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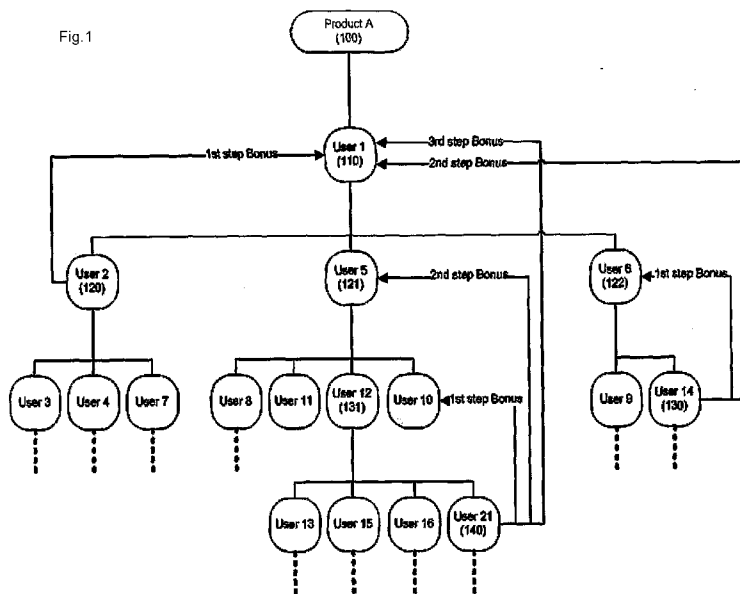
- as to the identity of the inventor (Rule 4.17(i))
- as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))
- of inventorship (Rule 4.17(iv))

(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS,

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(54) Title: MULTIPLE NETWORK MARKETING ON ELECTRONIC COMMERCE



(57) Abstract: A system for network marketing of any product through a communications network directly to a customer's computer. This system integrates the collection of a calculation of commissions using a network marketing commission structure and the distribution of commissions and fees via the network. Every product construct network marketing commission structure separately. The system checking the false database, The only user could be recommender for each product who has the purchased data on the product. User could be various position in the each network marketing structure at the same time.

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Description

MULTIPLE NETWORK MARKETING ON ELECTRONIC COMMERCE

Technical Field

- [1] G06Q 30/00A0

Background Art

- [2] Eskow, Dennis. "Amway of the Web.(mutilevel marketing on the Internet)," PC Week, v. 13, No. 40. p. A1-, Dec. 1996.
- [3] Suzuki et al. "Computer software vending machine", US patent 5267171, Nov. 1993.
- [4] King, Jr. et al. "System for ordering items using an electronic catalogue", US patent 5319542, June 1994

Disclosure of Invention

Technical Problem

- [5] Network Marketing method, as the method of product distribution through direct promotion, is a marketing method compensating marketing cost to customers by reducing marketing cost such as extra promotion cost, etc..Thus, this is a reasonable method that consumers can buy high-quality products at a low price and producers can sell products at a relatively low marketing cost. but the fundamental problem of Network Marketing is that it is difficult to expand the structure once Marketing structure is made and there is nearly no chance to receive compensation excepting some higher position member who entered at the early stage of Marketing structure composition.
- [6] To improve the limitation of previous Network Marketing, this invention produces the Network Marketing structure for each product not as the Network Marketing of major unit of operating e-commerce or previous company, maintains database of Multiple Network Marketing and distributes rewards depending on Network Marketing structure. Thus, to build separately multi-Network Marketing structure for each product and maintain multi-Network Marketing structure separately, we must build system that operates and maintains rewards at each stage for separate Network Marketing structure and maintains separate Network Marketing system for each product.

Technical Solution

- [7] To solve the problems, in this invention, in case a member buys the item after seeing information of product showed on BBS by the member who previously bought the item in buying process, by setting the member who showed the information or the

acquaintance of buyer with higher position membership because of having previous record of buying or by setting recommender automatically selected from members who have previous record of buying the product by operating system, the stage that sets the members only who have the previous record of buying the product as a recommender and reserves bonus in database of the recommender and gives points. ; it has a loop structure that whenever there is a sale of the product because of recommendation by a buyer, previously set bonus is given to bonus database of recommender or the buyer and at the same time, buy points are given to the new buyer, these Network Marketing structures have multiple structures for each product and because only buyer of the product is entered to Network Marketing structure, they will be at the various level of multi Network Marketing structure for each product depending on a buying time and whether bought or not at the same time.

