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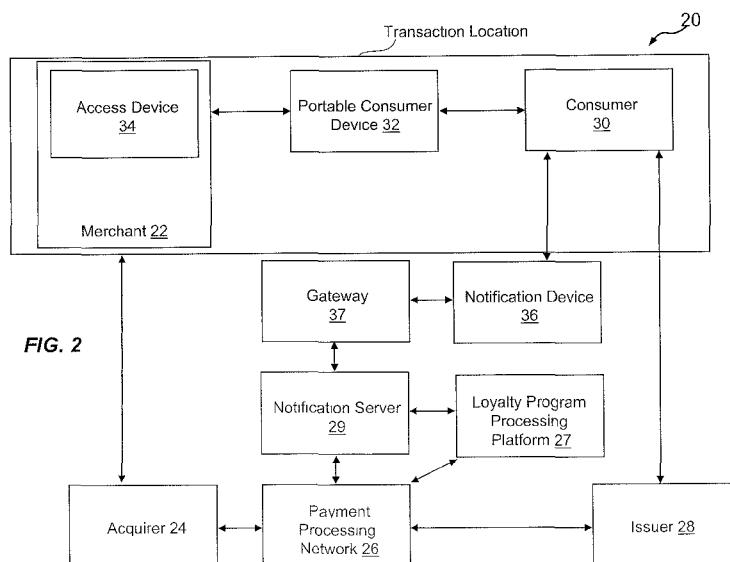
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*[Continued on nextpage]*

(54) Title: SYSTEM AND METHOD FOR BENEFIT NOTIFICATION



**(57) Abstract:** A system and method for generating and sending benefit notifications is disclosed. A consumer can conduct a transaction at a merchant. The consumer may receive a notification containing a reward status indicator. The reward status indicator may be text or a figure that indicates a status of a consumer's purchases toward a reward threshold. With this notification, the consumer can be aware both of how many rewards she has already earned, and how many more rewards she may need to obtain to redeem any rewards. The benefit notification message may be sent while the consumer is still near the merchant, such that the consumer can receive the message with enough time to act on the reward information.



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## B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

G06Q 30/00, G06Q 50/00, G06F 15/21, G06F 17/60, G07G 1/12

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  
 Japanese utility models and applications for utility models  
 (Chinese Patents and application for patent)

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)  
 eKOMPASS(KIPO internal) & Keywords reward, threshold, notification

## C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No
Y	KR 10-2003-0004405 A (SONY CORP.) 14 January 2003 See abstract and pages 2-12 .	1-19
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A	US 2003-0046157 A1 (PROROCK, T. J.) 06 March 2003 See abstract and paragraphs [0014] -[0027] .	1-19

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* Special categories of cited documents	"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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"O" document referring to an oral disclosure, use, exhibition or other means	
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Information on patent family members

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