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[Continued on next page]

(54) **Title:** COLLECTING CONSUMER INFORMATION

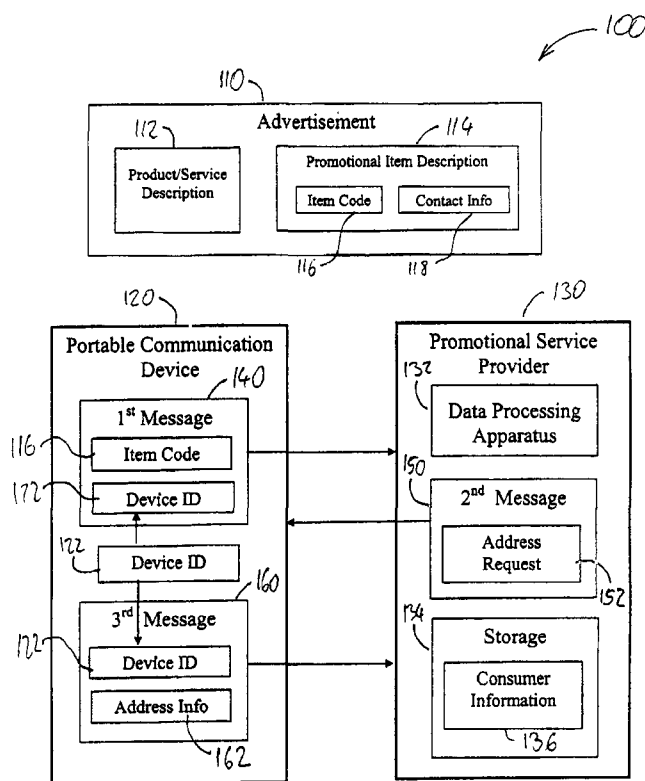


FIG. 1

(57) **Abstract:** Methods, systems, and apparatus, including computer program products, for collecting consumer information. A first message is received from a portable communication device having a device identifier. The first message includes an item code that identifies a promotional item. It is verified whether the device identifier is registered for a promotional service corresponding to the item code. If the device identifier is not registered for the promotional service, a second message is sent to the portable communication device, where the second message requests an address for delivering the promotional item.



PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM,  
GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

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## A CLASSIFICATION OF SUBJECT MATTER

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USPC - 705/14

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)

USPC 705/14

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched  
USPC 705/1, 550, 709/227 (see also text search below)Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)  
Electronic Databases Searched PubWEST(USPT,PGPB,EPAB,JPAB), USPTO, Google, Answers.com, Google Patents, WIPO  
Search Terms Used collect, consumer, information, messages, portable, handheld, registered, promotion, service, contact, RFID, item, code, text, audio, visual, image, capture, verify, telephone, cellphone, number

## C DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No
X	US 2005/0182678 A1 (WALKER et al) 18 August 2005 (18 08 2005) para [0025]-[0026], [0028]-[0030], [0034], [0037], [0042], [0045], [0054], [0062], [0067], [0069], [0072], [0074]-[0075], [0077], [0091], [0109], [0115], [0120], [0124]-[0128], [0130]-[0131], [0134]-[0135], [0145], [0153], [0160]-[0161], [0167], [0170], [0173]-[0174], [0185], [0198], [0200] and [0214]	41
Y		1-40 and 42-47
Y	US 2002/0093426 A1 (JACKSON et al) 18 July 2002 (18 07 2002) para [0004], [0009], [0013], [0019], [0025]-[0027], [0030], [0034], [0041], [0046] and [0085]	1-40 and 42-46
Y	US 2002/0093426 A1 (MAGGIO et al) 09 November 2006 (09 11 2006) para [0157] and [0647]	18, 21, 3 and 47

## D Further documents are listed in the continuation of Box C



\* Special categories of cited documents

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