

Exhibit 3

(12) **United States Patent**
Ward

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(54) **SYSTEM AND METHOD FOR CREATING DYNAMIC PLAYLISTS**

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Related U.S. Application Data

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(51) **Int. Cl.**⁷ **G06F 17/30**

(52) **U.S. Cl.** **707/102; 707/104.1**

(58) **Field of Search** **707/104.1, 102**

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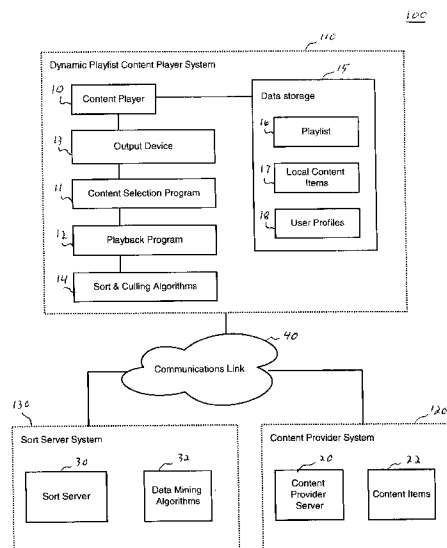
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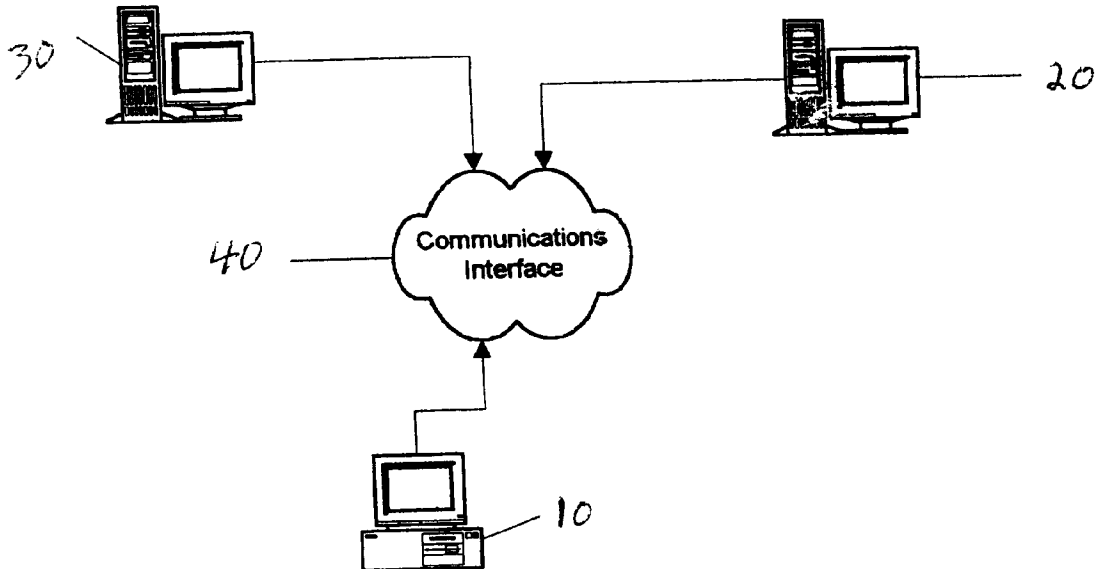
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(57) **ABSTRACT**

Method and system provided for creating a dynamic playlist including meta-data having potential association with a respective content item configured to be played on a content player, and having dynamic addition of subtraction of playlist items. The system maintains a database of linkages between elements associated with content items as well as weighted linkages between elements and respective properties. The system is a hybrid content based and collaborative filtering system, wherein the insertion of a new item into the database results in the new item sharing preference weights and number of preferences associated with items pre-existing in the database. Thus, an initial input query list of items potentially results in the return of many content, called a “dynamic playlist”, has a high correlation with the user’s preference or with whatever other basis was used to frame the input list, and individual content items on the dynamic playlist may not have been previously experienced by the user.

