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Declarations under Rule 4.17:

— as to the applicant's entitlement to claim the priority of  
the earlier application (Rule 4.17(iii))

[Continued on next page]

(54) Title: UNIVERSALLY INTERACTIVE REQUEST FOR INFORMATION

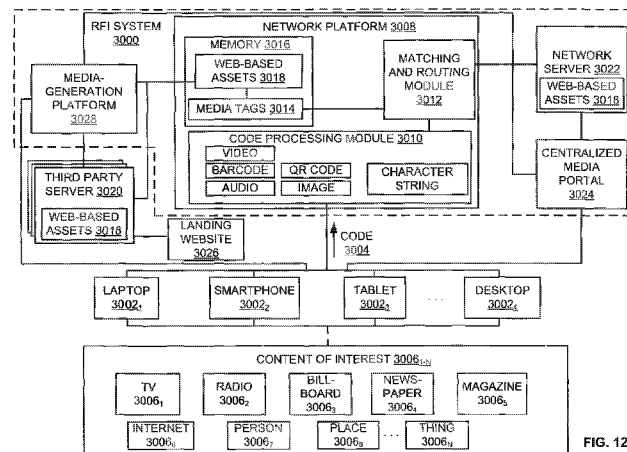
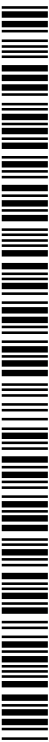


FIG. 12

(57) Abstract: A request for information (RFI) system is provided for use in communications networks including broadcast networks and the Internet. In one implementation, a code identifying an item of media content of interest (e.g. television, newspaper, magazines, billboards, radio) is captured and input to an RFI system that includes stored media tags and a search tool for matching inputs to the stored media tags. Upon receipt of the captured code, the RFI system matches the captured code with the stored media tags and provides a response to the user based on the match. The response may include or relate to follow-on or premium information relating to the content of interest. Using this information, an RFI data center or an RFI platform may credit value to a rewards account established for the network user based on the user's verified consumption of assets and/or data requests. Further, the RFI data center or RFI platform may be used to collect consumer behavior information, including purchasing decisions made by the user after consumption of assets, and correlate the consumer behavior information with the user's verified asset consumption.



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## INTERNATIONAL SEARCH REPORT

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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)

G06Q 50/00; G06F 15/16; G06Q 99/00; G06Q 30/00; G06F 15/00; G06F 7/00; G06F 17/30

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

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

eKOMPASS(KIPO internal) &amp; Keywords: request for information, RFI, advertise, broadcast network, media content, media tag, network platform, search tool, asset

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 6,510,434 B1 (ANDERSON, DEWEY C. et al.) 21 JANUARY 2003 See the abstract, column 1, line 29 - column 15, line 36 and figures 1-8.	1-30
A	US 7,546,288 B2 (SPRINGER, JR., THOMAS BRIAN et al.) 9 JUNE 2009 See the abstract, column 1, line 14 - column 17, line 60 and figures 1-8.	1-30
A	US 2009/0019039 A1 (BRINDLEY, RICHARD et al.) 15 JANUARY 2009 See the abstract, page 1, paragraph [0005] - page 8, paragraph [0082] and figures 1-4.	1-30
A	US 2009/0089690 A1 (CHI, LIANG-YU et al.) 2 APRIL 2009 See the abstract, page 1, paragraph [0003] - page 5, paragraph [0044] and figures 1-8.	1-30

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

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"&amp;" document member of the same patent family

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**INTERNATIONAL SEARCH REPORT**

Information on patent family members

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Patent document cited in search report	Publication date	Patent family member(s)	Publication date
US 6,510,434 B1	21.01.2003	None	
US 7,546,288 B2	09.06.2009	US 2005-0055372 A1	10.03.2005
US 2009/0019039 A1	15.01.2009	None	
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