

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
18 July 2002 (18.07.2002)

PCT

(10) International Publication Number
WO 02/056231 A3

(51) International Patent Classification⁷: **G06F 17/60**,
H04L 29/06, 29/12, 12/26

(21) International Application Number: PCT/US01/49097

(22) International Filing Date:
17 December 2001 (17.12.2001)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
09/747,666 22 December 2000 (22.12.2000) US
09/747,651 22 December 2000 (22.12.2000) US
09/747,656 22 December 2000 (22.12.2000) US

(71) Applicant: **E-CENTIVES, INC.** [US/US]; 6901 Rockledge Drive, Seventh Floor, Bethesda, MD 20817 (US).

(72) Inventors: **ROLLINS, Eugene**; 370 Clarence Avenue, Sunnyvale, CA 94086 (US). **PADALA, Sailendra**;

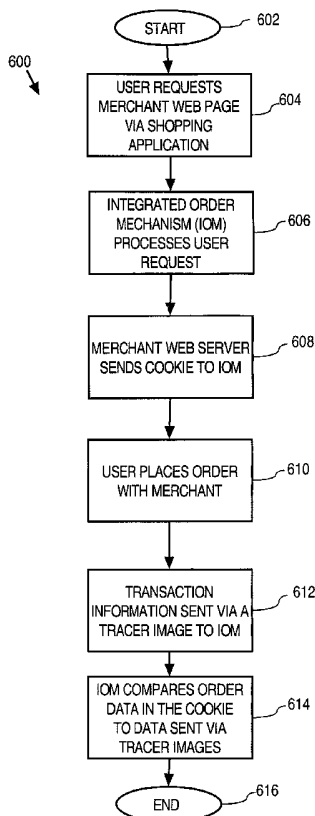
1521 DeAnza Boulevard, San Mateo, CA 94403 (US). **HENDRIKSE, Norbert**; 1014 Grizzly Peak Boulevard, Berkeley, CA 94708 (US). **GAUTHIER, Paul**; Department 13, P.O. Box 10195, Palo Alto, CA 94103 (US). **TSO, Michael**; 20555 Ashley Way, Saratoga, CA 95070 (US).

(74) Agent: **GATTO, James G**; Mintz Levin Cohn Ferris Glovsky and Popeo, P.C, 11911 Freedom Drive, Suite 400, Reston, VA 20190 (US).

(81) Designated States (*national*): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, 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, PH, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, TZ, UA, UG, UZ, VN, YU, ZA, ZW.

[Continued on next page]

(54) Title: TRACKING TRANSACTIONS BY USING ADDRESSES IN A COMMUNICATIONS NETWORK



(57) Abstract: Communications between participants over a communications link are proxied by an intermediary, such as an Integrated Order Mechanism (IOM). Participants interact with each other through the IOM. The IOM may be transparent to the participants such that they are not aware that the IOM is involved in processing communications. For example, in the context of a transaction by a customer making a purchase from a merchant over the Internet, the IOM facilitates the processing of transactions by processing requests from both the customer and the merchant. Neither the customer nor the merchant may be aware that the transactions are being handled by the IOM. Transactions may be tracked using addresses in a communications network. Address identifiers may be used to reduce the size of the addresses.



WO 02/056231 A3



(84) Designated States (regional): ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, 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, IT, LU, MC, NL, PT, SE, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

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

(88) Date of publication of the international search report:

31 July 2003

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 01/49097

A. CLASSIFICATION OF SUBJECT MATTER

IPC 7 G06F17/60 H04L29/06 H04L29/12 H04L12/26

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)

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

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category °	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 5 712 979 A (WEINBERGER MARVIN I ET AL) 27 January 1998 (1998-01-27) abstract column 1, line 33 - line 46 column 2, line 15 - line 27 column 4, line 37 - line 43 column 5, line 14 -column 6, line 22; figure 1 column 7, line 44 -column 8, line 21; figure 2 column 11, line 54 - line 60 ---	1-10, 18-27, 35
A	US 5 764 910 A (SHACHAR YUVAL) 9 June 1998 (1998-06-09) abstract column 6, line 66 -column 8, line 21 column 8, line 42 -column 9, line 26 --- -/--	1-10, 18-27, 35

☒ 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

"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)

"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

"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.

"&" document member of the same patent family

Date of the actual completion of the international search

13 May 2003

Date of mailing of the international search report

22. 05. 2003

Name and mailing address of the ISA

European Patent Office, P.B. 5818 Patentlaan 2
NL - 2280 HV Rijswijk
Tel. (+31-70) 340-2040, Tx. 31 651 epo nl,
Fax: (+31-70) 340-3016

Authorized officer

Peeters, D

INTERNATIONAL SEARCH REPORT

International Application No

PCT/US 01/49097

C.(Continuation) DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	<p>BARRETT R ET AL: "Intermediaries: new places for producing and manipulating Web content"</p> <p>COMPUTER NETWORKS AND ISDN SYSTEMS, NORTH HOLLAND PUBLISHING. AMSTERDAM, NL, vol. 30, no. 1-7, 1 April 1998 (1998-04-01), pages 509-518, XP004121397</p> <p>ISSN: 0169-7552</p> <p>abstract</p> <p>page 513, paragraph 3.3.1 -page 514</p> <p>----</p>	1-35
X	<p>US 6 006 197 A (D EON CHRISTOPHER E ET AL) 21 December 1999 (1999-12-21)</p> <p>abstract</p> <p>column 1, line 65 -column 2, line 7</p> <p>column 3, line 66 -column 4, line 10</p> <p>column 4, line 23 - line 34</p> <p>column 4, line 57 -column 6, line 9</p> <p>claims 1-3</p> <p>----</p>	11, 13-15, 17,28, 30-32,34
A	<p>US 5 991 740 A (MESSER STEPHEN DALE) 23 November 1999 (1999-11-23)</p> <p>abstract</p> <p>column 4, line 25 -column 5, line 32</p> <p>column 8, line 44 -column 9, line 42;</p> <p>figures 6A,6B,7</p> <p>-----</p>	11, 13-15, 17,28, 30-32,34

INTERNATIONAL SEARCH REPORT

.....national application No.
PCT/US 01/49097

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.:
because they relate to subject matter not required to be searched by this Authority, namely:

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:

see additional sheet

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.

FURTHER INFORMATION CONTINUED FROM PCT/ISA/ 210

This International Searching Authority found multiple (groups of) inventions in this international application, as follows:

1. Claims: 1-10,18-27,35

A method and computer readable medium for modifying and analyzing addresses, and a system for modifying addresses.

2. Claims: 11-17, 28-34

A method and computer readable medium for determining whether network communications are associated with an intermediary.

INTERNATIONAL SEARCH REPORT

Information on patent family members

International Application No

PCT/US 01/49097

Patent document cited in search report		Publication date	Patent family member(s)	Publication date
US 5712979	A	27-01-1998	NONE	
US 5764910	A	09-06-1998	US 6081842 A	27-06-2000
US 6006197	A	21-12-1999	AU 3659299 A WO 9954828 A1	08-11-1999 28-10-1999
US 5991740	A	23-11-1999	AU 734419 B2 AU 7116498 A CN 1260059 T EP 0996910 A1 JP 2002512718 T NO 995897 A NZ 501674 A WO 9857285 A1	14-06-2001 30-12-1998 12-07-2000 03-05-2000 23-04-2002 28-01-2000 21-12-2001 17-12-1998