Advantageous Effects

- [8] In case of e-commerce through e-commerce system applied with this Network Marketing, sellers can build sales network and maximize the amount of sales and buyers can believe about products because of recommendation by previous buyer, and because there will be rewards through recommendation and buying of products, the process of Distribution satisfying for sellers and consumers is accomplished.

Brief Description of the Drawings

- [9] Diagram 1 is a Network Marketing structure for processing this invention
- [10] Diagram 2 is showing the process of making new Network Marketing structure for new products in system applied with this invention
- [11] Diagram 3 is database table structure saving information related to products in system for processing this invention.
- [12] Diagram 4 is database table structure saving information related to members in system for processing this invention.
- [13] Diagram 5 is database table structure saving information related to sales in system for processing this invention.
- [14] Diagram 6 is flow-chart of sales process of system for processing this invention
- [15] Diagram 7 is the example of process of setting recommender by list of product valuation in system for processing this invention.
- [16]
- [17] 100...Products
- [18] 110...Top level user
- [19] 120...Upper level user 121...Upper level user
- [20] 122...Upper level user
- [21] 130...Lower level user 131...Lower level user

- [22] 140...Bottom level user
- [23] 150...First step bonus 151...Second step bonus
- [24] 152...Third step bonus
- [25]
- [26] 200...New product
- [27]
- [28] 301...Product code 302...Step level
- [29]
- [30] 401...User ID 402...Reward
- [31] 403...Point 404...Bonus
- [32]
- [33] 501...Date 502...Product code
- [34] 503...User ID 504...Recommender ID
- [35] 505...Board Wrote?

Best Mode for Carrying Out the Invention

- [36] Diagram 1 is showing that it makes lower member structure for the product when being sold and gives bonus for each stage and Diagram 2 is showing that when new product B different from product A is sold, there will be a new stage structure different from the stage structure for product A then members will be at the different point in network structure made for each product depending on sales point and whether bought or not. these various network structure are made with the variety of products sold in site, so multiple Network Marketing system is accomplished.

Mode for the Invention

- [37] At first, system has product ID(301) like the Diagram 3, composes table including each product information, and composes bonus rate table including information of network level bonus rate for each product to relate with each product ID(301). Also, it composes Diagram 4 product sales information table, Diagram 5 member information table, and Diagram 6 sales information table, etc. each table is relational database structure related to product ID(301), user ID(401), etc.
- [38] For a further explanation, after a member sees general product information(701) like a Diagram 7 and product evaluation(702) of previous buyer, the member selects proper product evaluation(702), then the system sets the member who made the product evaluation as a recommender, in case of entering to buying stage directly regardless of product evaluation, automatically selected user of members having previous purchase for the product in system will be set as a basic recommender, then process will be at the stage of paying. when the user decides to buy at last, it will be paid by online payment, e-money, credit card, etc. then when payment is checked,

buying member can change basic recommender to different user ID which is acquaintance or is known by different method. in this cases, changed user ID will be limited to the users having previous record of buying the product by checking AND search and the product ID in a Diagram 6 product sales table, in case there is no record of purchase after checking the user expected to change, reset as a basic recommender set at the previous stage.

[39] After payment of product and setting recommender, user purchasing the product will have right to show product evaluation and will receive point(403) at a decided rate for each product with a separate way of bonus. the system automatically adds new information to a Diagram 6 sales information table and automatically records the sales point(501), the identifying code of sales product(502), buyer(503), recommender ID(504), yes or not of showing product evaluation(505), etc. With adding sales data, the system searches recommender ID in previous purchase data on the sales data table by AND search and the identifying code of sales product and gives bonus(404) after recounting bonus(404) data of the recommender. this process will be continued until there is no more data at the accumulation stage(402) of the product.

