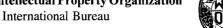
(19) World Intellectual Property Organization







(43) International Publication Date 18 January 2001 (18.01.2001)

PCT

(10) International Publication Number WO 01/04823 A3

(51) International Patent Classification⁷: 17/60

G06F 17/00,

(21) International Application Number: PCT/US00/40343

(22) International Filing Date: 10 July 2000 (10.07.2000)

(25) Filing Language:

English

(26) Publication Language:

English

(30) Priority Data:

60/143,559 09/483,535 13 July 1999 (13.07.1999) US 14 January 2000 (14.01.2000) US

(63) Related by continuation (CON) or continuation-in-part (CIP) to earlier application:

US

60/143,559 (CON)

Filed on

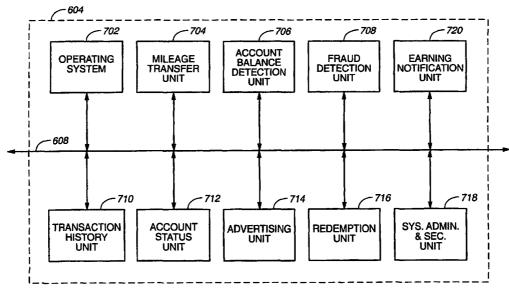
13 July 1999 (13.07.1999)

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- (81) Designated States (national): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CR, CU, CZ, DE, DK, DM, DZ, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, TZ, UA, UG, US, UZ, VN, YU, ZA, ZW.
- (84) Designated States (regional): ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE,

[Continued on next page]

(54) Title: SYSTEM AND METHOD FOR GLOBAL GENERIC MILEAGE LOYALTY PROGRAM



(57) Abstract: A system and method for providing generic miles for a variety of behaviors that are redeemable for tickets for world-wide travel on any airline preferably comprises: a web server, an application server, a database server, and a disk array. The application server further comprises various modules including a mileage transfer unit (704), and account balance unit (706), a fraud detection unit (708), a transaction history unit (710) and an account status unit (712). These units are operable on the application server to provide a loyalty reward system for providing generic miles that provides much of the functionality electronically. In particular, the system allows generic miles to be transferred electronically, for the detection of fraudulent mileage transfers, for members and partners to check mileage account balances electronically, for the automatic generation and transmission of notification of mileage balance levels (720), and for the automatic maintenance of mile awards and redemption (716).



WO 01/04823 A



IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).

(88) Date of publication of the international search report: 25 October 2001

Published:

with international search report

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

INTERNATIONAL SEARCH REPORT

International application No. PCT/US00/40343

A. CLASSIFICATION OF SUBJECT MATTER IPC(7) :G06F 17/00, 17/60 US CL :705/14				
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) U.S.: 705/14				
Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched				
Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)				
C. DOCUMENTS CONSIDERED TO BE RELEVANT				
Category* Citation of document, with indication, where a	Citation of document, with indication, where appropriate, of the relevant passages			
US 5,025,372 A (BURTON et al) 18 June 1991, col 1, line 10 - col 3, line 58.		1, 10-13, and 15- 18		
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X Further documents are listed in the continuation of Box C. See patent family annex.				
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"P" document published prior to the international filing date but later than the priority date claimed				
Date of the actual completion of the international search Date of mailing of the international search report				
Name and mailing address of the ISA/US Commissioner of Patents and Trademarks Box PCT Washington, D.C. 20231	Authorized officer JAMES W. MYHIJERMEA R.	. Matthew		
Facsimile No. (703) 305-3230	Telephone No. : (703) 305-9768			

INTERNATIONAL SEARCH REPORT

International application No. PCT/US00/40343

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