

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property
Organization
International Bureau



(43) International Publication Date
24 December 2003 (24.12.2003)

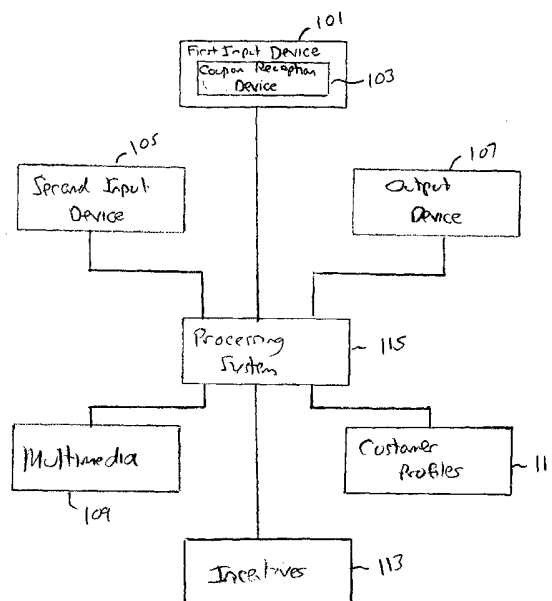
PCT

(10) International Publication Number
WO 2003/107136 A3

- (51) International Patent Classification⁷: **G06F 17/60** [US/US]; 2460 Euclid Street, Santa Monica, CA 90405 (US). **DUNN, Walter, H.** [US/US]; 1550 Dunwoody Club Drive, Atlanta, GA 30350 (US).
- (21) International Application Number: PCT/US2003/018964
- (22) International Filing Date: 12 June 2003 (12.06.2003)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data:
60/388,220 12 June 2002 (12.06.2002) US
60/392,758 1 July 2002 (01.07.2002) US
Not furnished 3 June 2003 (03.06.2003) US
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- (81) Designated States (*national*): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NO, NZ, OM, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.
- (84) Designated States (*regional*): ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PT, RO, SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).
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[Continued on next page]

(54) Title: CUSTOMER-OPERATED ORDERING SYSTEM AND METHOD THAT ACCEPTS COUPONS WITH INTERACTIVE MULTIMEDIA PRESENTATION



(57) Abstract: A customer-operated ordering system may allow a customer to select and consummate a sale himself. The system may include a first input device including a coupon reception device configured to allow the customer to provide a coupon that provides the customer with an incentive to purchase one or more products or services. The processing system may be configured to deliver selected multimedia to the output device relating to products or services that the customer may purchase in an interactive manner, based at least in part on the coupon provided to the coupon reception device and based at least in part on other input received from the customer.

WO 2003/107136 A3



Published:

- *with international search report*
- *before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments*

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

(88) Date of publication of the international search report:

13 May 2004

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US03/18964

A. CLASSIFICATION OF SUBJECT MATTER

IPC(7) : G06F 17/60
 US CL : 705/16

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)

U.S. : 705/16, 26, 27

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

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
 BRS terms "coupon", "reader", "customer", "advertis\$ near display"

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 5,235,509 A (MUELLER et al.) 10 August 1993 (10.08.1993), whole document	1-25
Y	US 5,995,942 A (SMITH et al.) 30 November 1999 (30.11.1999), whole document.	1-25

Further documents are listed in the continuation of Box C.

See patent family annex.

* Special categories of cited documents:		
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"O" document referring to an oral disclosure, use, exhibition or other means		
"P" document published prior to the international filing date but later than the priority date claimed	"&"	document member of the same patent family

Date of the actual completion of the international search

22 January 2004 (22.01.2004)

Date of mailing of the international search report

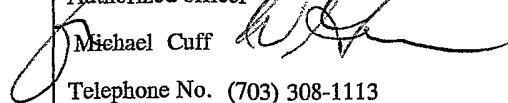
19 MAR 2004

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