[40] At this time, the reason for managing bonus(404) and reward(402) separately is to protect for reward to be used before refund because bonus related to returned product will be returned in case of inferior, damage, wrong delivery, simple change of mind, etc. in case of member's returning the product, the point (403) will be canceled and bonus(404) of higher stage because of sales of the product will be reduced with same way, recommended user ID(504) by lower member who set the member refunding as a recommender will be re-given as a temporary user ID or higher recommender ID(504) of member who refunded, then it will automatically renew sales information table. thus, for a member to change bonus as reward, the member should notice there is no intention for refund to system or in case there is not intention for refund after legal term for refund, the system will automatically change bonus(404) applied to the product and the higher member of the member buying the product to reward(402), and in case of changing bonus(404) to reward(402), it will be equally distributed to whole purchase customer by preventing giving benefits which are given to members who get target point after reducing point(403) at a constant rate to members who have many rewards relatively.

[41] A member completing purchasing process can show product evaluation after using the product and then the number of notice about product evaluation will be controlled with renewing yes or no of showing product evaluation(505). members get a chance to be set as a recommender after other buyers see their product evaluation for the product.

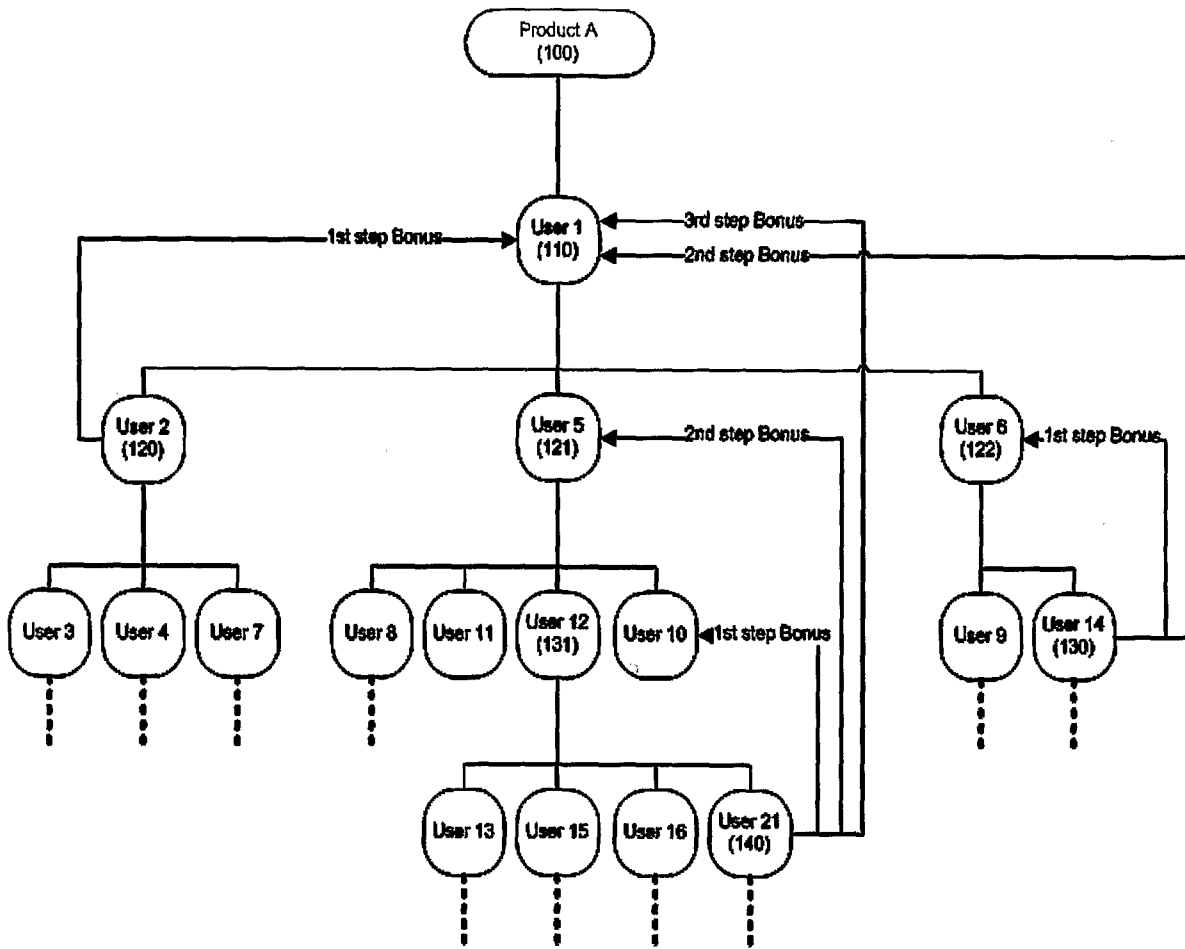
Industrial Applicability

