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(54) Title: SYSTEMS AND METHODS FOR CUSTOMIZED MULTIMEDIA SURVEYS IN A SOCIAL NETWORK ENVIRONMENT

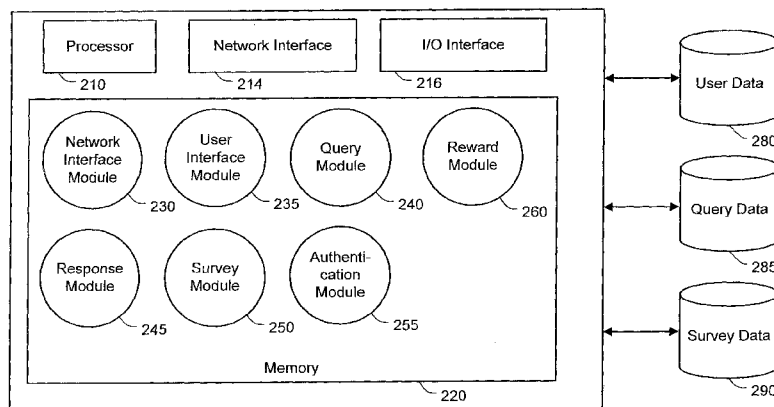


FIG. 2

(57) Abstract: Customized multimedia surveys are provided in a social network environment. A user that initiates the survey provides survey content and properties. The properties include criteria specifying which users are eligible to participate in the survey. Users eligible to participate can be identified by querying a database of user properties. The survey can include text, images, audio, video, and other media. Eligible users are invited and responses are received from those who agree to participate. Survey results are compiled from the responses received. Rewards may be provided to respondents. The reward may be provided in an ecommerce system that includes both redeemable and non-redeemable points. Cash can be converted to non-redeemable points. Redeemable can be converted to cash. A transaction may transfer redeemable points from a first user to a second user with points converted from non-redeemable points to redeemable points in limited circumstances.

WO 2012/122053 A3

A. CLASSIFICATION OF SUBJECT MATTER**G06Q 50/30(2012.01)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)

G06Q 50/30; G06Q 99/00; H04W 4/12; G06F 17/30; G06Q 50/00; G06Q 20/00; H04L 12/56

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

Japanese utility models and applications for utility models

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

eKOMPASS(KIPO internal) & Keywords: survey, question*, inquiry, forum, enquete, invit*, select, recruit, announce, transact, deal, transfer, exchange, purchase, point, cash, money, account, compensation, commission, charge

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 2007-0206606 A1 (COLEMAN, JON et al.) 06 September 2007 See the abstract; figures 1-6; paragraphs 14-36; and claims 1-15.	1-36
A	KR 10-2005-0100957 A (SK TELECOM CO., LTD.) 20 October 2005 See the abstract; figures 1, 2; pages 3, 4; and claims 3-5.	1-36
A	US 2008-0243586 A1 (DOHRING, DOUG CARL et al.) 02 October 2008 See the abstract; figures 1A-2; paragraphs 15-74; and claims 1-17.	1-36
A	US 2009-0132267 A1 (GANZ, HOWARD) 21 May 2009 See the abstract; figures 1-5; paragraphs 17-71; and claims 1-11.	1-36
A	KR 10-2000-0037128 A (KIM, HEUNG SIK) 05 July 2000 See the abstract; figures 1-4; pages 3, 4; and claims 1-3.	1-36

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

* Special categories of cited documents:

"A" document defining the general state of the art which is not considered to be of particular relevance

"E" earlier application or patent but published on or after the international filing date

"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of citation or other special reason (as specified)

"O" document referring to an oral disclosure, use, exhibition or other means

"P" document published prior to the international filing date but later than the priority date claimed

"T" later 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 to involve 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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Box No. II Observations where certain claims were found unsearchable (Continuation of item 2 of first sheet)

This international search report has not been established in respect of certain claims under Article 17(2)(a) for the following reasons:

1. Claims Nos.:
because they relate to subject matter not required to be searched by this Authority, namely:

2. Claims Nos.:
because they relate to parts of the international application that do not comply with the prescribed requirements to such an extent that no meaningful international search can be carried out, specifically:

3. Claims Nos.:
because they are dependent claims and are not drafted in accordance with the second and third sentences of Rule 6.4(a).

