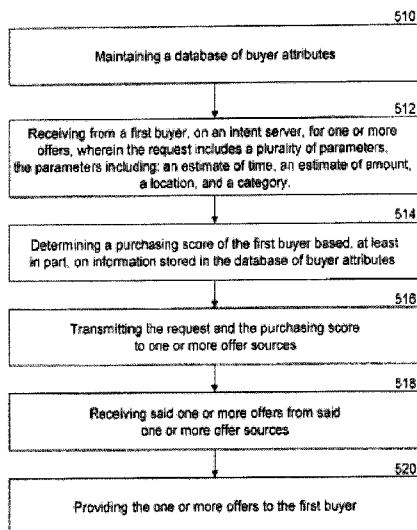




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[Continued on next page]

(54) Title: METHODS AND SYSTEMS FOR CONVERTING INTENT INTO A TRANSACTION



(57) Abstract: The invention relates to a method and a system for converting an on-line interaction into a brick-and-mortar or online transaction between an Internet user and a plurality of merchants via the Internet. This invention assesses a buyer's purchasing intent and provides offers based on the buyer's purchasing intent and the buyer's purchasing score. The method involves maintaining a database of buyer attributes and receiving from a buyer a request for one or more offers. After receiving a request, a special intent server determines a purchasing score of the buyer based, at least in part, on information stored in the database of buyer attributes. Next, after a purchasing score is determined, the request and the purchasing score are transmitted to one or more offer sources. Finally, the intent server and the method then receives one or more offers from the offer sources and provides them to the buyer via the Internet.

FIG. 5

WO 2012/135134 A3



SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ,
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B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

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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) & Keywords:(purchase, buy, shop), (request, require, intent, desire, query, need, option), (location, position, area, place, point, site), (amount, price, figure, term, value), (offer, incentive, discount, coupon, reduction, cutdown)

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 2008-0154703 A1 (FLAKE GARY W. et al.) 26 June 2008 See abstract, paragraphs 29,34,41,46, claims 1-3 and figures 1,2.	1-31
A	US 2002-0062275 A1 (JOHN DYKE) 23 May 2002 See abstract, paragraphs 16,18, claims 1,9 and figure 2.	1-31
A	KR 10-2010-0013346 A (LEE, SU JUNG) 09 February 2010 See abstract, claims 1,6 and figure 2.	1-31
A	KR 10-2010-0125509 A (SAMSUNG S.D.S CO., LTD.) 01 December 2010 See abstract, claims 1,8 and figure 5.	1-31

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

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Patent document cited in search report	Publication date	Patent family member(s)	Publication date
US 2008-0154703 A1	26.06.2008	None	
US 2002-0062275 A1	23.05.2002	None	
KR 10-2010-0013346 A	09.02.2010	None	
KR 10-2010-0125509 A	01.12.2010	None	