

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
26 March 2009 (26.03.2009)

PCT

(10) International Publication Number
WO 2009/039081 A3

- (51) International Patent Classification:
G06Q 30/00 (2006.01) G06Q 50/00 (2006.01)
- (21) International Application Number:
PCT/US2008/076500
- (22) International Filing Date:
16 September 2008 (16.09.2008)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data:
11/898,887 17 September 2007 (17.09.2007) US
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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, BR, BW, BY, BZ, CA,

CH, 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, IS, JP, KE, KG, KM, 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, PG, PH, PL, PT, RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MT, NL, NO, PL, PT, RO, SE, SI, SK, TR), OAPI (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:
25 June 2009

(54) Title: EMBEDDING DIGITAL VALUES FOR DIGITAL EXCHANGE

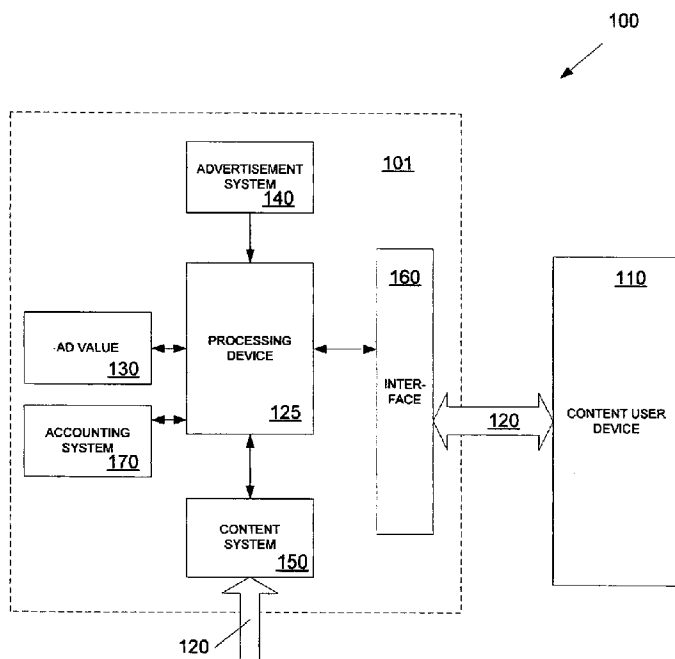


FIG. 1

(57) Abstract: A system and methods are provided for the coupling of a digital value, credit, or cash with advertisements. Advertisements may include any sponsored content for presentation to a user. The advertisements may be placed with other content for presentation to a user. As the advertisements are presented to a user, the user accumulates the value, credit, or digital cash associated with the advertisements, which may be used to access or purchase additional content or services.

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INTERNATIONAL SEARCH REPORT

International application No.
PCT/US2008/076500**A. CLASSIFICATION OF SUBJECT MATTER***G06Q 30/00(2006.01)i, G06Q 50/00(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)

IPC8: G06F 17/00, G06F 17/30, G06F19/00, G06Q10/00-99/00

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 since 1975.
Japanese utility models and applications for utility models since 1975.Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
eKIPASS(KIPO internal) "advertisement, content, provider, sponsor, value, redeem, purchase, cash, payment, device"**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	KR 2001-0091862 A (YUN, YEN HEE) 23 October 2001 See the abstract; figures 1-8; claims 1-12	1-24
Y	US 2006/0168664 A1 (FRANK et al.) 27 July 2006 See the abstract; figures 1-5; claims 1-20	1-24
A Y	US 2007/0042760 A1 (ROTH) 22 February 2007 See the abstract; figures 1-3; claims 1-26	1-7, 13-24 8-12
A	US 2001/0056374 A1 (JUAO) 27 December 2001 See the abstract; figures 1-10C; claims 1-20	1-24

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

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Date of the actual completion of the international search

24 APRIL 2009 (24.04.2009)

Date of mailing of the international search report

24 APRIL 2009 (24.04.2009)

Name and mailing address of the ISA/KR

Korean Intellectual Property Office
Government Complex-Daejeon, 139 Seonsa-ro, Seo-gu, Daejeon 302-701, Republic of Korea

Facsimile No. 82-42-472-7140

Authorized officer

Hong, Kee Wan

Telephone No. 82-42-481-5662



INTERNATIONAL SEARCH REPORT

Information on patent family members

International application No.

PCT/US2008/076500

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
KR 10-2001-0091862 A	23.10.2001	None	
US 2006-0168664 A1	27.07.2006	None	
US 2007-0042760 A1	22.02.2007	EP 1929436 A2 JP 2009-505282 A WO 2007-024437 A2	11.06.2008 05.02.2009 01.03.2007
US 2001-0056374 A1	27.12.2001	None	