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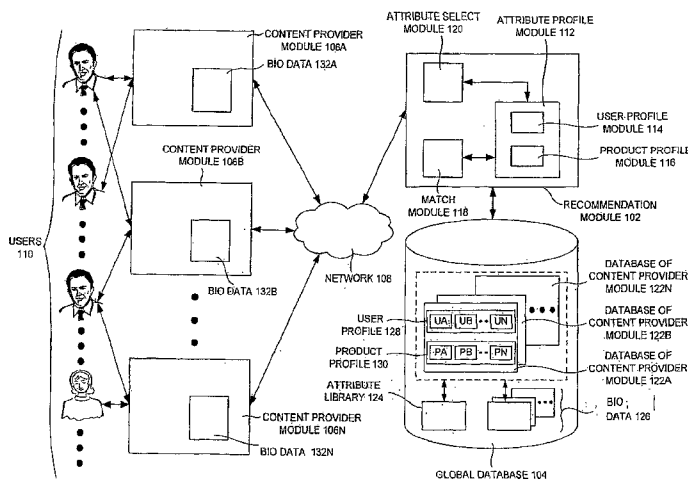
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19 June 2008

(54) Title: COLLABORATIVE FILTERING BASED ON ATTRIBUTE PROFILING



(57) Abstract: Systems and methods of collaborative filtering based on attribute profiling are disclosed. In one embodiment, a method includes generating a product profile of a product through applying any number of value data assigned by a user to a set of attributes embodying possible reasons as to why the user likes or dislikes the product, generating a user profile of a user through applying a group of value data assigned by the user to a product sharing the set of attributes and recommending a different product to the user when a different product profile of the different product matches with the user profile beyond a threshold value. The method may include recommending the different product to a different user when a different user profile of the different user matches with the user profile of the user who has subscribed to the different product.

