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MacLaurin**

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(54) **SELECTION-BASED ITEM TAGGING**

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(52) **U.S. Cl.** **715/708**; 715/705; 715/710;
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715/230-233, 708, 710, 816, 825, 968; 707/696,
707/736-747; 704/251; 706/12, 59, 934
See application file for complete search history.

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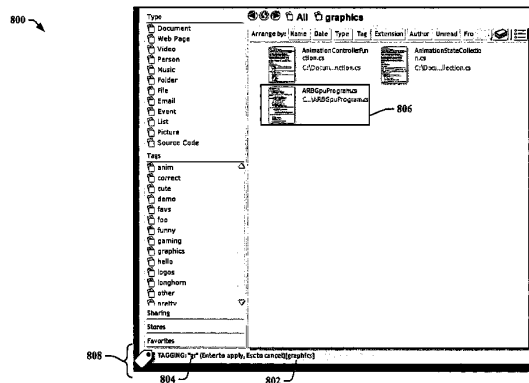
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(57) **ABSTRACT**

Item selections along with user inputs are leveraged to provide users with automated item tagging. Further user interaction with additional windows and other interfacing techniques are not required to tag the item. In one example, a user selects items and begins typing a tag which is automatically associated with the selected items without further user action. Tagging suggestions can also be supplied based on a user's selection, be dynamically supplied based on a user's input action, and/or be formulated automatically based on user data and/or tags and the like associated with selections by an external source. Machine learning can also be utilized to facilitate in tag determination. This increases the value of the tagged items by providing greater item access flexibility and allowing multiple associations (or tags) with each item.

20 Claims, 13 Drawing Sheets



US 7,831,913 B2

Page 2

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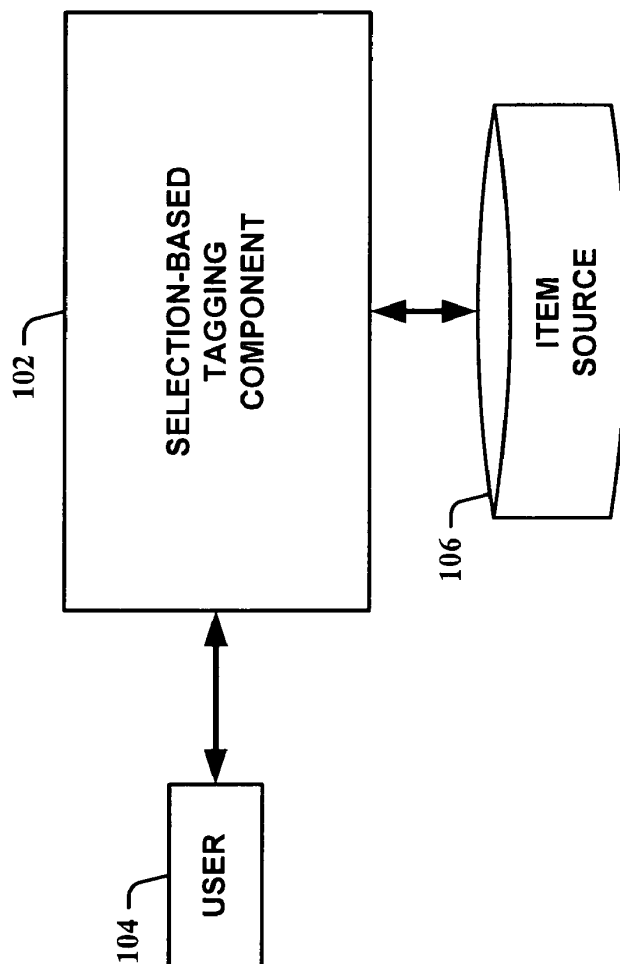


