Abstract: A system for increasing consumer affinity for a brand associated with a sponsor, comprising a server computer hosting a Web site accessible over a computer network. The server computer provides sub-user access to the Web site through a client computer connected to the computer network, wherein the Web site enables a sub-user affiliated with a user to exchange messages with one or more other sub-users. The server computer provides user access to the Web site through a client computer connected to the computer network, wherein the Web site enables the user to exercise control over the affiliated sub-user's exchange of messages with one or more other sub-users. The server computer stores in a database a message list associated with the user, the message list including one or more exchanged messages subject to the user's control.
### A. CLASSIFICATION OF SUBJECT MATTER

**IPC:**

G06Q 30/00 (2006.01)

**USPC:**

705/14

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

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Related PCT application PCT/US05/34562

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

USPAT ans USPGpub

### C. DOCUMENTS CONSIDERED TO BE RELEVANT

<table>
<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>Y</td>
<td>US005907831A (LOTVIN et al.) 25 May 1999 (25.05.1999), col. 1 lines 11-12, col. 7 lines 16-27, col. 8 lines 23-29, col. 8 line 67 to col. 9 line 1, col. 9 lines 26-31, col. 10 lines 33 and 37-40 and col. 18 lines 46-52.</td>
<td>1-48</td>
</tr>
<tr>
<td>Y</td>
<td>US 20020116641A1 (MASTRIANNI) 22 August 2002 (22.08.2002), para. [0007], [0020]-[0029], [0032], [0035] and [0047].</td>
<td>1-48</td>
</tr>
</tbody>
</table>

- **Y** document published prior to the international filing date but later than the priority date claimed
- **F** 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 as involving 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

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25 September 2007 (25.09.2007)

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9 Nov 2007

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