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- (81) Designated States (*unless otherwise indicated, for every kind of national protection available*): AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BN, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IR, IS, JP, KE, KG, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PA, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, SA, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TH, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

[Continued on next page]

(54) Title: INTEGRATING OFFERS

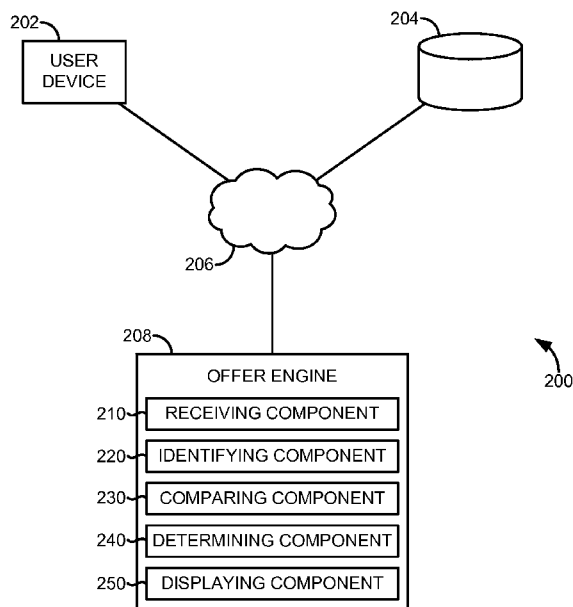


FIG. 2

(57) Abstract: Methods, computer systems, and computer-storage media are provided for generating offers. Offers may be generated upon being associated with one or more of a keyword, a search query input, a search query history for a user, a current trend, a social trend (either user-specific or not user-specific social trends), a user location, and the like. Upon determining the association between one or more offers and at least one of the above-listed factors, the one or more relevant offers may be displayed in a variety of ways including, but not limited to, in conjunction with search results, on an offers portal dedicated to presentation of offers, in a mapping application of a mobile device, and the like.

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Declarations under Rule 4.17:

- as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))

- as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii))

Published:

- with international search report (Art. 21(3))
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INTERNATIONAL SEARCH REPORT

International application No.

PCT/US 14/23160

<p>A. CLASSIFICATION OF SUBJECT MATTER IPC(8) - G06F 7/00 (2014.01) CPC - G06F 17/30864 According to International Patent Classification (IPC) or to both national classification and IPC</p>																				
<p>B. FIELDS SEARCHED</p> <p>Minimum documentation searched (classification system followed by classification symbols) USPC: 707/706; IPC(8): G06F 7/00 (2014.01); CPC: G06F17/30864</p> <p>Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched USPC: 707/706, 707/767, 707/765, 707/763, 707/766, 707/749, 707/768, 707/E17.063, 707/E17.108, 707/999.003; CPC: G06F17/30864, G06F17/30867, G06Q30/02, G06Q30/0241, G06F17/30637; IPC(8): G06F 7/00 (2014.01) (keyword limited, see below)</p> <p>Electronic data base consulted during the international search (name of data base and, where practicable, search terms used) PatBase, Google Patents, IEE; Search Terms: search query, search/query history, offer, promo, deal, incentive, promotional, displaying, offering</p>																				
<p>C. DOCUMENTS CONSIDERED TO BE RELEVANT</p> <table border="1"> <thead> <tr> <th>Category*</th> <th>Citation of document, with indication, where appropriate, of the relevant passages</th> <th>Relevant to claim No.</th> </tr> </thead> <tbody> <tr> <td>X</td> <td>US 2011/0231321 A1 (Milne) 22 September 2011 (22.09.2011), entire document especially Figure 4, element 410, Figure 6, element 620, 650, 660, 670, Figure 8, Figure 10, elements 1020, 1030, 1040, 1050, paras [0034], [0046], [0048], [0050], [0051], [0067]</td> <td>1 - 4</td> </tr> <tr> <td>A</td> <td>US 2009/0138328 A1 (Higgins et al.) 28 May 2009 (28.05.2009), entire document</td> <td>1 - 4</td> </tr> <tr> <td>A</td> <td>US 2012/0143691 A1 (Kim et al.) 07 June 2012 (07.06.2012), entire document</td> <td>1 - 4</td> </tr> <tr> <td>A</td> <td>US 2012/0232992 A1 (Williamson) 13 September 2012 (13.09.2012), entire document</td> <td>1 - 4</td> </tr> <tr> <td>A</td> <td>US 2013/0013404 A1 (Suprock et al.) 10 January 2013 (10.01.2013), entire document</td> <td>1 - 4</td> </tr> </tbody> </table>			Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.	X	US 2011/0231321 A1 (Milne) 22 September 2011 (22.09.2011), entire document especially Figure 4, element 410, Figure 6, element 620, 650, 660, 670, Figure 8, Figure 10, elements 1020, 1030, 1040, 1050, paras [0034], [0046], [0048], [0050], [0051], [0067]	1 - 4	A	US 2009/0138328 A1 (Higgins et al.) 28 May 2009 (28.05.2009), entire document	1 - 4	A	US 2012/0143691 A1 (Kim et al.) 07 June 2012 (07.06.2012), entire document	1 - 4	A	US 2012/0232992 A1 (Williamson) 13 September 2012 (13.09.2012), entire document	1 - 4	A	US 2013/0013404 A1 (Suprock et al.) 10 January 2013 (10.01.2013), entire document	1 - 4
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<p><input type="checkbox"/> Further documents are listed in the continuation of Box C. <input type="checkbox"/></p>																				
<p>* Special categories of cited documents:</p> <table border="0"> <tr> <td>"A" document defining the general state of the art which is not considered to be of particular relevance</td> <td>"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</td> </tr> <tr> <td>"E" earlier application or patent but published on or after the international filing date</td> <td>"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</td> </tr> <tr> <td>"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)</td> <td>"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</td> </tr> <tr> <td>"O" document referring to an oral disclosure, use, exhibition or other means</td> <td>"&" document member of the same patent family</td> </tr> <tr> <td>"P" document published prior to the international filing date but later than the priority date claimed</td> <td></td> </tr> </table>			"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	"E" earlier application or patent but published on or after the international filing date	"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	"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)	"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	"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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"P" document published prior to the international filing date but later than the priority date claimed																				
<p>Date of the actual completion of the international search</p> <p>11 December 2014 (11.12.2014)</p>		<p>Date of mailing of the international search report</p> <p>07 JAN 2015</p>																		
<p>Name and mailing address of the ISA/US</p> <p>Mail Stop PCT, Attn: ISA/US, Commissioner for Patents P.O. Box 1450, Alexandria, Virginia 22313-1450 Facsimile No. 571-273-3201</p>		<p>Authorized officer:</p> <p>Lee W. Young</p> <p>PCT Helpdesk: 571-272-4300 PCT OSP: 571-272-7774</p>																		

