstein, Murray & Borun, 6300 Sears Tower, 233 South Wacker Drive, Chicago, IL 60606-6402 (US).</p>	<p>(81) Designated States: AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CU, CZ, DE, DK, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, UA, UG, UZ, VN, YU, ZW, ARIPO patent (GH, GM, KE, LS, MW, SD, SZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).</p> <p>Published <i>With international search report. Before the expiration of the time limit for amending the claims and to be republished in the event of the receipt of amendments.</i></p> <p>(88) Date of publication of the international search report: 10 September 1999 (10.09.99)</p>	
<p>(54) Title: DYNAMIC RULE BASED MARKET RESEARCH DATABASE</p>		
<p>(57) Abstract</p> <p>A market research database includes first and second information sets. The first information set contains first market research information, and the second information set contains second market research information. The market research database also includes a set of dynamic rules. At least one rule of the set of dynamic rules is arranged to respond to first data being entered into the first information set by entering second, different data into the second information set.</p>		

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INTERNATIONAL SEARCH REPORT

International Application No

PCT/US 98/27084

A. CLASSIFICATION OF SUBJECT MATTER
 IPC 6 G06F17/60 G06F17/30

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 6 G06F

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 practical, 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.
Y A	US 4 972 504 A (DANIEL, JR. ET AL) 20 November 1990 (1990-11-20) the whole document	1,22 2-21, 23-41
Y A	--- LOHMANN ET AL: "Extensions to Starburst: Objects, Types, Functions and Rules" COMMUNICATIONS OF THE ACM, vol. 34, no. 10, October 1991 (1991-10), pages 94-109, XP000266969 New York, US page 103, middle column, paragraph 2 - page 105, right-hand column, paragraph 1 --- -/--	1,22 2-21, 23-41

Further documents are listed in the continuation of box C.

Patent family members are listed in annex.

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Date of the actual completion of the international search

12 July 1999

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Name and mailing address of the ISA
 European Patent Office, P.B. 5818 Patentlaan 2
 NL - 2280 HV Rijswijk
 Tel. (+31-70) 340-2040, Tx. 31 651 epo nl,
 Fax: (+31-70) 340-3016

Authorized officer

Abram, R

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PCT/US 98/27084

C.(Continuation) DOCUMENTS CONSIDERED TO BE RELEVANT		
Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	<p>MARK ET AL: "Incrementally Maintained Network->Relational Database Mapping" SOFTWARE - PRACTICE AND EXPERIENCE, vol. 22, no. 12, December 1992 (1992-12), pages 1099-1131, XP000655818 page 1101, paragraph 3 - page 1103, paragraph 1</p> <p>-----</p>	1-41

INTERNATIONAL SEARCH REPORT

Information on patent family members

International Application No

PCT/US 98/27084

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