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INTERNATIONAL SEARCH REPORT

International application No.
PCT/US 07/20178

<p>A. CLASSIFICATION OF SUBJECT MATTER IPC(8) - G06F 7/00 (2008.01) USPC - 707/7 According to International Patent Classification (IPC) or to both national classification and IPC</p>																				
<p>B. FIELDS SEARCHED</p> <p>Minimum documentation searched (classification system followed by classification symbols) USPC: 707/7</p> <p>Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched USPC: 705/1; 706/15, 45, 48; 707/6, 100, 102</p> <p>Electronic data base consulted during the international search (name of data base and, where practicable, search terms used) Electronic Databases Searched: PubWEST (USPT, PGPB, EPAB, JPAB); Google Scholar Search Terms Used: attribute, filtering, collaborative, profile, product profile, goods, attributes, assigned, user, data, recommending product, user profile, network, match, automatic, rating, suggestions, dislike, feedback</p>																				
<p>C. DOCUMENTS CONSIDERED TO BE RELEVANT</p> <table border="1"> <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 — Y</td> <td>US 2002/0052873 A1 (DELGADO et al.) 02 May 2002 (02.05.2002), abstract, para [0010], [0013]-[0014], [0017], [0030], [0038], [0041], [0054]</td> <td>1, 3, 17-19 ----- 2, 13-15</td> </tr> <tr> <td>Y</td> <td>US 2005/0076093 A1 (MICHELITSCH et al.) 07 April 2005 (07.04.2005), abstract, fig 1-12, para [0010], [0077]-[0078], [0085]</td> <td>2</td> </tr> <tr> <td>Y</td> <td>US 5,999,908 A (ABELOW) 07 December 1999 (07.12.1999), abstract, col 9, ln 18-36, col 9, ln 38-46, col 9, ln 47-60, col 35, ln 25-30</td> <td>13-15</td> </tr> <tr> <td>A</td> <td>US 6,980,966 B1 (SOBRADO et al.) 27 December 2005 (27.12.2005), abstract, fig 1-5</td> <td>1-3, 13-15, 17-19</td> </tr> <tr> <td>A</td> <td>US 2002/0161664 A1 (SHAYA et al.) 31 October 2002 (31.10.2002), abstract, fig 1-19</td> <td>1-3, 13-15, 17-19</td> </tr> </tbody> </table>			Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.	X — Y	US 2002/0052873 A1 (DELGADO et al.) 02 May 2002 (02.05.2002), abstract, para [0010], [0013]-[0014], [0017], [0030], [0038], [0041], [0054]	1, 3, 17-19 ----- 2, 13-15	Y	US 2005/0076093 A1 (MICHELITSCH et al.) 07 April 2005 (07.04.2005), abstract, fig 1-12, para [0010], [0077]-[0078], [0085]	2	Y	US 5,999,908 A (ABELOW) 07 December 1999 (07.12.1999), abstract, col 9, ln 18-36, col 9, ln 38-46, col 9, ln 47-60, col 35, ln 25-30	13-15	A	US 6,980,966 B1 (SOBRADO et al.) 27 December 2005 (27.12.2005), abstract, fig 1-5	1-3, 13-15, 17-19	A	US 2002/0161664 A1 (SHAYA et al.) 31 October 2002 (31.10.2002), abstract, fig 1-19	1-3, 13-15, 17-19
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<p><input type="checkbox"/> Further documents are listed in the continuation of Box C. <input type="checkbox"/></p>																				
<p>* Special categories of cited documents:</p> <table border="0"> <tr> <td>"A" document defining the general state of the art which is not considered to be of particular relevance</td> <td>"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</td> </tr> <tr> <td>"E" earlier application or patent but published on or after the international filing date</td> <td>"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</td> </tr> <tr> <td>"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)</td> <td>"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</td> </tr> <tr> <td>"O" document referring to an oral disclosure, use, exhibition or other means</td> <td>"&" document member of the same patent family</td> </tr> <tr> <td>"P" document published prior to the international filing date but later than the priority date claimed</td> <td></td> </tr> </table>			"A" document defining the general state of the art which is not considered to be of particular relevance	"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	"E" earlier application or patent but 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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<p>Date of the actual completion of the international search 13 February 2008 (13.02.2008)</p>		<p>Date of mailing of the international search report 15 APR 2008</p>																		
<p>Name and mailing address of the ISA/US Mail Stop PCT, Attn: ISA/US, Commissioner for Patents P.O. Box 1450, Alexandria, Virginia 22313-1450 Facsimile No. 571-273-3201</p>		<p>Authorized officer: Lee W. Young</p> <p>PCT Helpdesk: 571-272-4300 PCT OSP: 571-272-7774</p>																		

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US 07/20178

Box No. II Observations where certain claims were found unsearchable (Continuation of item 2 of first sheet)

This international search report has not been established in respect of certain claims under Article 17(2)(a) for the following reasons:

- 1. Claims Nos.:
because they relate to subject matter not required to be searched by this Authority, namely:

- 2. Claims Nos.:
because they relate to parts of the international application that do not comply with the prescribed requirements to such an extent that no meaningful international search can be carried out, specifically:

- 3. Claims Nos.: 4-12, 16, 20
because they are dependent claims and are not drafted in accordance with the second and third sentences of Rule 6.4(a).

Box No. III Observations where unity of invention is lacking (Continuation of item 3 of first sheet)

This International Searching Authority found multiple inventions in this international application, as follows:

- 1. As all required additional search fees were timely paid by the applicant, this international search report covers all searchable claims.
- 2. As all searchable claims could be searched without effort justifying additional fees, this Authority did not invite payment of additional fees.
- 3. As only some of the required additional search fees were timely paid by the applicant, this international search report covers only those claims for which fees were paid, specifically claims Nos.:

- 4. No required additional search fees were timely paid by the applicant. Consequently, this international search report is restricted to the invention first mentioned in the claims; it is covered by claims Nos.:

Remark on Protest

- The additional search fees were accompanied by the applicant's protest and, where applicable, the payment of a protest fee.
- The additional search fees were accompanied by the applicant's protest but the applicable protest fee was not paid within the time limit specified in the invitation.
- No protest accompanied the payment of additional search fees.