

(19) World Intellectual Property Organization  
International Bureau(43) International Publication Date  
22 April 2010 (22.04.2010)(10) International Publication Number  
**WO 2010/045191 A3**(51) International Patent Classification:  
**G06Q 30/00** (2006.01) **G06Q 50/00** (2006.01)(21) International Application Number:  
PCT/US2009/060441(22) International Filing Date:  
13 October 2009 (13.10.2009)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:  
61/104,941 13 October 2008 (13.10.2008) 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, 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, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (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, SE, SI, SK, SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

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

[Continued on next page]

(54) Title: METHODS AND SYSTEMS FOR CUSTOMER PERFORMANCE SCORING

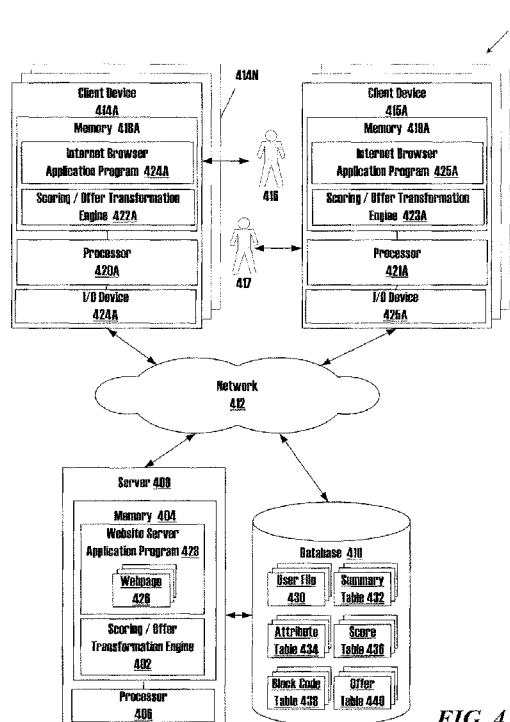


FIG. 4

(57) Abstract: Methods and systems for customer performance scoring are provided. In one embodiment a method and system for customer performance scoring can include receiving user identification information. Based at least in part on the user identification information, a customer performance score can be determined. Based at least in part on the customer performance score, an offer to extend to an online user can be determined.



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— *before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments (Rule 48.2(h))*

**(88) Date of publication of the international search report:**  
22 July 2010

## INTERNATIONAL SEARCH REPORT

International application No.  
**PCT/US2009/060441****A. CLASSIFICATION OF SUBJECT MATTER****G06Q 30/00(2006.01)i, G06Q 50/00(2006.01)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 30/00; G06Q 50/00; G06F 17/60

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

(Chinese Patents and application for patent)

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

eKOMPASS(KIPO internal) &amp; Keywords: CUSTOMER, PERFORMANCE, SCORE, ADVERTISEMENT

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2007/0239534 A1 (LIU, H. et al.) 11 October 2007 See the abstract, figure 9 and paragraphs [0058]-[0061].	1-2,3-4,5,6-10
A	US 2003/0046161 A1 (KAMANGAR, S. A. et al.) 6 March 2003 See the abstract, figure 3 and paragraphs [0039]-[0048].	1-10
A	US 2007/0174114 A1 (BIGBY, M. et al.) 26 July 2007 See the abstract, figure 1 and paragraphs [0027]-[0047].	1-10
A	WO 2004/111771 A2 (GOOGLE, INC.) 23 December 2004 See the abstract, figure 10 and page 24, line 11 - page 25, line 14.	1-10

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

\* Special categories of cited documents:

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"&amp;" document member of the same patent family

Date of the actual completion of the international search

28 MAY 2010 (28.05.2010)

Date of mailing of the international search report

**31 MAY 2010 (31.05.2010)**

Name and mailing address of the ISA/KR

Korean Intellectual Property Office  
Government Complex-Daejeon, 139 Seonsa-ro, Seo-  
gu, Daejeon 302-701, Republic of Korea

Facsimile No. 82-42-472-7140

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**INTERNATIONAL SEARCH REPORT**

Information on patent family members

International application No.

**PCT/US2009/060441**

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