[42] The e-commerce operating system applied with this Multiple Network Marketing can be instantly applied to typical e-commerce system and can improve rapidly e-commerce market with expansion of network for information and communication around the world.

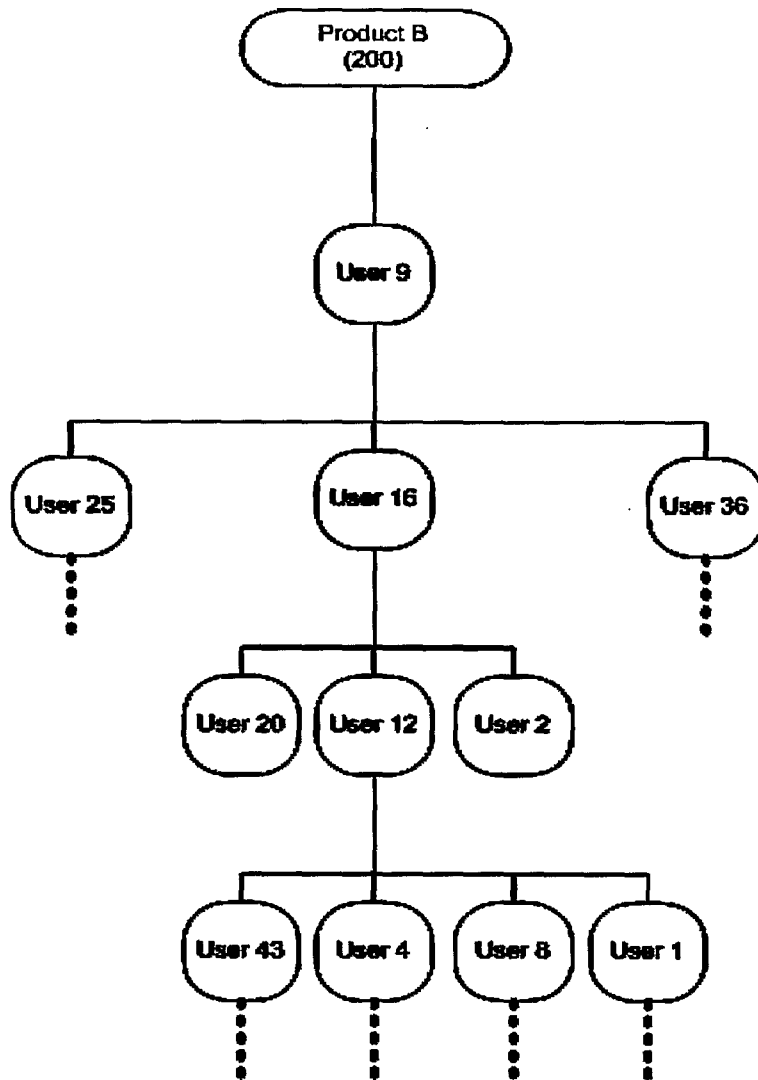
Claims

- [1] E-commerce method using Multiple Network Marketing structure with maintaining and building new network structure for each product on e-commerce applied with Network Marketing Method
- [2] In the first clause,
e-commerce method using Multiple Network Marketing structure which can maintain and build network structure separately for each product by getting reward only from the product having record of purchase and giving right to be recommender of the product only to members having record of buying the product.
- [3] In the first clause,
e-commerce method using Multiple Network Marketing structure operating to give separate point to purchasers other than bonus depending on product sales to recommender and to give equal right to whole members through chances to purchase new product in advance with using extra point after reducing point at a constant rate when adding reward.
- [4] In the first clause,
e-commerce method using Multiple Network Marketing structure which adds bonus to recommender at the time of purchasing, in case of refund, takes the bonus added to recommender at a reverse order of bonus adding, in case buyers decide to purchase at last or there is no intention to refund in a legal period, after changing bonus added to recommender to reword, and prevents difficulty of refund in case reword is used before the refund by making members use reword.

