

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
21 April 2005 (21.04.2005)

PCT

(10) International Publication Number
WO 2005/036319 A3

(51) International Patent Classification⁷: **G06F 17/60**

(21) International Application Number:
PCT/US2004/026736

(22) International Filing Date:
13 September 2004 (13.09.2004)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
60/503,877 22 September 2003 (22.09.2003) US

(71) Applicant (for all designated States except US):
CATALINA MARKETING INTERNATIONAL, INC. [US/US]; 200 Carillon Parkway, St. Petersburg, FL 33716 (US).

(72) Inventors; and

(75) Inventors/Applicants (for US only): **CARR, Ryan** [US/US]; 3 East Sandstone Court, South Elgin, IL 60177 (US). **DAVIS, Mark** [US/US]; 3170 Shoreline Drive, Clearwater, FL 33760 (US). **KATZ, Gary, M.** [US/US]; 3128 Hemlock Lane, Northbrook, IL 60062 (US).

(74) Agents: **NEIFELD, Richard, A.** et al.; Neifeld IP Law, P.C., 4813-B Eisenhower Avenue, Alexandria, VA 22304 (US).

(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, 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, 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).

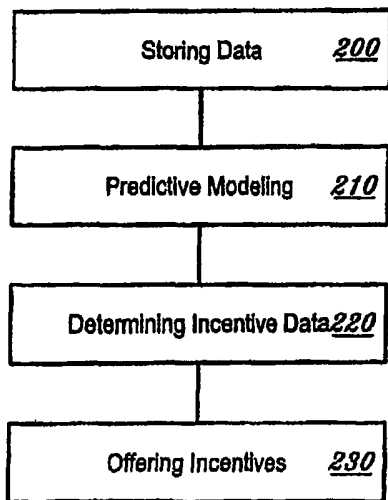
Published:

- with international search report
- before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments

(88) Date of publication of the international search report:
17 August 2006

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

(54) Title: ASSUMED DEMOGRAPHICS, PREDICTED BEHAVIOUR, AND TARGETED INCENTIVES



(57) Abstract: A system and method for anticipating consumer behavior and determining transaction incentives for influencing consumer behavior comprises a computer system and associated database for determining cross time correlations between transaction behavior, for applying the function (210) derived from the correlations to consumer records to predict future consumer behavior, and for deciding (220) on transaction incentives (230) to offer the consumers based upon their predicted behavior.

WO 2005/036319 A3

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US04/26736

A. CLASSIFICATION OF SUBJECT MATTER

IPC: **G06F 17/60 B**

USPC: 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)
East

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 6,055,513 A (KATZ et al) 25 April 2000 (25.04.2000), see Abstract, Figures 1-7 and associated text.	1-3, 11, 36-38, 46
A	US 6,073,112 A (GEERLINGS) 06 June 2000 (06.06.2000)	1-3, 11, 36-38, 46

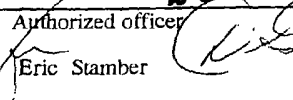
Further documents are listed in the continuation of Box C. See patent family annex.

* Special categories of cited documents:	"T"
"A" document defining the general state of the art which is not considered to be of particular relevance	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
"E" earlier application or patent published on or after the international filing date	"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
"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)	"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
"O" document referring to an oral disclosure, use, exhibition or other means	"&" document member of the same patent family
"P" document published prior to the international filing date but later than the priority date claimed	

Date of the actual completion of the international search
12 May 2006 (12.05.2006)

Date of mailing of the international search report
28 JUN 2006

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

Eric Stamber
Telephone No. 571-272-3600