Title: METHOD, SYSTEM AND SOFTWARE FOR DIGITAL MEDIA NARRATIVE PERSONALIZATION

Abstract: Disclosed are a system, method and software to allow individuals or groups of individuals to view personalized digital media narrative. A personal attribute profile is created and stored for each individual and the profile is retrieved each time the individual enters the network or site. The digital media narrative contains digital media assets having attributes selected based upon the individual's or group's profile. The digital media narrative provides an enhanced, more impacting, and more personal narrative experience to the individual.
INTERNATIONAL SEARCH REPORT

A. CLASSIFICATION OF SUBJECT MATTER

<table>
<thead>
<tr>
<th>IPC:</th>
<th>G06Q 30/00 (2006.01)</th>
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<tr>
<td>USPC:</td>
<td>705/14</td>
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</tbody>
</table>

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)

U.S.: 705/14

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)

USPAT and US POPUB

C. DOCUMENTS CONSIDERED TO BE RELEVANT

<table>
<thead>
<tr>
<th>Category *</th>
<th>Citation of document, with indication, where appropriate, of the relevant passages</th>
<th>Relevant to claim No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>X</td>
<td>US2005029195A (HERZ) 22 February 2000 (22.02.2000), col. 4 lines 48-65, col. 5 lines 21-25, col. 6 lines 59-63, col. 7 line 66 to col. 8 line 3, col. 18 lines 10-18 and 48-52, col. 30 lines 46-53, col. 34 lines 60-64, col. 43 lines 46-54, col. 46 lines 62-66, col. 63 line 8 to col. 64 line 31, including Fig 10.</td>
<td>1-4, 7, 8, 10-12, 15-19, 22-25, 28, 32, 36 and 38</td>
</tr>
</tbody>
</table>

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 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
  * "Z" document member of the same patent family

Date of the actual completion of the international search


Date of mailing of the international search report

14 FEB 2007

Name and mailing address of the ISA/US

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Form PCT/ISA/210 (second sheet) (April 2005)
Box II Observations where certain claims were found unsearchable. because they relate to subject matter not required to be searched by this Authority, namely:

These dependent claims do not comply with PCT Rule 39.1(v) because they are mere presentations of information and do not comply with PCT Rule 39.1(iii) because they perform purely mental acts. Under US practice, these dependent claims contain only nonfunctional descriptive material (MPEP § 2106.01). That is, the method claims do not further limit by adding a step and the system claims do not further limit by adding structure (35 USC 112, 4* para., MPEP § 2164.08, 37 CFR 1.75(c) and the notes for form para. 7.36).