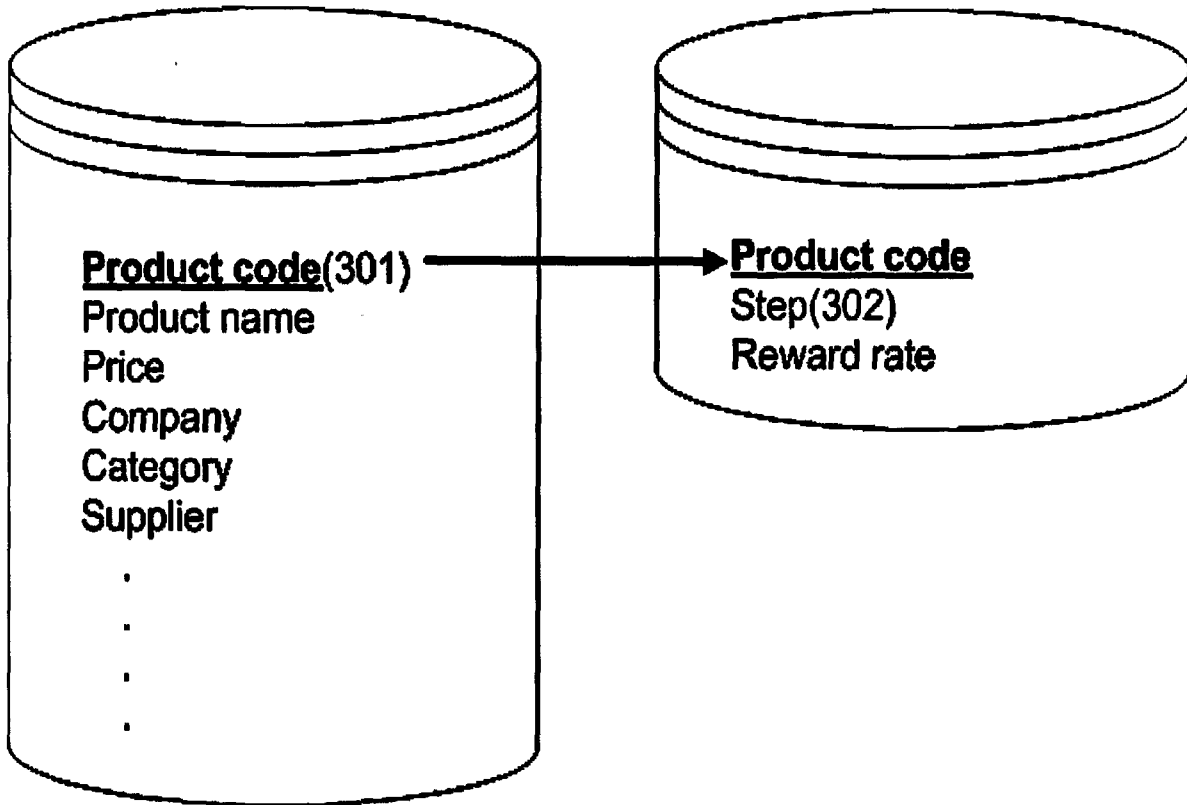
[Fig. 1]



