



- (51) International Patent Classification:
G06Q 50/10 (2012.01)
- (21) International Application Number:
PCT/US2014/029409
- (22) International Filing Date:
14 March 2014 (14.03.2014)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data:
61/798,887 15 March 2013 (15.03.2013) US
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- (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).

Published:
— with international search report (Art. 21(3))

[Continued on next page]

(54) Title: TASTE PROFILE ATTRIBUTES

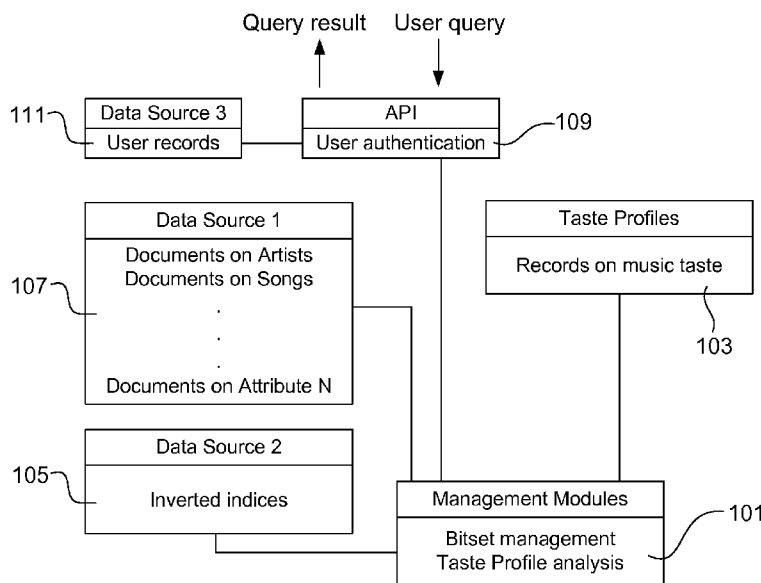


FIG. 1



(57) Abstract: Methods, systems and computer program products are provided for summarizing user activity associated with media content by accessing a taste profile containing a representation of media content activity corresponding to at least one of a plurality of items, generating at least one statistic corresponding to the media content activity, and generating a taste profile attribute by using the at least one statistic.

WO 2014/144833 A3



— *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:
20 August 2015

A. CLASSIFICATION OF SUBJECT MATTER G06Q 50/10(2012.01)i		
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) G06Q 50/10; G04B 13/00; G06F 17/00; G10H 7/00; G06F 17/30; G06F 17/60; H04N 21/466; G06F 3/01; H04N 21/25		
Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched Korean utility models and applications for utility models Japanese utility models and applications for utility models		
Electronic data base consulted during the international search (name of data base and, where practicable, search terms used) eKOMPASS(KIPO internal) & Keywords: media, content, taste, profile, statistic, attribute		
C. DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 2007-0157797 A1 (ATSUSHI HASHIZUME et al.) 12 July 2007 See abstract, paragraphs [0042],[0053],[0056],[0102], claims 1-2 and figure 6.	1-27
Y	US 2010-0030772 A1 (RAN ZILCA et al.) 04 February 2010 See abstract, paragraphs [0042],[0045], claims 1,6,9 and figures 2-3.	1-27
Y	US 2008-0104111 A1 (MALCOLM SLANEY et al.) 01 May 2008 See abstract, paragraphs [0009],[0120] and figure 1.	4-5,13-14,22-23
A	US 2004-0172267 A1 (JAYENDU PATEL et al.) 02 September 2004 See abstract, claims 1,9,14,20-24,44-48 and figure 1.	1-27
A	KR 10-2009-0046353 A (SOONGSIL UNIVERSITY RESEARCH CONSORTIUM TECHNO-PARK) 11 May 2009 See abstract, claims 1,3-5 and figure 1.	1-27
<input type="checkbox"/> Further documents are listed in the continuation of Box C. <input checked="" type="checkbox"/> 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 "T" 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 "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 29 June 2015 (29.06.2015)		Date of mailing of the international search report 29 June 2015 (29.06.2015)
Name and mailing address of the ISA/KR  International Application Division Korean Intellectual Property Office 189 Cheongsa-ro, Seo-gu, Daejeon Metropolitan City, 302-701, Republic of Korea Facsimile No. +82-42-472-7140		Authorized officer Jang, Gijeong  Telephone No. +82-42-481-8364

INTERNATIONAL SEARCH REPORT

Information on patent family members

International application No.

PCT/US2014/029409

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