FIG. 1

200 →

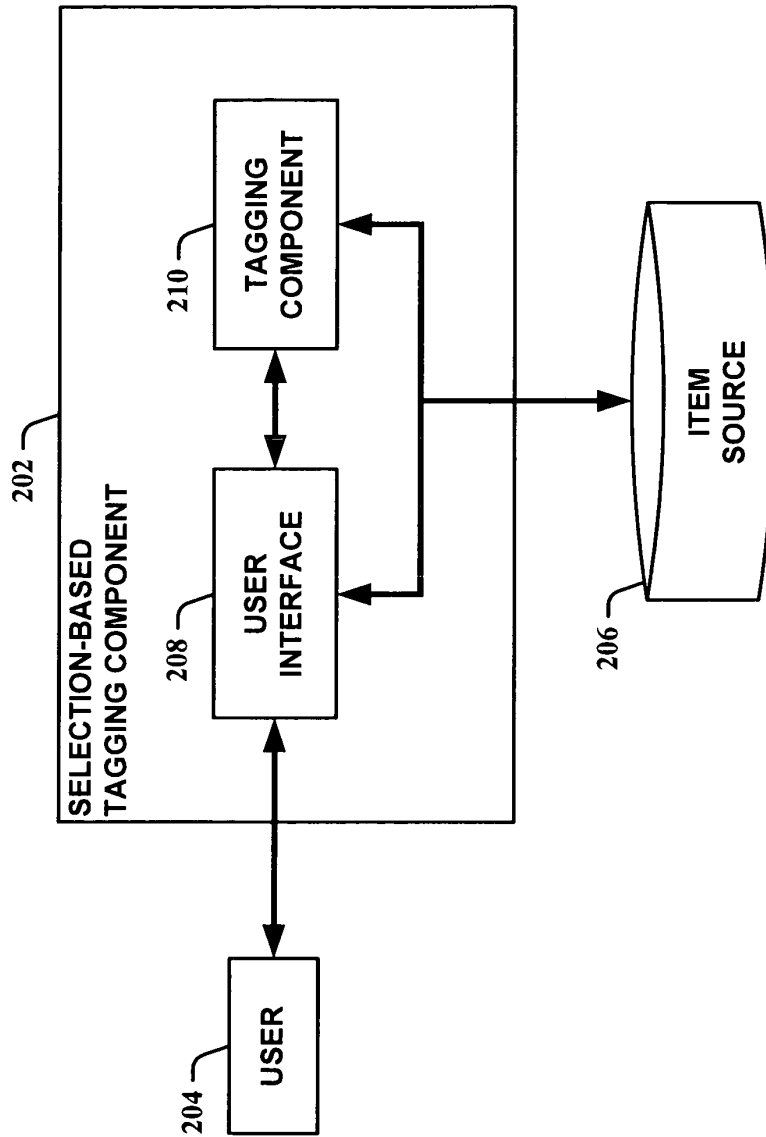


FIG. 2

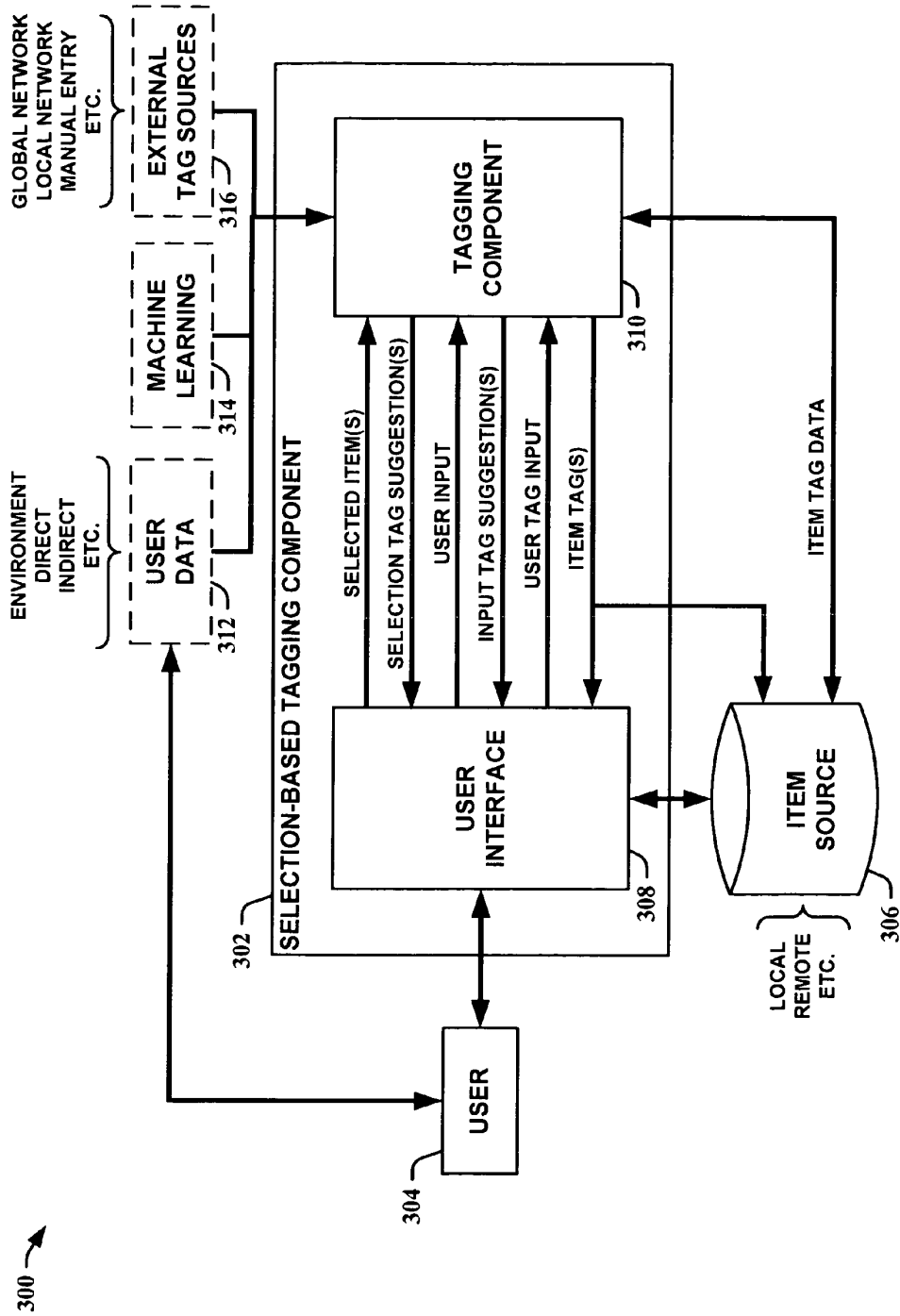


FIG. 3

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