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US 14/23160

Box No. II Observations where certain claims were found unsearchable (Continuation of item 2 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 No. III Observations where unity of invention is lacking (Continuation of item 3 of first sheet)

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

--- see extra 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 additional fees, this Authority did not invite payment of additional fees.
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.:
1 - 4

Remark on Protest

- The additional search fees were accompanied by the applicant's protest and, where applicable, the payment of a protest fee.
- The additional search fees were accompanied by the applicant's protest but the applicable protest fee was not paid within the time limit specified in the invitation.
- No protest accompanied the payment of additional search fees.

Continuation of Box No. III, Observations where unity of invention is lacking:

This application contains the following inventions or groups of inventions which are not so linked as to form a single general inventive concept under PCT Rule 13.1.

Group I: Claims 1-4, directed to one or more computer-storage media having computer-executable instructions embodied thereon that, when executed by one or more computing devices, perform a method of generating offers using a search query input and a search query history from a user.

Group II: Claims 5-10, directed to one or more computer-storage media having computer-executable instructions embodied thereon that, when executed by one or more computing devices, perform a method of generating offers using one or more trends as an indication of an area of interest for .

The groups of inventions listed above do not relate to a single general inventive concept under PCT Rule 13.1 because, under PCT Rule 13.2, they lack the same or corresponding special technical features for the following reasons:

The special technical feature of the Group I invention is receiving a search query input from a user; identifying a search query history for the user, wherein the search query history includes one or more search queries previously submitted by the user; comparing one or more of the search query history and the search query input with one or more offers; determining whether at least one offer of the one or more offers is associated with at least one search query of the search query history or the search query input; and upon determining that at least one offer is associated with at least one search query, displaying the at least one offer to the user, not required by Group II or III. (See Fig. 3 & Fig. 8 for example).

The special technical feature of the Group II invention is identifying one or more trends, wherein a trend is an indication of an area of interest for a multiplicity of users; based on the one or more trends, identifying one or more offers associated with at least one of the one or more trends; and displaying the one or more offers, not required by Group I or III. (See Fig. 9-10 for example).

Groups I-II share the technical features of, in various combination, one or more computer-storage media having computer-executable instructions embodied thereon that, when executed by one or more computing devices, perform a method of generating offers, further comprising: determining/identifying one or more offers; and displaying at least one offer.

However, these shared technical features fail to represent a contribution over the prior art of US 2013/0013404 A1 to Suprock et al. (hereinafter 'Suprock'), which discloses one or more computer-storage media having computer-executable instructions embodied thereon that, when executed by one or more computing devices, perform a method of generating offers (para [0166]-[0168], claim 3 - "an offer management server that executes on one or more microprocessors"; "generate additional digital offers"), further comprising: determining/identifying one or more offers (para [0092], [0166] - "determining a digital offer based on the particular viewed item"); and displaying at least one offer (para [0093], [0096] - "the List displays open-loop offers valid through that Retailer, closed-loop offers available through that Retailer, and any Digital Loyalty Offers that are valid at that Retailer"; "the Offer Management Application will show the Consumer each Digital Offer").

Thus, the inventions listed as Groups I-III lack unity of invention because they do not share a same or corresponding special technical feature providing a contribution over the prior art.