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- (81) **Designated States (unless otherwise indicated, for every kind of national protection available):** AE, AG, AL, AM,

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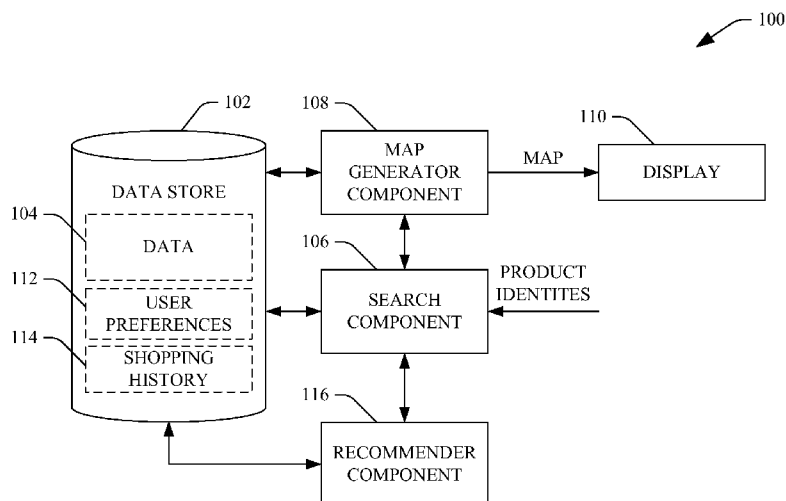
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**Declarations under Rule 4.17:**

- 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))

[Continued on next page]

- (54) **Title:** DISPLAYING PRODUCT RECOMMENDATIONS ON A MAP



**FIG. 1**

(57) **Abstract:** Described herein are technologies pertaining to presenting a map to a user that comprises graphical icons that are representative of retail stores. The user has performed a search for a product, wherein the product has a parameter corresponding thereto, and the parameter has a constraint corresponding thereto. Inventories of multiple retail stores can be searched over by relaxing the constraint, thereby allowing a recommended product to be located. A graphical icon representative of a retail store that has the recommended product in stock is included in the map together with data indicative of the price of the recommended product at the retail store.

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

**A. CLASSIFICATION OF SUBJECT MATTER****G06Q 30/00(2006.01)i, G06Q 50/00(2006.01)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 30/00; G06F 17/60; G06F 17/30; H04W 88/18; H04W 4/04

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) &amp; Keywords: Geographic area, Inventory, Recommendation, Product identification, Price

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 2007-0150369 A1 (MICHAEL A. ZIVIN) 28 June 2007 See abstract, paragraph [0028], [0035], [0040], [0060], figure 5 and calims 1, 2, 5, 7	1-10
A	KR 10-2009-0106148 A (NHN CO., LTD.) 08 October 2009 See abstract, paragraph [0023]-[0042] and claims 1, 10	1-10
A	US 2005-0097005 A1 (KENDALL FARGO) 05 May 2005 See abstract, paragraph [0124] amd claim 25	1-10
A	US 2010-0088148 A1 (PRESSWALA IRFAN et al.) 08 April 2010 See abstract and claim 1	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

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"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

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"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

"&amp;" document member of the same patent family

Date of the actual completion of the international search

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**INTERNATIONAL SEARCH REPORT**

Information on patent family members

International application No.

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Patent document cited in search report	Publication date	Patent family member(s)	Publication date
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