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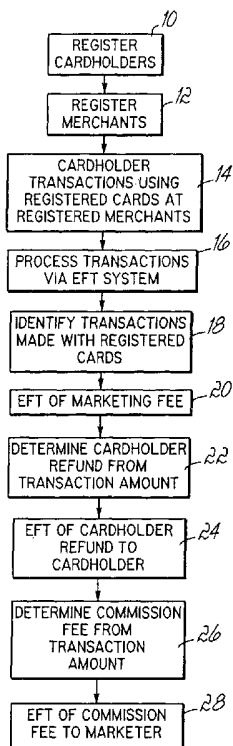
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(54) Title: CONSUMER TRANSACTION-BASED MARKETING OF GOODS AND SERVICES

(57) Abstract: A method and system for using free registration of branded network credit and debit cards to provide transaction-based marketing to merchants and businesses. For each purchase made using a registered credit or debit card at a registered merchant, a marketing fee related to the transaction amount is paid by the registered merchant (10, 12, 14, 16, 18, 20). Commission fees are distributed from the marketing fee to the marketer(s) responsible for registering the merchant and to the marketer(s) responsible for registering the cardholder (26, 28). In addition, usage fees may be paid to the marketer responsible for the sale or circulation of registered debit cards (70).





GM, KE, LS, MW, MZ, 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, HU, IE, IT, LU, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

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INTERNATIONAL SEARCH REPORT

International application No.

PCT/US04/10435

A. CLASSIFICATION OF SUBJECT MATTER

IPC(7) : G06F 17/60

US CL : 705/14

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. : 705/14

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

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

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 6,243,688 B1 (KALINA) 5 June 2001, whole document.	1-34
Y	US 5,537,314 (KANTER) 16 July 1996, whole document.	1-34
Y	US 5,945,653 (WALKER et al.) 31 August 1999, whole document.	1-34
Y	US 6,345,261 (FEIDELSON et al.) 5, February 2002, whole document.	1-34
Y	US 5,937,391 (IKEDA et al.) 10 August 1999, whole document.	1-34

☐ Further documents are listed in the continuation of Box C.

☐ See patent family annex.

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Continuation of B. FIELDS SEARCHED Item 3:

EAST

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