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(54) Title: METHOD AND SYSTEM FOR DIRECTING INFORMATION TO A PLURALITY OF USERS

(57) Abstract: A method for directing information to a plurality of users, the method including enabling a plurality of users to access a shared web resource having multiple functional capabilities, automatically monitoring interactions of the plurality of users with the shared web resource, automatically analyzing results of the monitoring to ascertain at least one shared characteristic of the plurality of users and employing results of the analyzing to selectively direct non-user originated information to the plurality of users while the plurality of users is accessing the shared web resource.

# INTERNATIONAL SEARCH REPORT

International application No.

PCT/IL07/00762

**A. CLASSIFICATION OF SUBJECT MATTER**  
 IPC: **G06Q 30/00** (2006.01)

USPC: 705/14,26,27;707/3,10  
 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. : 705/14,26,27; 707/3,10

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.
X	US 5,918,014A (Robinson) 29 June 1999 (29.06.1999) See entire Document.	50-53, 103-106 and 126-129
A	US 6,976,220B1 (Lapstun et al.) 13 December 2005 (13.12.2005) See entire reference.	50-53, 103-106 and 126-129
A	US 6,339,842 B1 (Fernandez et al.) 15 January 2002 (15.01.2002) See entire reference.	50-53, 103-106 and 126-129
A	US 6,144,991A (England) 07 November 2000 (07.11.2000) See entire reference.	50-53, 103-106 and 126-129
A	US 6,606,644B1 (Ford et al.) 12 August 2003 (12.08.2003) See entire reference.	50-53, 103-106 and 126-129
A	US 5,790,426A (Robinson) 04 August 1998 (04.08.1998) See entire reference.	50-53, 103-106 and 126-129
A	US 6,064,980A (Jacobi et al.) 16 May 2000 (16.05.2000) See entire reference.	50-53, 103-106 and 126-129

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

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"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	"&"	document member of the same patent family

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**C (Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT**

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 6,112,186A (Bergh et al.) 29 August 2000 (29.08.2000) See entire reference.	50-53, 103-106 and 126-129
A	US 6,041,311A (Chislenko et al.) 21 March 2000 (21.03.2000) See entire reference.	50-53, 103-106 and 126-129
A	US 6,356,879B2 (Aggarwal et al.) 12 March 2002 (12.03.2002) See entire reference.	50-53, 103-106 and 126-129