



(51) International Patent Classification:
G06Q 10/00 (2012.01)

(21) International Application Number:
PCT/US2011/031209

(22) International Filing Date:
5 April 2011 (05.04.2011)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
13/071,357 24 March 2011 (24.03.2011) 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, CL, 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, PE, PG, PH, PL, PT, RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TH, 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, LR, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ,

[Continued on next page]

(54) Title: METHOD AND SYSTEM FOR PROVIDING REFINED LOCATION RELEVANT MARKETING DEVICES

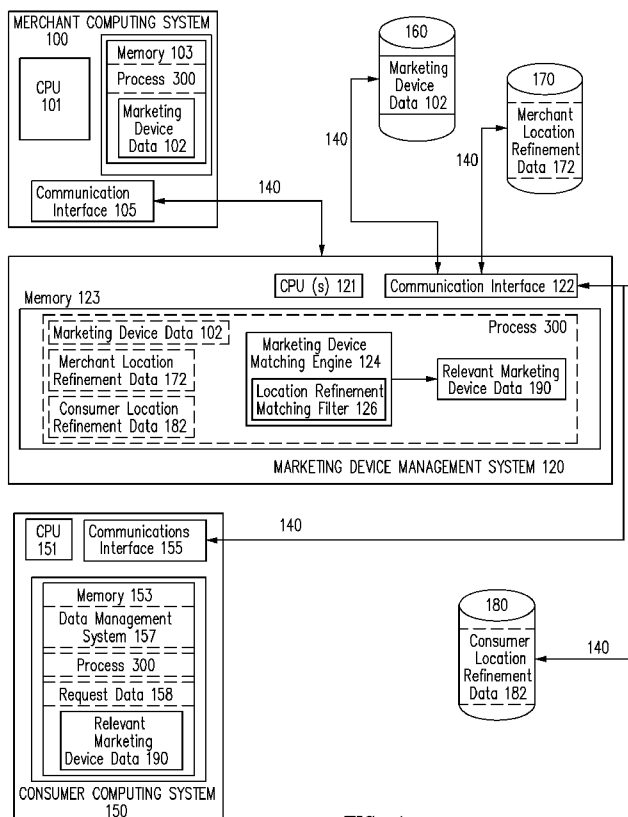


FIG. 1

(57) Abstract: A method and system for providing refined location relevant marketing devices whereby a marketing device management system obtains: data representing one or more marketing devices from one or more merchants; location refinement data associated with the merchants; location refinement data associated with the marketing devices; and location refinement data associated with a consumer. The marketing device management system includes a marketing device matching engine that includes a location refinement matching filter. The location refinement matching filter uses all, or part of: the location refinement data associated with the merchant; the location refinement data associated with the marketing devices; and the location refinement data associated with the consumer; to determine the marketing devices in the marketing device database most relevant to the consumer, and the consumer's current state. The most relevant marketing devices are then provided to the consumer.

WO 2012/128774 A3



TM), European (AL, AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK, SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

— *as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii))*

Published:

— *with international search report (Art. 21(3))*

Declarations under Rule 4.17:

— *as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))*

(88) Date of publication of the international search report:

20 March 2014

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US 11/31209

A. CLASSIFICATION OF SUBJECT MATTER IPC(8) - G06Q 10/00 (2012.01) USPC - 705/7.34 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(8): G06Q 10/00 (2012.01) USPC: 705/7.34 Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched IPC(8): G06Q 10/00 (2012.01) USPC: 705/7.34; 705/1.1, 7.29, 7.39; 700/1, 89, 90 (keyword limited; terms below) Electronic data base consulted during the international search (name of data base and, where practicable, search terms used) PatBase; pubWEST(PGPB, USPT, USOC, EPAB, JPAB); Google(Web); Search terms used: refine initial search request mobile location distributed remote device category brand filter merchant retailer rules proximity zip code geographic threshold score relevance rank marketing display		
C. DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2010/0211458 A1 (Ramer et al.) 19 August 2010 (19.08.2010), entire document especially para [0100], [0106], [0183], [0199], [0201], [0220], [0300], [0304], [0343], [0404], [0409], [0460], [0831], [0848], [0853], [0868]	1-32
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Date of the actual completion of the international search 19 October 2012 (19.10.2012)		Date of mailing of the international search report 15 JAN 2013
Name and mailing address of the ISA/US Mail Stop PCT, Attn: ISA/US, Commissioner for Patents P.O. Box 1450, Alexandria, Virginia 22313-1450 Facsimile No. 571-273-3201		Authorized officer: Lee W. Young PCT Helpdesk: 571-272-4300 PCT OSP: 571-272-7774