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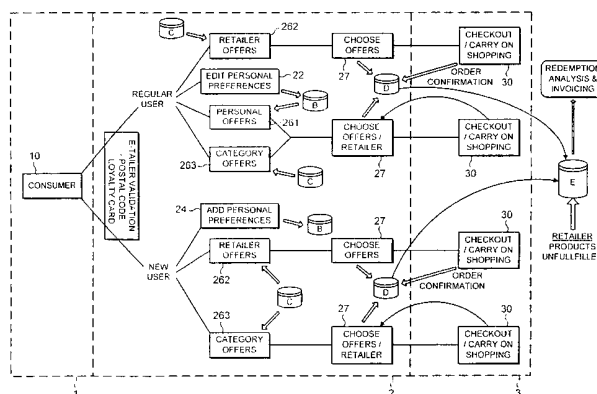
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(54) Title: METHOD AND APPARATUS FOR DISTRIBUTING AND REDEEMING OFFERS AND INCENTIVES



(57) Abstract: A method and system for distributing promotional offers and other incentives to consumers over a communication network and for the consumers subsequently to redeem at least some of the offers is disclosed. The invention includes storing manufacturers offers and/or retail incentives in a database C associated with a cooperative communication network site (2) and providing information from the database to a consumer in a response to a request from a consumer to the database. The consumer may be connected directly to the database or may be given access to the database while logged into a retailer's or manufacturer's network site in such a way that the consumer is not aware that information is coming from the co-operative communication site. In addition, a transactional second database D is provided for recording transactions on the first database C so that when a consumer selects offers, step (27), from the database, an order is generated, step (28), on the transactional database. This order is passed to the retailer's on-line check out, step (30), and the transactional database is further updated, step (31), with any unfulfilled orders. Invoicing data is then produced from the transactional database for invoicing manufacturers and other suppliers for manufacturer's offers redeemed by retailers, and in addition, in an embodiment of the invention, marketing analysis reports are generated from the transactional database.

INTERNATIONAL SEARCH REPORT

International Application No

PCT/IB 01/00514

A. CLASSIFICATION OF SUBJECT MATTER

IPC 7 G06F17/60

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

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	WO 99 46708 A (IQ COMMERCE CORP) 16 September 1999 (1999-09-16) abstract page 10, line 12 -page 11, line 25 page 15, line 6 -page 17, line 28 page 18, line 5 -page 19, line 31 page 31, line 19 -page 32, line 27 page 62, line 1 -page 62, line 17 page 66, line 21 -page 67, line 14; figures 1,3,19-36 ---	1-15
X	US 4 949 256 A (HUMBLE DAVID R) 14 August 1990 (1990-08-14) abstract column 2, line 14 -column 4, line 21 column 9, line 27 -column 10, line 62 figure 1 --- -/--	1-15

☒ Further documents are listed in the continuation of box C.

☒ Patent family members are listed in annex.

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C.(Continuation) DOCUMENTS CONSIDERED TO BE RELEVANT

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Information on patent family members

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