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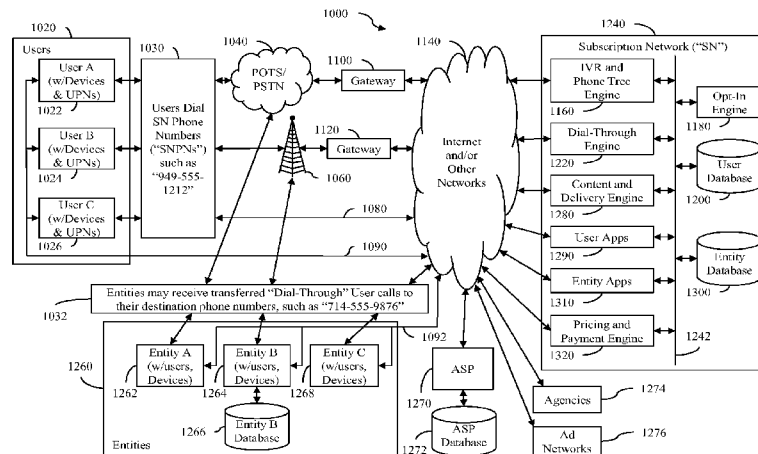


FIG. 1

- (57) Abstract: An opt-in system. The system includes a subscription network including at least tangible computing elements, one or more interfaces for users to access the subscription network and to provide information for receipt by at least one of a plurality of entities that interact with or operate the subscription network, and one or more interfaces between the subscription network and the plurality of entities that interact with or operate the subscription network. The information received by a first entity that interacts with or operates the subscription network is used to deliver a communication, information or offer to at least one of the users from a second entity that interacts with or operates the subscription network, with the first entity different from the second entity.

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**INTERNATIONAL SEARCH REPORT**

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**A. CLASSIFICATION OF SUBJECT MATTER**  
 IPC(8) - G06Q 30/02, 50/10, H04N 21/4784 (2014.01)  
 USPC - 705/14.4, 14.49, 14.67  
 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)  
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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 practicable, search terms used)  
 MicroPatent (US-G, US-A, EP-A, EP-B, WO, JP-bib, DE-C,B, DE-A, DE-T, DE-U, GB-A, FR-A); ProQuest; IEEE; Google/Google Scholar;  
 Opt-in, opt in, subscription\*, subscription network\*, different entit\*, application service provider\*, user interface\*, cookie\*

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 7,395,243 B1 (ZIELKE, W et al.) 01 July 2008; abstract, figures 24, 30A, 33A, 33B, and 34, column 11 lines 4-5, 10-14, 20-31, and 44-48, column 12 lines 42-47, column 16 lines 25-26, column 24 lines 37-53, column 52 lines 24-43 and 65-67, and column 53 lines 23-43	1-7, 9, 11, 12, 14, 18-25, and 27-30
Y		8, 10, 13, 15-17, and 26
Y	US 8,180,909 B2 (HARTMAN, R et al.) 15 May 2012; figure 1, column 1 lines 22-34 and 58-60	8, 10, and 13
Y	US 7,941,269 B2 (LAUMEYER, R et al.) 10 May 2011; abstract	15
Y	US 7,720,758 B2 (KITADA, H et al.) 18 May 2010; column 4 lines 22-26	16
Y	US 7,734,502 B1 (YEHOSHUA, T et al.) 8 June 2010; column 8 lines 47-49	17
Y	US 2009/0067596 A1 (HSU, HT et al.) 12 March 2009; paragraphs [0006] and [0007]	26

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