



(51) International Patent Classification:
G06Q 10/00 (2006.01) **G06Q 20/00** (2006.01)
G06Q 30/00 (2006.01)

California 94026 (US). **SAVAS, Nurtekin** [TR/US]; 180 Alicante Drive #415, San Jose, California 95134 (US).

(21) International Application Number:
PCT/US2010/051262

(74) Agent: **WARD, John P.**; Greenberg Traurig, LLP, 2450 Colorado Avenue, Suite 400 East, Santa Monica, California 90404 (US).

(22) International Filing Date:
4 October 2010 (04.10.2010)

(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PE, PG, PH, PL, PT, RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TH, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
61/250,485 9 October 2009 (09.10.2009) US
61/255,071 26 October 2009 (26.10.2009) US
12/849,785 3 August 2010 (03.08.2010) US

(71) Applicant (for all designated States except US): **VISA U.S.A., INC.** [US/US]; P.O. Box 8999, San Francisco, California 94128 (US).

(72) Inventors; and

(75) Inventors/Applicants (for US only): **FORDYCE, Edward W. III** [US/US]; 3675 S. Perry Road, Sedalia, Colorado 80135 (US). **WINTERS, Michelle Eng** [US/US]; 2004 Forest Avenue, Belmont, California 94002 (US). **BYCE, Charles Raymond** [US/US]; 315 Edgewood Avenue, Mill Valley, California 94941 (US). **SIEGEL, Kevin Paul** [US/US]; 593 Angus Drive, Milpitas, California 95035 (US). **HAGEY, Ryan** [US/US]; 2118 Coral Sea Street, Alameda, California 94501 (US). **AMARO, Leigh** [CA/US]; 1625 Whipple Avenue, Redwood City,

(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LR, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AL, AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK, SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

— with international search report (Art. 21(3))

[Continued on next page]

(54) Title: SYSTEMS AND METHODS FOR PANEL ENHANCEMENT WITH TRANSACTION DATA

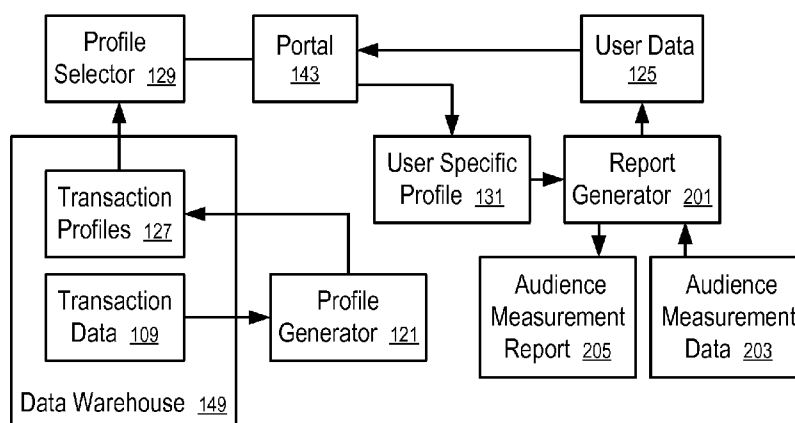


FIG. 10

(57) Abstract: In one aspect, a computing apparatus is configured to generate audience measurement data regarding presentation of information to a plurality of customers via one or more media channels, identify the plurality of customers to a transaction handler to request information, receive the information generated based on transaction data related to a plurality of transactions processed at the transaction handler, and generate a report based on the audience measurement data and the information generated based on the transaction data. The one or more media channels may include an online media channel, a mobile communication channel, or an offline media channel, such as television broadcast, radio broadcast, newspaper, magazine, direct mail, billboard, etc.



(88) Date of publication of the international search report:

29 September 2011

INTERNATIONAL SEARCH REPORT

International application No.
PCT/US2010/051262**A. CLASSIFICATION OF SUBJECT MATTER****G06Q 10/00(2006.01)i, G06Q 30/00(2006.01)i, G06Q 20/00(2006.01)i**

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 10/00; G06Q 30/00; G06F 17/60; H04H 60/32; G06Q 20/00

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: BROADCAST, ADVERTISEMENT, DISCOUNT, INCENTIVE, REBATE, CASHBACK, CONSUMER, TARGET, MEASURE, TRANSACTION, PURCHASE, PAY, ANALYZE, INVESTIGATE, STATISTICS

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 2008-0065507 A1 (JAMES MORRISON et al.) 13 March 2008 See the abstract; paragraphs [0040], [0042], [0103]-[0107], [0143], [0144], [0252], [0255], [0277]; claims 2, 6, 9-10, 12-14, 23.	1-20
A	US 2008-0134228 A1 (DION GINO et al.) 05 June 2008 See the abstract; paragraphs [0022]; claims 1, 3, 5-7, 11, 13-16.	1-20
A	US 7120590 B1 (EISEN BRUCE et al.) 10 October 2006 See the abstract; columns 6-7; claims 1, 10-23.	1-20
A	US 2002-0147645 A1 (RACHAD ALAO et al.) 10 October 2002 See the abstract; paragraphs [0052], [0074], [0087], [0095], [0131]-[0148]; claims 1-2, 7-9, 12-22, 37, 40, 43.	1-20
A	KR 10-0883700 B1 (KIM, SANG GYEONG) 12 February 2009 See the abstract; pages 12-14, 16-17; claims 1, 3, 8, 10, 16, 18, 28-30, 35.	1-20

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

* Special categories of cited documents:

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

"E" earlier application or patent but published on or after the international filing date

"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of citation or other special reason (as specified)

"O" document referring to an oral disclosure, use, exhibition or other means

"P" document published prior to the international filing date but later than the priority date claimed

"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

"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone

"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

Date of the actual completion of the international search

27 MAY 2011 (27.05.2011)

Date of mailing of the international search report

30 MAY 2011 (30.05.2011)

Name and mailing address of the ISA/KR

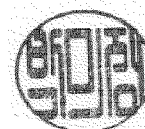
Korean Intellectual Property Office
Government Complex-Daejeon, 189 Cheongsu-ro,
Seo-gu, Daejeon 302-701, Republic of Korea

Facsimile No. 82-42-472-7140

Authorized officer

PARK Mi Jeong

Telephone No. 82-42-481-8379



INTERNATIONAL SEARCH REPORT

Information on patent family members

International application No.

PCT/US2010/051262

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
US 2008-0065507 A1	13.03.2008	US 2008-077956 A1 WO 2008-033156 A1 WO 2008-033156 A9	27.03.2008 20.03.2008 08.05.2008
US 2008-0134228 A1	05.06.2008	CN 101554055 A EP 2087731 A2 KR 10-2009-0086126 A WO 2008-065526 A2 WO 2008-065526 A3	07.10.2009 12.08.2009 10.08.2009 05.06.2008 24.07.2008
US 7120590 B1	10.10.2006	AU 2000-70662 A1 CA 2381719 A1 CN 1249625 C0 CN 1370324 A0 EP 1208578 A1 EP 1208578 A4 JP 2003-507829 A US 2005-0261965 A1 WO 01-15196 A1	19.03.2001 01.03.2001 05.04.2006 18.09.2002 29.05.2002 30.10.2002 25.02.2003 24.11.2005 01.03.2001
US 2002-0147645 A1	10.10.2002	US 7669212 B2	23.02.2010
KR 10-0883700 B1	12.02.2009	None	