Box No. III Observations where unity of invention is lacking (Continuation of item 3 of first sheet)

This International Searching Authority found multiple inventions in this international application, as follows:

See Separate Sheet.

1. As all required additional search fees were timely paid by the applicant, this international search report covers all searchable claims.
2. As all searchable claims could be searched without effort justifying an additional fee, this Authority did not invite payment of any additional fee.
3. As only some of the required additional search fees were timely paid by the applicant, this international search report covers only those claims for which fees were paid, specifically claims Nos.:

4. No required additional search fees were timely paid by the applicant. Consequently, this international search report is restricted to the invention first mentioned in the claims; it is covered by claims Nos.:

Remark on Protest

- The additional search fees were accompanied by the applicant's protest and, where applicable, the payment of a protest fee.
- The additional search fees were accompanied by the applicant's protest but the applicable protest fee was not paid within the time limit specified in the invitation.
- No protest accompanied the payment of additional search fees.

Continuation of:

(BOX No. III)

Claims 1–17 are directed to a computer–implemented method for conducting a multimedia survey of users of a social network, the method comprising: receiving survey attributes from a first one of the users; identifying users eligible for the survey based on the survey attributes; selecting potential respondents from the users identified as eligible; inviting the selected potential respondents to respond to the survey; and collecting responses from the invited potential respondents.

Claims 18–25 are directed to a computer–implemented method for conducting a multimedia survey of users of a social network, the method comprising: receiving survey content and respondent eligible criteria from a first one of the users; announcing the survey to at least some of the users; receiving request to participate in the survey from some of the users; allocating invitations to participate in the survey to a selected set of the users from which requests to participate in the survey were received; and collecting survey responses from the selected set of the users.

It is considered that the computer–implemented method for conducting the multimedia survey of users of the social network comprises a first special technical feature.

Claims 26–28 are directed to a computer–implemented method for conducting transactions for users of a social network service, the method comprising: maintaining a points account of redeemable and non–redeemable points for each of the users of the social network service; allowing purchases of non–redeemable points in cash–point exchanges where cash is debited from an account associated with the user performing the cash–point exchange and non–redeemable points are added to the points account associated with the user performing the cash–point exchange; allowing redemptions of redeemable points in point–cash exchanges where cash is credited to the account associated with the user performing the point–cash exchange and redeemable points are subtracted from the points account associated with the user performing the cash–point exchange; and performing transactions between two users where redeemable points are transferred to the account of a second one of the users and non–redeemable points are converted to redeemable points and transferred from the account of a first one of the users, wherein redeemable points in the account of the first one of the users are transferred from the account of a first one of the users when there are insufficient non–redeemable points in the account of the first one of the users to perform the transaction.

Claims 29–36 are directed to a computer–implemented method for conducting transactions on a social network using a system of redeemable and non–redeemable points, the method comprising: receiving a transaction request from a first user of the social network service to transfer points to a second user of the social network service; transferring the points from an account associated with the first user to an account associated with the second user; and transferring compensation for the transaction to a transaction provider.

It is considered that the computer–implemented method for conducting transactions on the social network comprises a second special technical feature.

Since the above mentioned groups of claims do not share any of the technical features identified, a technically special relationship between the inventions does not exist. Accordingly the claims do not relate to one invention or to a single inventive concept, a priori.

INTERNATIONAL SEARCH REPORT

Information on patent family members

International application No.

PCT/US2012/027594

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
US 2007-0206606 A1	06.09.2007	US 8073013 B2 WO 2007-103593 A2 WO 2007-103593 A3	06.12.2011 13.09.2007 13.09.2007
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KR 10-2000-0037128 A	05.07.2000	None	