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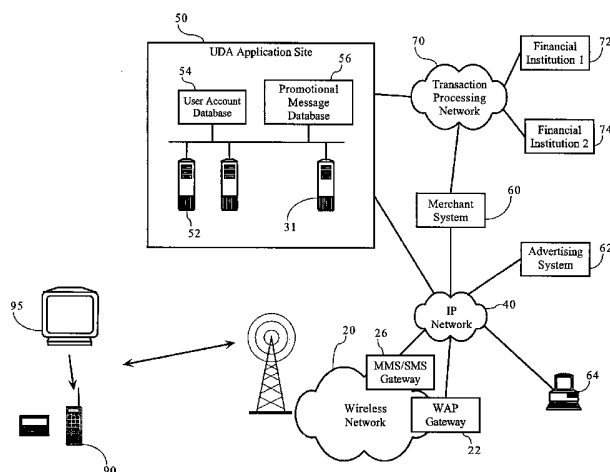
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(54) Title: INTERACTIVE ELECTRONIC COMMERCE AND MESSAGE INTERCHANGE SYSTEM FEATURING DELIVERY OF MESSAGES TAILORED TO INDIVIDUAL USERS



(57) Abstract: Methods, apparatuses and systems enabling an interactive electronic commerce and data interchange system that delivers advertising, content and all manner of ecommerce and data interchange messages tailored to individual users. The present invention provides methods, apparatuses and systems enabling an interactive electronic commerce system enabling the targeted exchange of tailored messages with interested users presented with message codes in conventional media, such as television, radio, and printed publications. The present invention allows for the targeted dissemination of tailored information, such as advertising, promotions, sales announcements, coupons, and the like. In one embodiment, the a Universal Digital Assistant (UDA) (90) operates in connection with a remote (50) server having access to the individual users demographic, psychographic, preference, contact and other personal information (54) and delivering advertising messages (56) based on data associated with individual users.

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INTERNATIONAL SEARCH REPORT

International application No.

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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.
Y	US 6,330,543 B1 (KEPECS) 11 December 2001 (11.12.2001), entire document.	1-23
Y	US 5,717,866 A (NAFTZGER) 10 February 1998 (10.02.1998) entire document.	1-23
Y	KR 2001097065 A (JUN et al) 08.11.2001, entire English equivalent.	10, 12, 21, 22
Y	WO 00/39657 A2 (GREENBERG et al) 06 July 2000 (06.07.2000), abstract, fig 3D)	16-23
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