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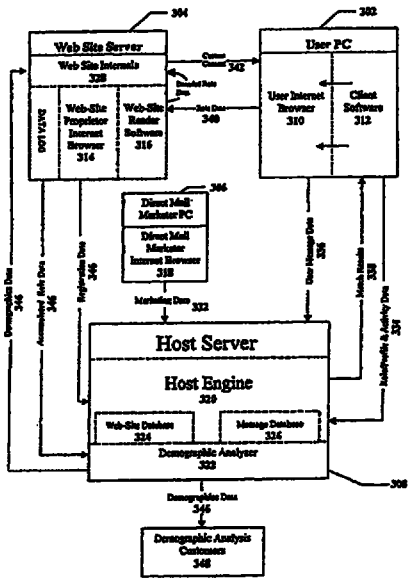
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(54) Title: VERBAL CLASSIFICATION SYSTEM FOR THE EFFICIENT SENDING AND RECEIVING OF INFORMATION



(57) Abstract: A verbal classification system and method for the efficient sending and receiving of desired information is described. Web-site proprietors (314) and Internet marketers provide a host server (320) with descriptive data about their web-sites and messages (336) according to a predefined verbal hierarchy of nouns, verbs and modifiers. An Internet user creates a role or roles (340) that describes desired information according to the same predefined verbal hierarchy of nouns, verbs, and modifiers and transmits that role (340) to the host server (320), provides the Internet user with desired web-site addresses (336) and message by matching the role (338) to web-site and message descriptive data (336). The Internet user may access a web-site using one or more roles (340) and the web-site may provide the user with custom content by matching content (338) to the Internet user's role and roles (340). The host server (320) collects role information (340) from Internet users and web-sites to generate marketing and demographics data (346) about Internet users and web-sites (328). Internet user privacy is protected because role data (340) is encrypted and contains no personal identification information (348).

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