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(71) Applicant *(for all designated States except US)*: **MICROSOFT CORPORATION** [US/US]; One Microsoft Way, Redmont, WA 98052 (US).

(72) Inventors; and

(75) Inventors/Applicants *(for US only)*: **GERBER, Robert, H.** [US/US]; 1220 140 Place, NE, Bellevue, WA 98007 (US). **KNIGHT, Holly** [US/US]; 17413 155th Place NE, Woodinville, WA 98072 (US). **KRUSHNA, Murali, M.** [US/US]; 1719 159th Avenue NE, Bellevue, WA 98008 (US). **NILAKANTAN, Niranjan** [IN/US]; 4850 156th Avenue NE, #140, Redmon, WA 98052 (US). **ABILEAH, Shahaf** [US/US]; 2000 Alaskan Way #451, Seattle, WA 98121 (US). **PATHER, Shyamalan** [ZA/US]; 2415 2nd Avenue, #736, Seattle, WA 98121 (US).

(74) Agents: **AMIN, Himanshu, S.** et al.; Amin & Turocy, LLP, 1900 E. 9th Street, 24th Floor, National City Center, Cleveland, OH 44114 (US).

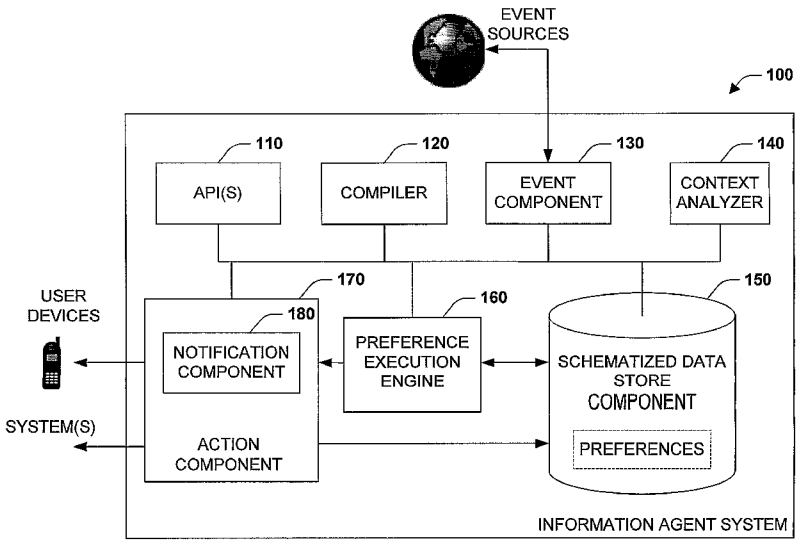
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(54) Title: SYSTEM AND METHOD FOR PREFERENCE APPLICATION INSTALLATION AND EXECUTION



(57) Abstract: The present systems and methods disclose a system for personalizing computer functionality. End-users are provided with tools to easily write rich and complex preferences, for example, by using a plurality simple IF-THEN propositional logic. The preferences are then transformed into queries and executed efficiently on structured data. Preferences that are satisfied then execute actions such as providing notification or storing data in a particular folder. Furthermore, according to an aspect of the invention, data, logic, events, inter alia, are all schematized, thereby enabling sharing of data between application components and across applications.

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