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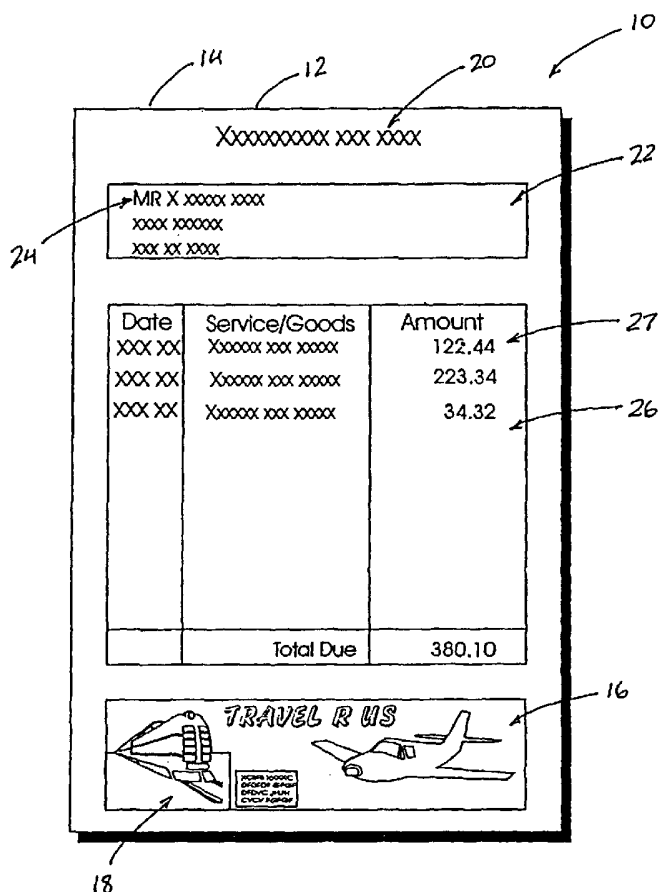
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[Continued on next page]

(54) Title: ADVERTISING MEANS AND METHOD



(57) Abstract: This invention relates to advertising means comprising a business form (12) having defined thereon an advertising zone (16) for displaying advertising material and having arranged on the zone advertising material (18) relating to the business of a party other than the sender (20) or printer of the business form.



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INTERNATIONAL SEARCH REPORT

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A. CLASSIFICATION OF SUBJECT MATTER

IPC(7) : G06F 17/60

US CL : 705/14, 34

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, 34; 707/104

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 appropriate, of the relevant passages	Relevant to claim No.
X	US 6,196,458 B1 (WALKER et al.) 6 March 2001, whole document.	1-9
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Y	US 6,173,274 B1 (RYAN Jr.) 9 January 2001, whole document.	10-20
Y, E	US 6,493,722 B1 (DALEEN et al.) 10 December 2002, whole document.	1-20

☐ Further documents are listed in the continuation of Box C.

☐ See patent family annex.

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"A"	document defining the general state of the art which is not considered to be of particular relevance	"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
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"O"	document referring to an oral disclosure, use, exhibition or other means	"&"	document member of the same patent family
"P"	document published prior to the international filing date but later than the priority date claimed		

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