

Patent Number:

5,963,951

United States Patent [19]

Collins [45] Date of Patent: Oct. 5, 1999

[11]

[54]	COMPUTERIZED ON-LINE DATING
	SERVICE FOR SEARCHING AND
	MATCHING PEOPLE

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[73] Assignee: Movo Media, Inc., Los Angeles, Calif.

[21] Appl. No.: **08/885,199**

[22] Filed: Jun. 30, 1997

[51] Int. Cl.⁶ G06F 17/30

[52] **U.S. Cl.** 707/102; 707/3

379/201

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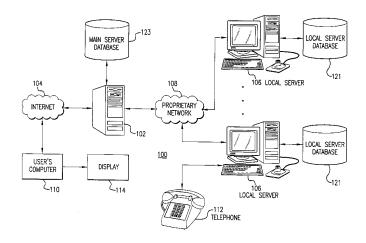
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Primary Examiner—Paul R. Lintz Assistant Examiner—Ella Colbert Attorney, Agent, or Firm—Stephen C. Glazier

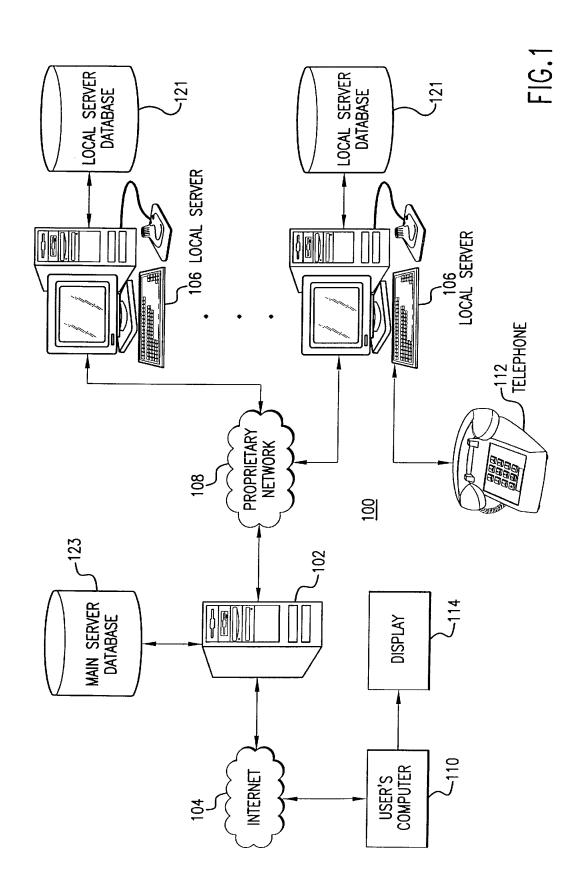
[57] ABSTRACT

In an on-line dating service, a database of subscriber information is searched to find at least one subscriber matching user search criteria. The subscriber information includes preferences of subscribers to the service. Personal preferences for a user are obtained as search criteria. The personal preferences and the subscriber information include at least: a gender preference; a geographic location preference; an age preference; appearance preferences; religious belief preferences; educational level preferences; and a goal preference, and the goal preference is one of "romance"; "friendship" or "a walk on the wild side", the geographic location preference is at least one of a postal code, a country, a city, a suburb, a block, or a street The subscriber information includes a date of last payment of a use fee by each subscriber and a date of last updating of a personal profile by each subscriber. The database is repeatedly searched for records matching the personal preferences of the user by at least a percentage match parameter value. The percentage match parameter is reduced by a value of say 10%, until at least a required number of matching records are found.

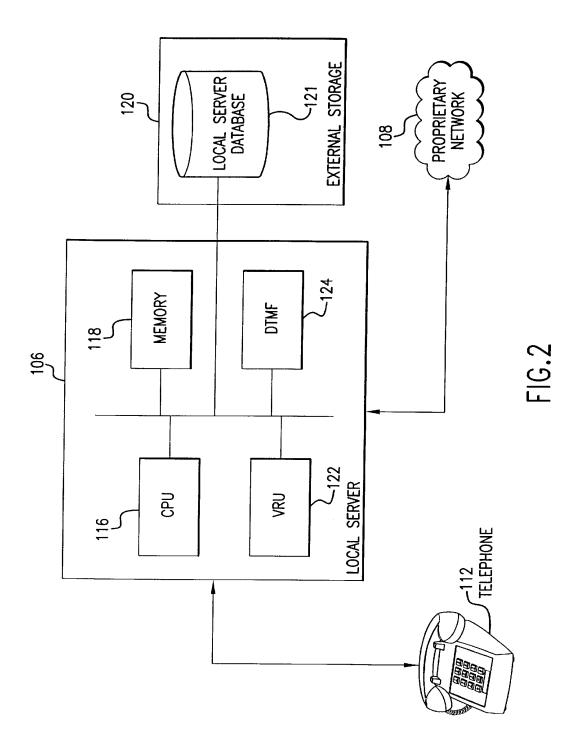
49 Claims, 7 Drawing Sheets

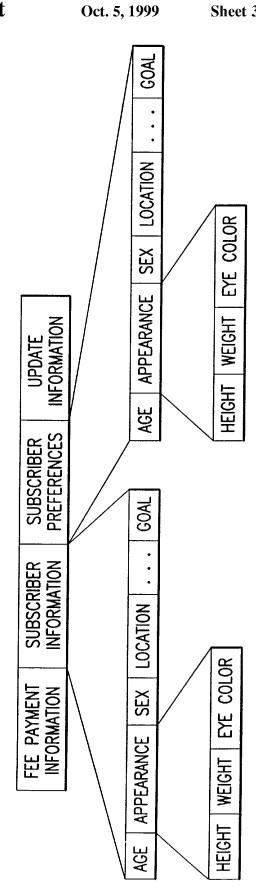


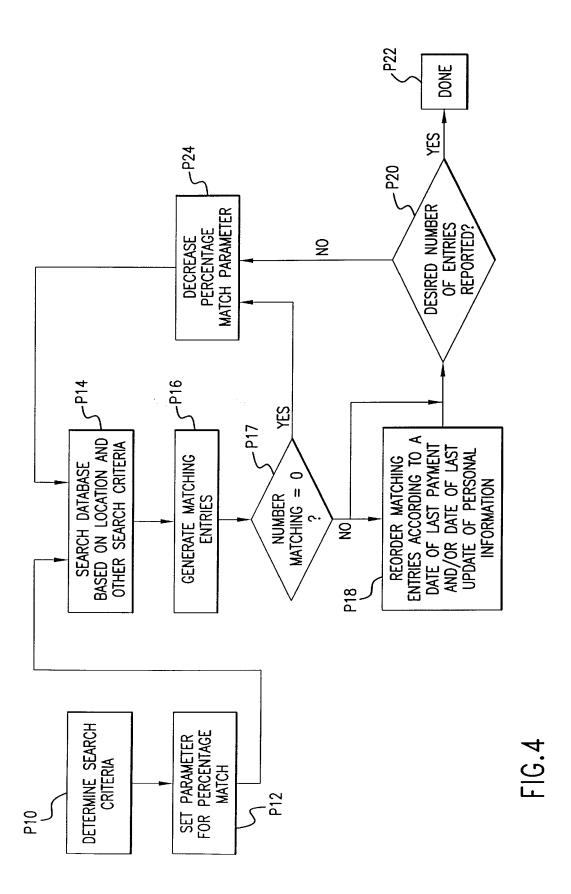












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