24 Claims, 7 Drawing Sheets



*Fig. 1*

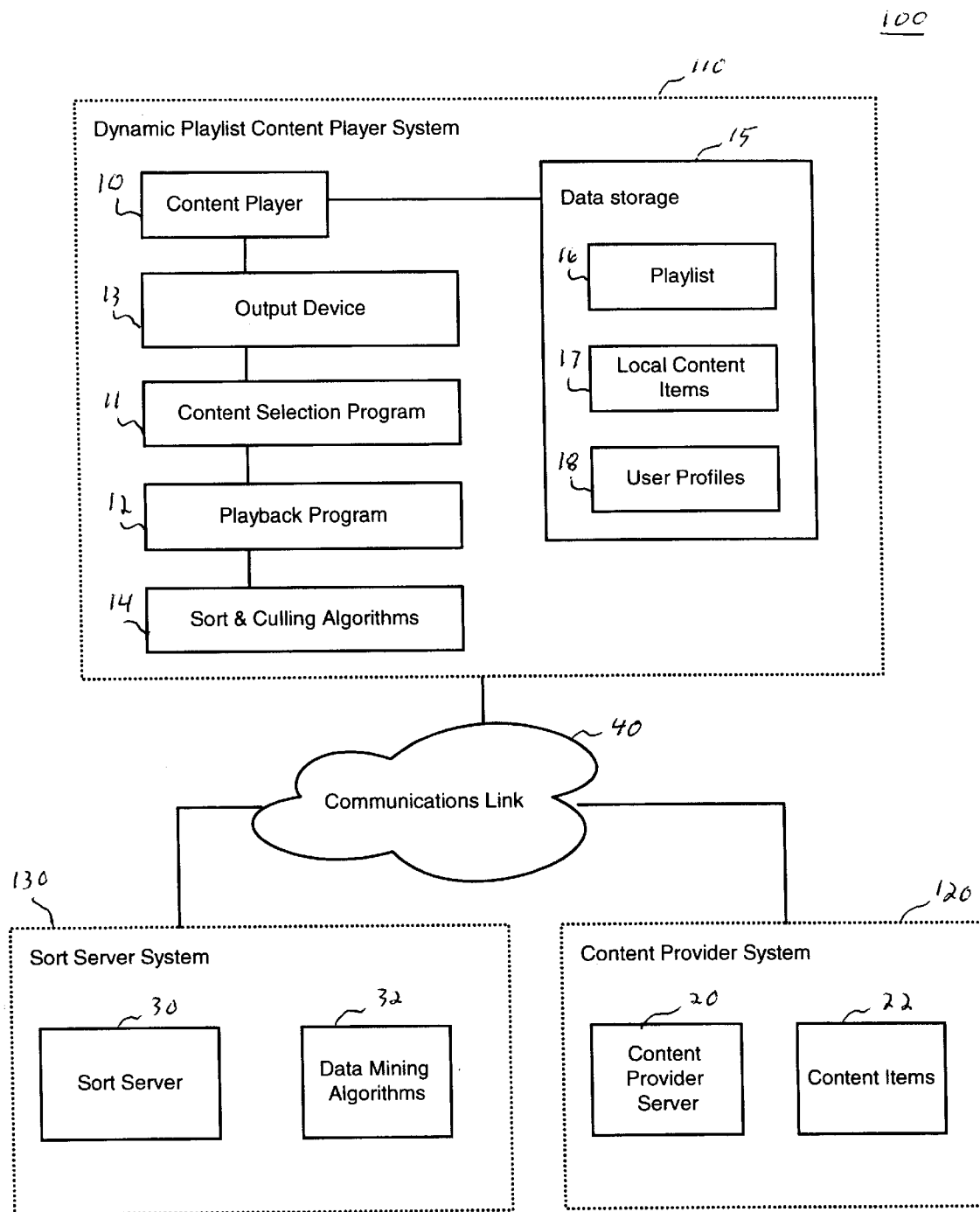
