STORING DATA RELATED TO SOCIAL PUBLISHERS AND ASSOCIATING THE DATA WITH ELECTRONIC BRAND DATA

A system and method of storing data related to social publishers and associating the data with electronic brand data is disclosed. An online persona definition module receives information about a social publisher and associates personality traits with the social publisher based thereon. A social influence measurement module receives social network metrics and social network activities and determines a level of social influence for the social publishers based thereon. A brand promoter management module receives data from the brand promoter, including targeting elements for an advertising campaign, a specified level of social influence and a set of personality traits. The brand promoter may also upload brand art to display within the social network. An association module determines if the social publishers meet the targeting elements. An offer selection module allows selected social publishers to accept sponsorship offers and displays the brand art within their social content.
INTERNATIONAL SEARCH REPORT

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:

This application contains the following inventions or groups of inventions which are not so linked as to form a single general inventive concept under PCT Rule 13.1. In order for all inventions to be searched, the appropriate additional search fees must be paid.

Group 1, claims 1-28 and 57-58, drawn to a method/system/computer-readable medium of associating a brand promoter with a plurality of social publishers.

Group 2, claims 29-42, drawn to a method of building an online brand campaign.

Group 3, claims 43-56, drawn to a system for enabling a brand promoter to create a brand advertising campaign.

The inventions listed as Groups 1-3 do not relate to a single general inventive concept under PCT Rule 13.1 because, under PCT Rule 13.2, they lack the same or corresponding special technical features for the following reasons: The special technical feature of the Group 1 invention is associating a brand promoter with a plurality of social publishers. The special technical feature of the Group 2 invention is building an online brand campaign. The special technical feature of the Group 3 invention is enabling a brand promoter to create a brand advertising campaign. None of these special technical features are common to the other groups, nor do they correspond to a special technical feature in the other groups. Therefore, unity of invention is lacking.

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 additional fees, this Authority did not invite payment of additional fees.

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.

Form PCT/ISA/210 (continuation of first sheet (2)) (April 2007)
INTERNATIONAL SEARCH REPORT

A. CLASSIFICATION OF SUBJECT MATTER
IPC(B) - G06Q 30/00; G06F 15/16 (2008.01)
USPC - 705/14; 709/205

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)
USPC - 705/14; 709/205

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
USPC - 705/1, 7, 14, 27, 500; 709/203, 205, 236; 725/723; 32, 42; 715/748, 751, 753 -- text search, see search terms below

Electronic data base consulted during the international search (name of data base and, where practical, search terms used)
PubWEST(PGPB,USPT,USOC,EPAB,JPAB); Dialog/PQD(Engineering); Google Scholar
Search Terms Used: social, publish, network, community, brand, promote, own, assess, self, personality, profile, Myers, Briggs, influence, popularity, feedback, rank, offer, brand, advert, target, audience, characteristic, value, online or internet etc

C. DOCUMENTS CONSIDERED TO BE RELEVANT

<table>
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<tr>
<th>Category</th>
<th>Citation of document, with indication, where appropriate, of the relevant passages</th>
<th>Relevant to claim No.</th>
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<tr>
<td>Y</td>
<td>US 2005/0149397 A1 (MORGENSTERN et al.) 07 July 2005 (07.07.2005), especially Figs 1, 5, 6, 11, 16, 17, 18 (top and bottom figures); para [0008], [0009], [0011]-[0012], [0014], [0025]-[0027], [0030]-[0032], [0034]-[0035], [0052]-[0053], [0068]-[0070], [0071], [0093]-[0095], [0097]-[0098], [0100]-[0103], [0105]-[0128]-[0137], [0142], [0152].</td>
<td>1-28, 57-58</td>
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<td>Y</td>
<td>US 2005/0203801 A1 (MORGENSTERN et al.) 15 September 2005 (15.09.2005), especially Figs 5, 6, 7; para [0009]-[0010], [0028], [0032], [0035], [0040].</td>
<td>1-28, 57-58</td>
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<td>Y</td>
<td>US 2006/0009994 A1 (HOGG et al.) 12 January 2006 (12.01.2006), especially Figs 2, 3A, 3B; para [0005], [0008], [0016], [0030], [0036].</td>
<td>18-19, 37</td>
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<td>Y</td>
<td>US 2005/0278218 A1 (ADAMS et al.) 15 December 2005 (15.12.2005), especially Figs 2, 4, 5, 8, 10; para [0012], [0035], [0037], [0041], [0047], [0056], [0063]-[0064], [0074]-[0076], [0087], [0089]-[0090], [0098], [1117]-[1116].</td>
<td>29-42</td>
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Further documents are listed in the continuation of Box C.

Date of the actual completion of the international search
28 January 2008 (28.01.2008)

Date of mailing of the international search report
02 MAY 2008

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

Form PCT/ISA/210 (second sheet) (April 2007)
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<td>Y</td>
<td>EP 1172744 A1 (VAN BRUMMEN) 16 January 2002 (16.01.2002), especially Figs 1, 4; para [0005], [0012], [0017], [0020].</td>
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<td>US 2003/0187767 A1 (CRITES et al.) 02 October 2003 (02.10.2003), especially Fig 5; para [0007]-[0008], [0021], [0027]-[0028], [0030].</td>
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<td>US 2005/0234781 A1 (MORGENSTERN et al.) 20 October 2005 (20.10.2005), especially Figs 2, 6, 12, 13; para [0007], [0011]-[0012], [0070], [0079]-[0080], [0082].</td>
<td>33-35, 38-42</td>
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<td>Y</td>
<td>US 6,691,155 B2 (GOTTFRIED) 10 February 2004 (10.02.2004), especially Figs 1, 2; col 2, ln 61, 63-64; col 3, ln 8-10, 24-26; col 4, ln 3-5, 32, 61-65; col 6, ln 21, 40-42, 49-51, 58-59, 63-67; col 7, ln 1-2, 5-7, 18-23, 44-45, 47-49, 52-57; col 8, ln 13-14, 31-33.</td>
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<td>Y</td>
<td>US 2006/0042483 A1 (WORK et al.) 02 March 2006 (02.03.2006), especially Fig 2; para [0007], [0030], [0036], [0042]-[0044], [0047], [0060], [0069], [0099]-[0104].</td>
<td>43-56</td>
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<td>Y</td>
<td>US 6,029,141 A (BEZOS et al.) 22 February 2000 (22.02.2000), especially col 1, ln 28-36; col 2, ln 11-17; col 16, ln 20-26; Appendix B.</td>
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<td>US 2004/0215542 A1 (ROSSIDES) 28 October 2004 (28.10.2004), especially Fig 1; para [0014], [0431], [1065]-[1070].</td>
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<td>US 2003/0149618 A1 (SENDER et al.) 07 August 2003 (07.08.2003), especially para [0006]-[0007], [0049], [0053].</td>
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