

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
16 November 2000 (16.11.2000)

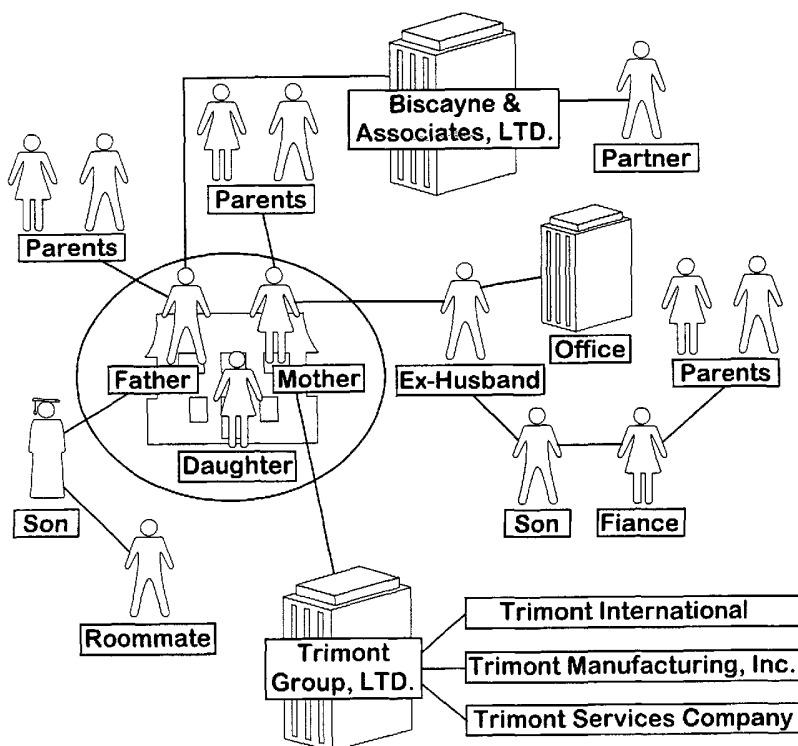
PCT

(10) International Publication Number
WO 00/068860 A3

- (51) International Patent Classification⁷: **G06F 17/60**, 17/30
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- (21) International Application Number: PCT/US00/13132
- (22) International Filing Date: 12 May 2000 (12.05.2000)
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- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data:
60/134,018 12 May 1999 (12.05.1999) US
Not furnished 12 May 2000 (12.05.2000) US
- (81) Designated States (national): AE, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CR, CU, CZ, DE, DK, DM, 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, 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.
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- (84) Designated States (regional): ARIPO patent (GH, GM, KE, LS, MW, SD, SL, SZ, TZ, UG, ZW), Eurasian patent

[Continued on next page]

(54) Title: METHOD OF SOCIAL NETWORK GENERATION FOR CUSTOMER RELATIONSHIPS



(57) Abstract: A method and system for identifying and creating links that allow the user to more accurately and completely view and measure the relationships it has with its customers and the relationships its customers have with other customers. A method and system has been created for determining the value of the customer or group of customers in the case of a household based on the criteria the user desires to utilize for the analysis being performed. The method for determining these relationships and the system of organizing the data allow for flexible analysis of all the key economic units by which a user might wish to analyze the data. These economic units include: individual at a specific address, household as defined as a specific address, household as defined as an economic buying unit at multiple addresses, or corporation/organization. The data can be further organized and analysis performed using additional criteria the system defines including

whether a link to a corporation is Direct or Affinity. It can also include the value of selected types of relationships of customers with other customers any number of links from the target customer. The system is used to make better decisions about how to manage the customer relationship, often referred to as one-to-one marketing.



(AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, 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:

24 July 2003

Published:

- with international search report
- before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments

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/US 00/13132

A. CLASSIFICATION OF SUBJECT MATTER

IPC 7 G06F17/60 G06F17/30

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)

IPC 7 G06F

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 practical, search terms used)

WPI Data, EPO-Internal, PAJ, INSPEC, IBM-TDB, COMPENDEX

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	WO 97 15023 A (CITIBANK NA) 24 April 1997 (1997-04-24) page 27, line 17 -page 28, line 23; figures 1,3 page 61, line 29 -page 62, line 24	1-18
A	WO 98 49640 A (MCI COMMUNICATIONS CORP) 5 November 1998 (1998-11-05) page 1, line 21 -page 3, line 19; claim 1 page 8, line 4 -page 9, line 25; figure 3	1-18

☐ Further documents are listed in the continuation of box C.☒ Patent family members are listed in 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 document but published on or after the international filing date
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- *O* document referring to an oral disclosure, use, exhibition or other means
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- *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.
- *Z* document member of the same patent family

Date of the actual completion of the international search

21 May 2003

Date of mailing of the international search report

27/05/2003

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INTERNATIONAL SEARCH REPORT

ational application No.
PCT/US 00/13132**Box I Observations where certain claims were found unsearchable (Continuation of item 1 of first sheet)**

This International Search Report has not been established in respect of certain claims under Article 17(2)(a) for the following reasons:

1. ☒ Claims Nos.: 19, 20
because they relate to subject matter not required to be searched by this Authority, namely:
Rule 39.1(iii) PCT - Scheme, rules and method for doing business
2. ☐ Claims Nos.:
because they relate to parts of the International Application that do not comply with the prescribed requirements to such an extent that no meaningful International Search can be carried out, specifically:
3. ☐ Claims Nos.:
because they are dependent claims and are not drafted in accordance with the second and third sentences of Rule 6.4(a).

Box II Observations where unity of invention is lacking (Continuation of item 2 of first sheet)

This International Searching Authority found multiple inventions in this international application, as follows:

1. ☐ As all required additional search fees were timely paid by the applicant, this International Search Report covers all searchable claims.
2. ☐ As all searchable claims could be searched without effort justifying an additional fee, this Authority did not invite payment of any additional fee.
3. ☐ As only some of the required additional search fees were timely paid by the applicant, this International Search Report covers only those claims for which fees were paid, specifically claims Nos.:
4. ☐ No required additional search fees were timely paid by the applicant. Consequently, this International Search Report is restricted to the invention first mentioned in the claims; It is covered by claims Nos.:

Remark on Protest

- ☐ The additional search fees were accompanied by the applicant's protest.
- ☐ No protest accompanied the payment of additional search fees.

INTERNATIONAL SEARCH REPORT

Information on patent family members

International Application No

PCT/US 00/13132

Patent document cited in search report		Publication date	Patent family member(s)	Publication date
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