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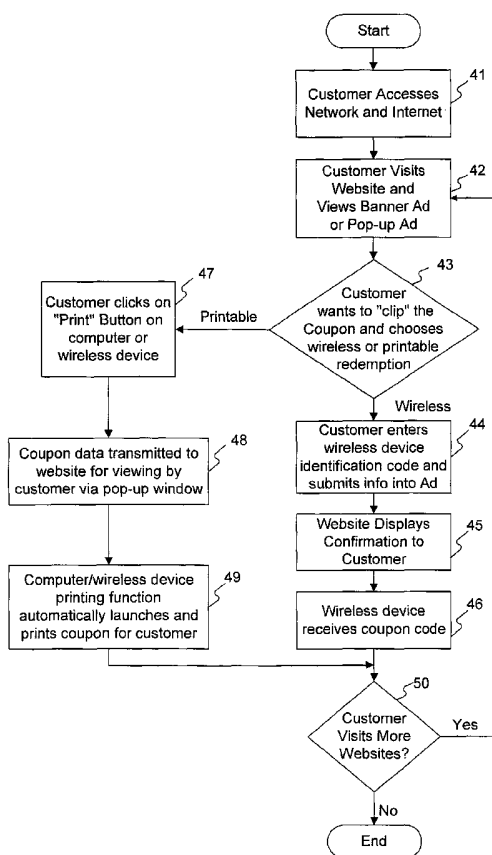
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[Continued on next page]

(54) Title: A SYSTEM AND METHOD FOR PROVIDING INCENTIVES TO CUSTOMERS OVER A COMPUTER NETWORK



(57) Abstract: A method is described for providing purchasing incentives to consumers, comprising transmitting a prompt for information from a main computer to a personal computer over a computer network, (41) said prompt including incentive data such as coupon information, transmitting said information from said personal computer to said main computer over said computer network in response to said prompt, said information including a wireless telephone number (44); transmitting said incentive data from said main computer to a wireless device designated by said wireless telephone (46), storing said incentive data in said wireless device; and displaying said incentive data to a retailer to redeem the incentive, such as a coupon.

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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)
 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)
 Please See Continuation Sheet

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X, E	US 2002/0004746 A1 (FERBER et al.) 10 January 2002 (10.01.2002), see entire document.	1-11
Y	US 5,420,606 A (BEGUM et al.) 30 May 1995 (30.05.1995), see abstract.	1-11
Y	US 6,076,069 A (LAOR) 13 June 2000 (13.06.2000), see entire document.	1-11
Y,P	US 6,321,208 B1 (BARNETT et al.) 20 November 2001 (20.11.2001), see entire document.	1-11
Y, E	US 6,336,098 B1 (FORTENBERRY et al.) 01 January 2002 (01.01.2002), see abstract.	1-11
Y	WO 93/23955 (HOLMAN) 25 November 1993 (25.11.1993), see abstract.	1-11
X, P	JUNGLESOFT NET LIMITED, The First True Electronic Coupon Programme Launched by Junglesoft Net Limited, December 27, 2000, see entire document.	1-11

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

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

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INTERNATIONAL SEARCH REPORT

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Continuation of B. FIELDS SEARCHED Item 3:

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