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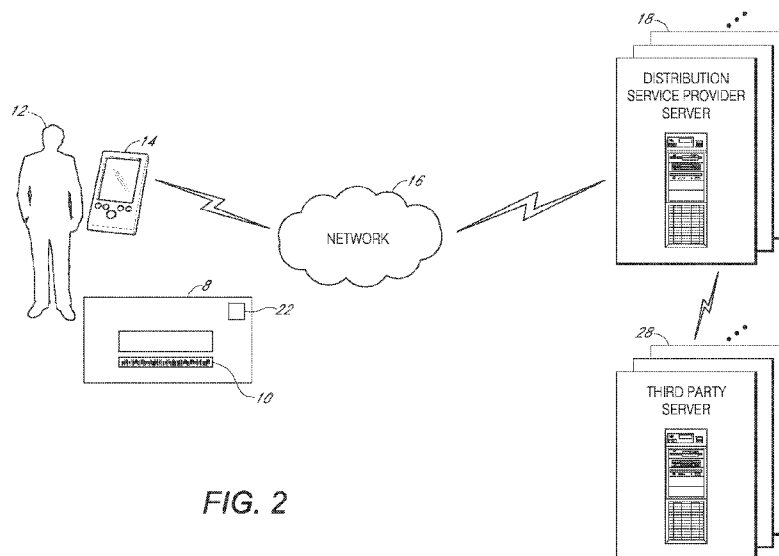
(54) **Title:** CONTENT RETRIEVAL SYSTEMS FOR DISTRIBUTION ITEMS

FIG. 2

(57) **Abstract:** Systems, methods and apparatus are disclosed for providing content associated with an information item on a distribution item (8) using a computing device (14). In one aspect a method includes identifying an image of an information item on a distribution item (8). The method further includes processing, in a processor (2818) the image, to generate a data item determined by the information item. The method further includes decoding the data item to determine a set of attributes of the distribution item (8). The method further includes retrieving content associated with the distribution item (8) using at least one of the attributes in the set of attributes. The method further includes delivering content associated with the distribution item (8).



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INTERNATIONAL SEARCH REPORT

International application No.
PCT/US 12/47648

A. CLASSIFICATION OF SUBJECT MATTER

IPC(8) - G06Q 30/00 (2013.01)

USPC - 705/333

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: 705/333; IPC(8): G06Q 30/00 (2013.01)

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
USPC: 705/1.1; 382/101; 382/103; IPC(8): G06Q 30/00 (2013.01)

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

PatBase, Google Scholar, Google Web, Google Patents.

Search Terms: image, compute, distribute, retail, processor, decode, decrypt, attribute, parameter, deliver, route, track, barcode, character, letter, string, network, server, respond, link, browser, encode, encrypt, vertical, bar, Intelligent Mail

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 2010/0106290 A1 (Isles et al.) 29 April 2010 (29.04.2010), entire document, especially para [0006], [0021], [0023]-[0027], [0041]	1-44
Y	US 6,542,933 B1 (Durst, Jr. et al.) 01 April 2003 (01.04.2003), entire document, especially col. 4, ln 65 to col. 5, ln 21, col. 6, ln 10-21, 29-52, col. 7, ln 20-47, col. 7, ln 51 to col. 9, ln 26, col. 10, ln 2-30, col. 18, ln 34-51, col. 22, ln 43-49	1-44
Y	US 6,176,428 B1 (Joseph et al.) 23 January 2001 (23.01.2001), entire document, especially col. 6, ln 61 to col. 7, ln 10, col. 7, ln 16-28, col. 8, ln 66 to col. 9, ln 18, col. 9, ln 40-53, col. 10, ln 27-36, col. 11, ln 10-19	14, 18, 28
Y	US 2006/0098874 A1 (Lev) 11 May 2006 (11.05.2006), entire document, especially para [0035], [0084]	16
A	US 2010/0057247 A1 (Frankenberg et al.) 04 March 2010 (04.03.2010), entire document	1-44
A	US 2006/0010086 A1 (Klein) 12 January 2006 (12.01.2006), entire document	1-44
A	US 2001/0032881 A1 (Wells et al.) 25 October 2001 (25.10.2001) entire document	1-44

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"A" document defining the general state of the art which is not considered to be of particular relevance

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"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention

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"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art

"&" document member of the same patent family

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