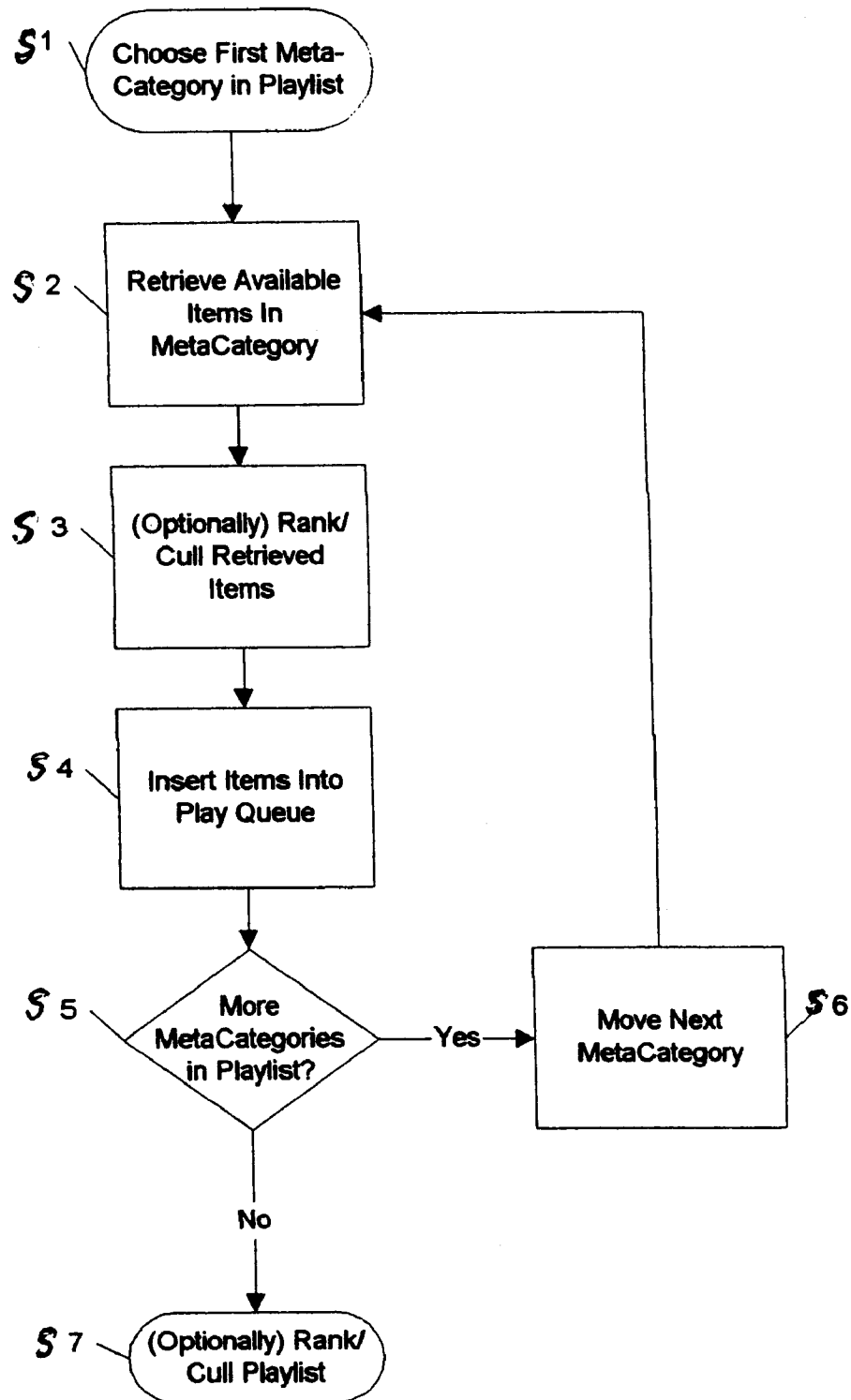


FIG. 2

FIG. 3



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