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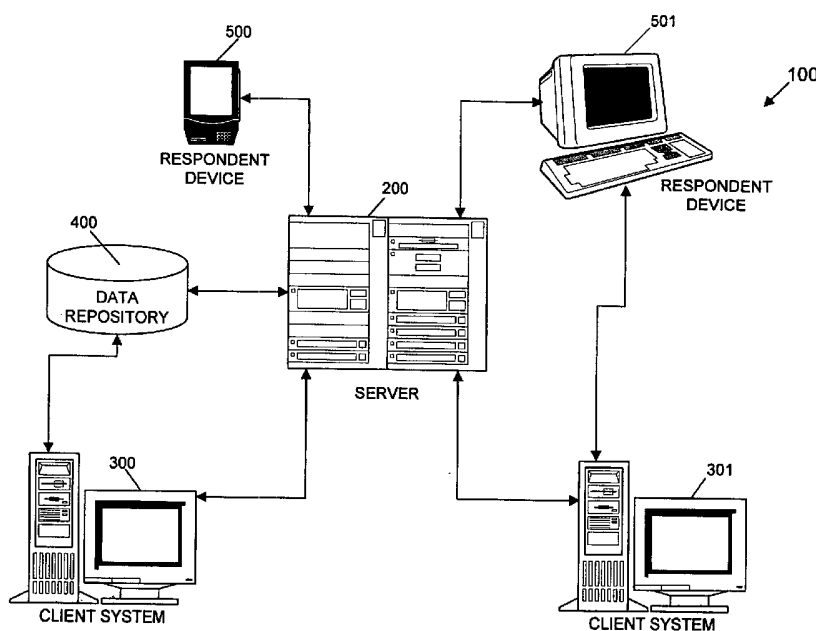
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(54) Title: SYSTEM TO QUANTIFY CONSUMER PREFERENCES



(57) Abstract: A user interface includes a plurality of selectable graphical elements, each of the graphical elements representing a respective attribute level of a product attribute, a first area for presenting at least one of the plurality of selectable graphical elements that has been designated by a respondent (500 and 501) as representing an unacceptable attribute level, a second area for presenting one of the plurality of selectable graphical elements that has been designated by the respondent (500 and 501) as representing a least-preferred attribute level, and a third area for presenting one of the plurality of selectable graphical elements that has been designated by the respondent (500 and 501) as representing a most-preferred attribute level.

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— *before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments*

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 US CL : 345/739, 744, 745, 707; 705/14; 707/101, 102
 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)
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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.
A	US 6,327,574 B1 (KRAMER et al.)04 December, 2001 (04.12.2001), column 1, lines 40-47, column 3, lines 10-37, column 9, lines 17-39, column 24, lines 10-35, column 30, lines 48.	1-24

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

* Special categories of cited documents:	"T"
"A" document defining the general state of the art which is not considered to be of particular relevance	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
"E" earlier application or patent published on or after the international filing date	"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
"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)	"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
"O" document referring to an oral disclosure, use, exhibition or other means	"&" document member of the same patent family
"P" document published prior to the international filing date but later than the priority date claimed	

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