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12/834,501 12 July 2010 (12.07.2010) US(71) Applicant (for all designated States except US):
GOOGLE INC.; 1600 Amphitheatre Parkway, Mountain View, CA 94043 (US).

(72) Inventor; and

(75) Inventor/Applicant (for US only): **GANDHI, Kawaljit**
[US/US]; 400 Spear Street #202, San Francisco, CA 94105 (US).(74) Agent: **ISAACS, William, O., II**; Johnson & Associates,
317A E. Liberty St., Savannah, GA 31401 (US).

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[Continued on next page]

(54) Title: DISTRIBUTING CONTENT BASED ON TRANSACTION INFORMATION

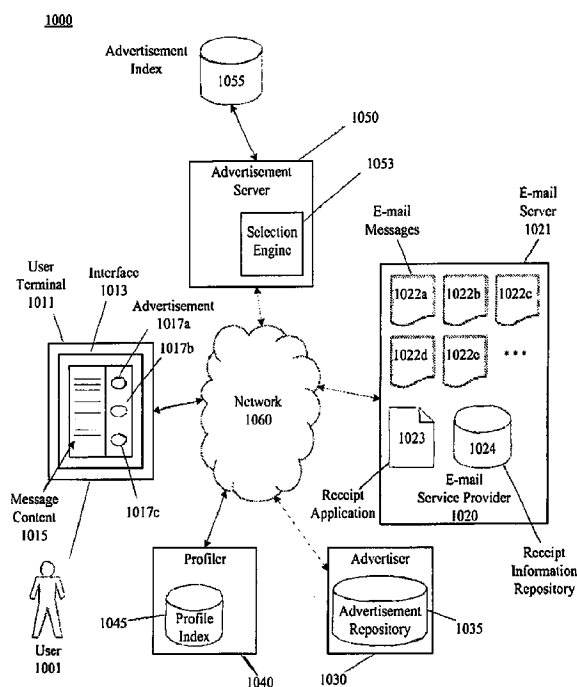


FIG. 10

(57) Abstract: Content providers can target individuals for receipt of selected content based, at least in part, on profiles associated with users. The associations between the users and the profiles are determined based on analysis of receipts for transactions completed by the users. These receipts contain information that is indicative of the individuals' spending habits. Electronic correspondence associated with the users is scanned to identify the receipts and information is extracted from the receipts for use in the analysis. The individuals can opt-in to receive content targeted to the profiles associated with their accounts without allowing the content providers to have direct access to their receipts or their identity. The individuals can also opt-out if they no longer want to receive targeted content.



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- *before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments (Rule 48.2(h))* (88) **Date of publication of the international search report:**
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INTERNATIONAL SEARCH REPORT

International application No.
PCT/US2011/043620**A. CLASSIFICATION OF SUBJECT MATTER****G06Q 50/00(2006.01)i, G06Q 30/00(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 50/00; H04W 4/12; G06Q 30/00; G06Q 10/00

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: mail, transaction, content, receipt

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2010-0100435 A1 (MATZ WILLIAM R. et al.) 22 April 2010 See paragraphs [0032], [0037]-[0038], [0046]-[0047], [0051], [0057]-[0058] and figures 4, 5, 7.	1-2,6,9-11,18-19 ,23,26-28
Y		3-5,7-8,12-17 ,20-22,24-25,29-30
A		31-48
Y	KR 10-2009-0114881 A (PAPER PRODUCTION) 04 November 2009 See pages 5, 7 and figure 5.	3-5,7-8,12-17 ,20-22,24-25,29-30
A	KR 10-2009-0033989 A (NHN CORPORATION) 07 April 2009 See page 7 and figures 1-8.	1-48
A	US 2010-0106598 A1 (GRIMES SCOTT) 29 April 2010 See abstract and paragraphs [0119]-[0131].	1-48

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

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Korean Intellectual Property Office
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Authorized officer

LEE, CHUNG KEUN

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INTERNATIONAL SEARCH REPORT

Information on patent family members

International application No.

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