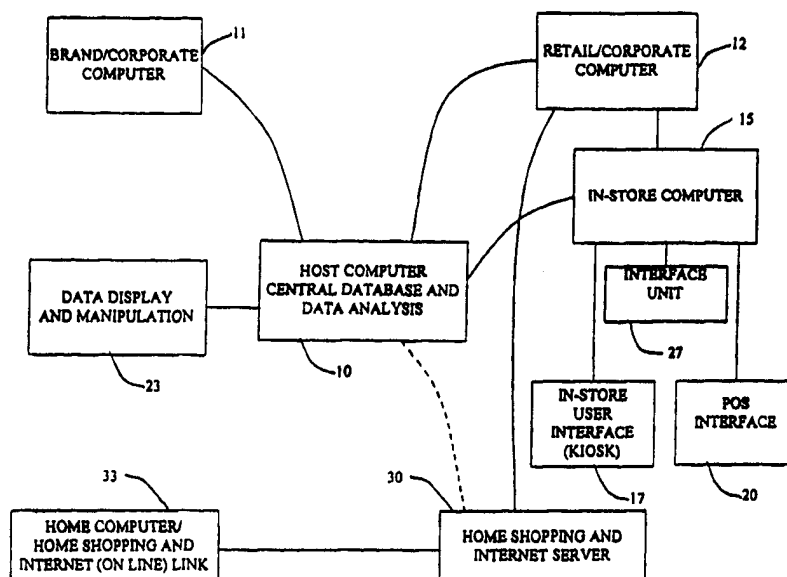




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(54) Title: MERCHANDIZING SYSTEM



(57) Abstract

A host computer (10), which is used to control point of a merchandising system, is interconnected to a brand corporation computer (11) and an in-store computer (15). Brand corporation computer (11) is used to offer current discounts on products while in-store computer (15) serves as an interface to consumer interface kiosks (17) and in-store points of sale (20). The host computer (10) tracks consumer buying behavior, analyzes the information according to brand and retail criteria, and based on a consumer specific profile offers a consumer specific discounts. When a consumer is specifically identified at a kiosk (17), a customized list of discounts including a "targeted net price" is printed for the consumer, while the new price is automatically applied to the product at the point of sale (20). The consumer's shopping behavior is used to refine the consumer profile and to evaluate the efficacy of the free product sample transaction.

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INTERNATIONAL SEARCH REPORT

International application No.
PCT/US97/20765

A. CLASSIFICATION OF SUBJECT MATTER		
IPC(6) :G06F 17/60 US CL :705/14; 235/383 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. : 235/375, 383; 364/400; 705/1, 14; 707/104		
Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched None		
Electronic data base consulted during the international search (name of data base and, where practicable, search terms used) None		
C. DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 3,792,437 A (BLUMENTHAL et al) 12 February 1974, see abstract.	1-20
Y	US 4,908,761 A (TAI) 13 March 1990, see abstract.	1-20
Y	US 5,380,991 A (VALENCIA et al) 10 January 1995, see abstract.	1-20
Y,E	US 5,592,560 A (DEATON et al) 07 January 1997, see abstract.	1-20
Y,E	US 5,621,812 A (DEATON et al) 15 April 1997, see abstract.	1-20
Y,E	US 5,642,485 A (DEATON et al) 24 June 1997, see abstract.	1-20
<input checked="" type="checkbox"/> Further documents are listed in the continuation of Box C. <input type="checkbox"/> See patent family annex.		
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Date of the actual completion of the international search	Date of mailing of the international search report	
04 MARCH 1998	18 SEP 1998	
Name and mailing address of the ISA/US Commissioner of Patents and Trademarks Box PCT Washington, D.C. 20231 Facsimile No. (703) 305-3230	Authorized officer <i>Edward R. Cosimano</i> EDWARD R. COSIMANO Telephone No. (703) 308-9783	

INTERNATIONAL SEARCH REPORT

International application No.
PCT/US97/20765

C (Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y,E	US 5,644,723 A (DEATON et al) 01 July 1997, see abstract.	1-20
Y,E	US 5,649,114 A (DEATON et al) 15 July 1997, see abstract.	1-20
Y,E	US 5,687,322 A (DEATON et al) 11 November 1997, see abstract.	1-20