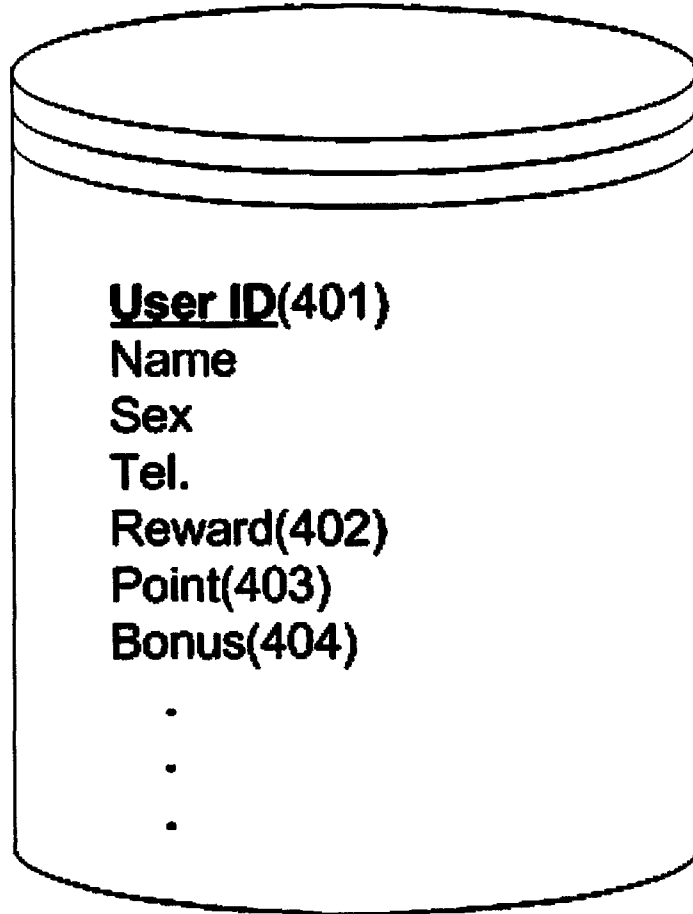
[Fig. 2]



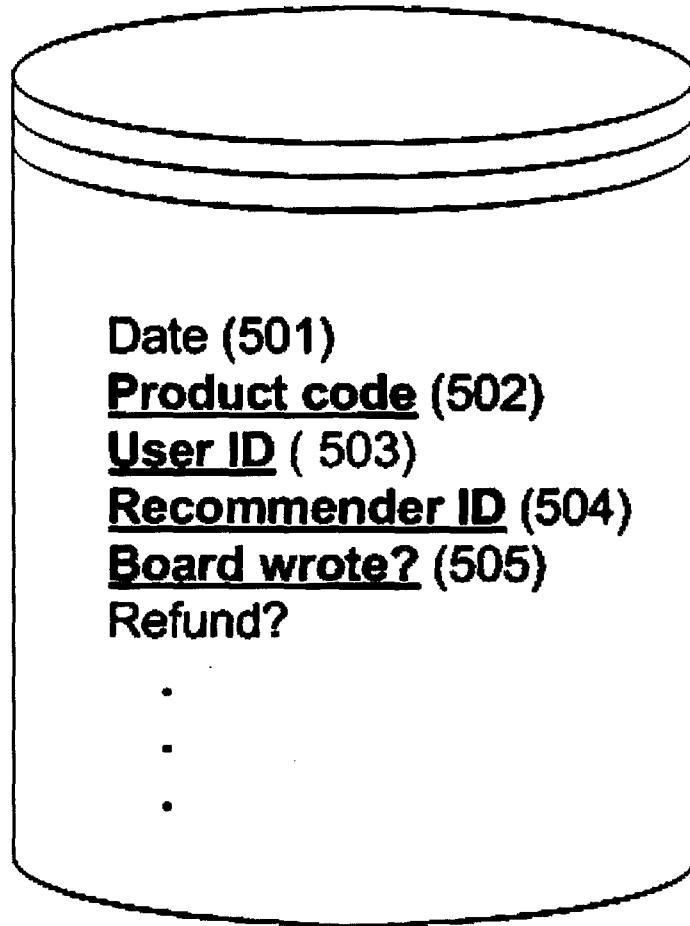
[Fig. 3]



