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(54) Title: PROVIDING MENTOR ASSISTANCE IN AN EMBEDDED MARKETPLACE

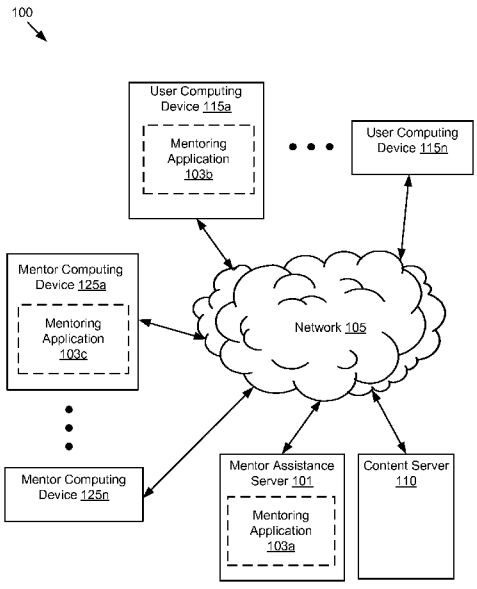


Figure 1

(57) Abstract: A system and method that provides mentor assistance in an embedded marketplace is disclosed. The method includes receiving a request for assistance from a user, identifying a plurality of keywords associated with the request, identifying a plurality of tags associated with the plurality of keywords, matching a plurality of tags associated with the plurality of keywords, and routing the request to the mentor based on the match.

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