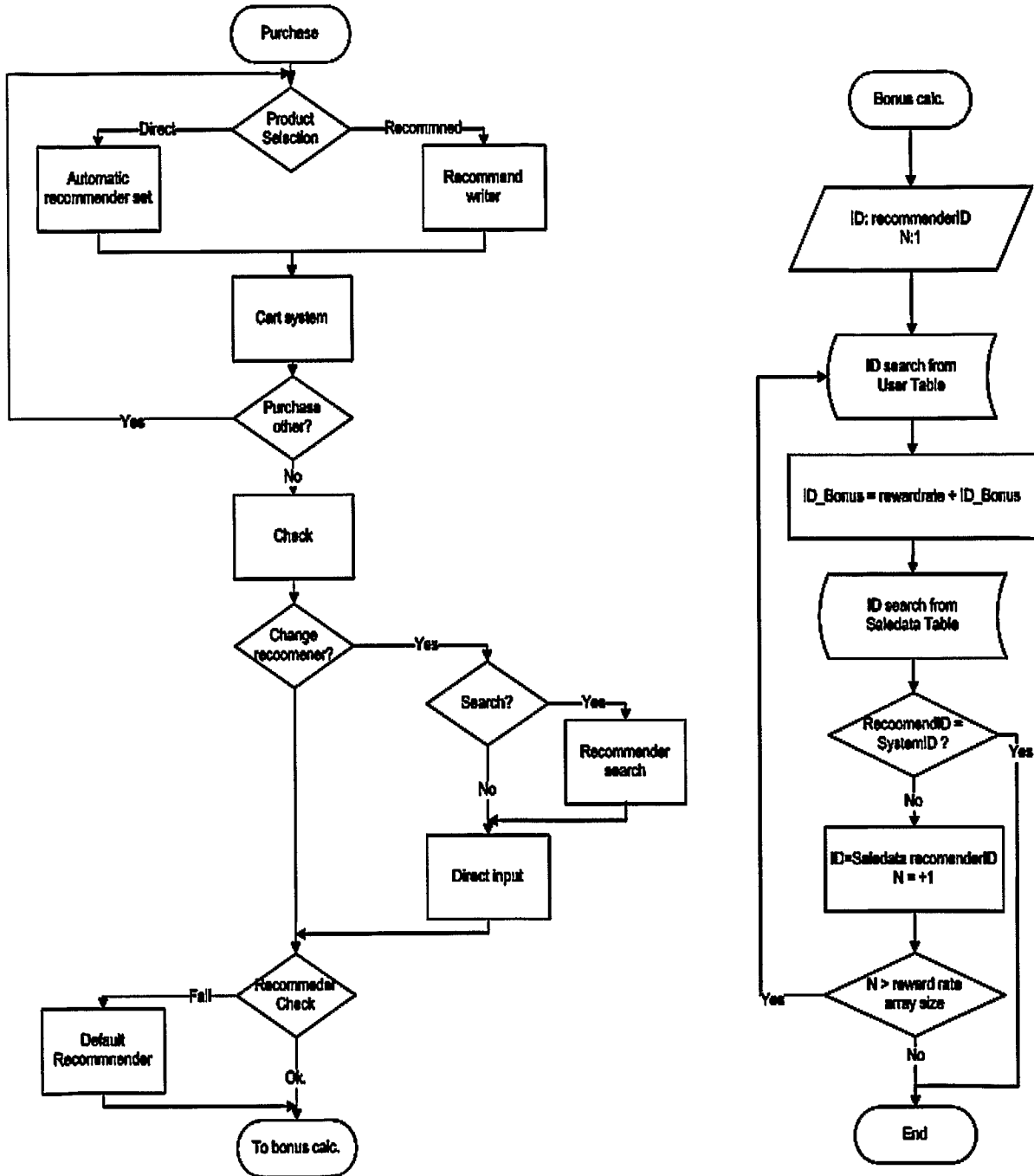
[Fig. 4]



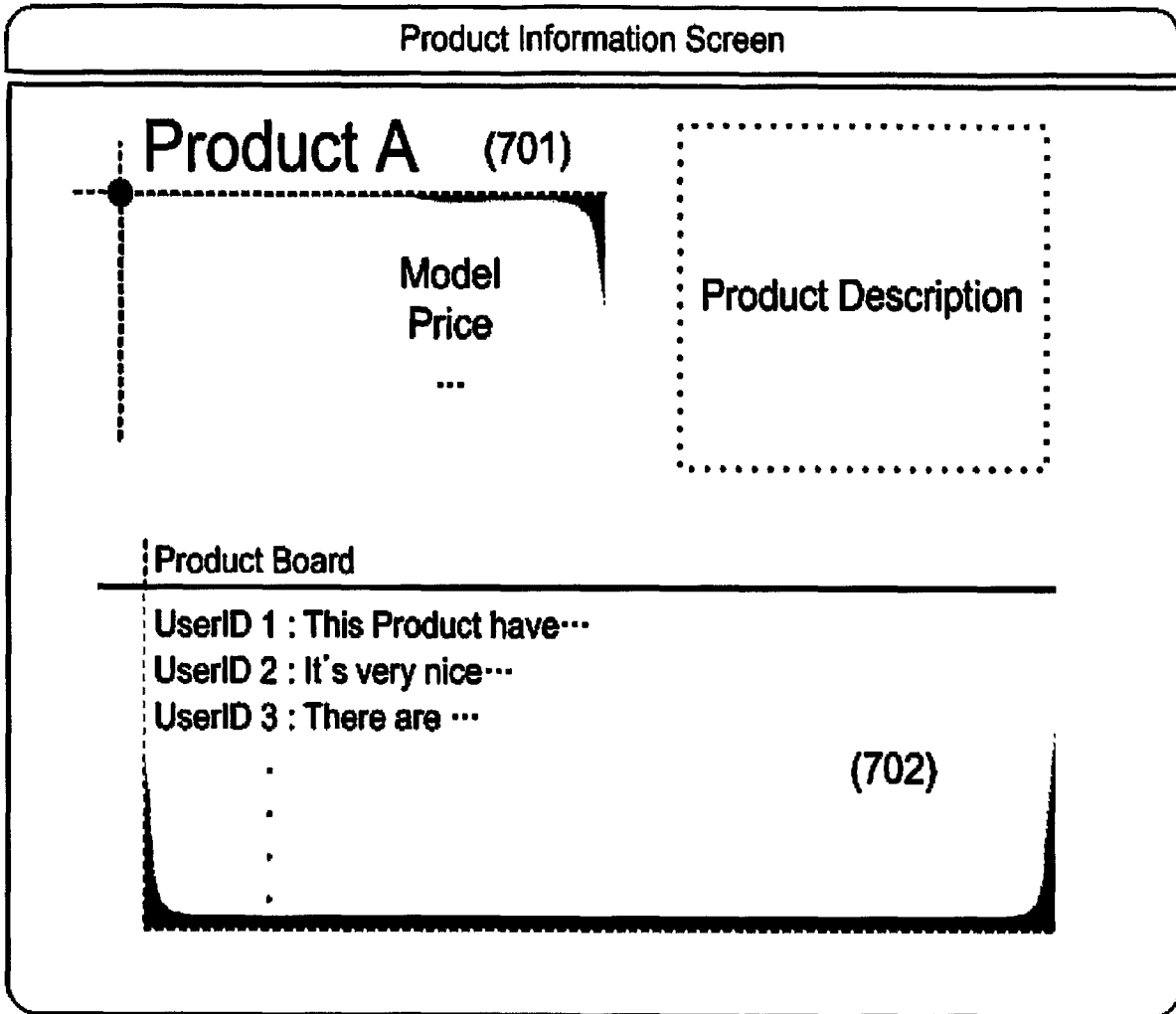
[Fig. 5]



[Fig. 6]



[Fig. 7]



A. CLASSIFICATION OF SUBJECT MATTER*G06Q 30/00(2006.01)i*

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

IPC8 G06Q 30/00A0

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Korean utility models and applications for utility models since 1975.

Japanese utility models and applications for utility models since 1975.

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

e-KIPASS "marketing, network, sales, structure, calculation"

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 6,421,648 B1 (Louis Gagnon; Yann Valay) 16 JULY 2002 See abstract; col 6, line 58 ~ col 9, line 27; figure 1; claims	1 - 4
A	KR 2003/0088403 A (SHIN, SANG WON) 19 NOVEMBER 2003 See abstract; page 2, line 36 ~ page 5, line 10; figure 3	1 - 4
A	US 6,980,962 B1 (Daniel A. Arganbright, et al.) 27 DECEMBER 2005 See abstract; col 2, line 16 ~ col 6, line 31; figures 1~2; claims	1 - 4

 Further documents are listed in the continuation of Box C. See patent family annex.

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Date of the actual completion of the international search

12 JUNE 2007 (12.06.2007)

Date of mailing of the international search report

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INTERNATIONAL SEARCH REPORT

Information on patent family members

International application No.

PCT/KR2007/000771

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