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(71) Applicant: PITNEY BOWES INC. [US/US]; 1 Elmcroft Road, Stamford, CT 06926 (US).

(72) Inventors: CHROSNY, Wojciech; 420 Yellow Brick Road, Danbury, CT 06477 (US). D'ANDREA, Karen; 13 Carlin Street, Norwalk, CT 06851 (US).

(74) Agent: MEYER, Robert; PITNEY BOWES INC., 35 Waterview Drive, Shelton, CT 06484 (US).

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(54) Title: AUTOMATIC SELECTION OF ADVERTISING SLOGANS PRINTED ON A MAILPIECE

(57) Abstract: A method of printing an ad slogan on a mailpiece, including establishing one or more date ranges and one or more pre-selected ad slogans, wherein each of the date ranges has one of the pre-selected ad slogans corresponding thereto. The method further includes determining a current date (the date on which an ad slogan is to be printed on said mailpiece), determining whether the current date falls within a particular one of the one or more date ranges, and if the current date falls within a particular one of the one or more date ranges, printing on the mailpiece the preselected ad slogan that corresponds to the particular one of the one or more date ranges. Also, various mail processing systems for implementing the method, including both traditional and so called virtual mail processing system.



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INTERNATIONAL SEARCH REPORT

International application No.

PCT/US05/40720

A. CLASSIFICATION OF SUBJECT MATTER

IPC: **G06Q 30/00**(2007.01)

USPC: 705/14;709/246,217,216

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;709/246,217,216

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)

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 6,622,174 B1 (Ukita et al.) 16 September 2003, entire reference	1-12
X	US 6,567,786 B1 (Bibelnieks et al.) 20 May 2003, entire reference	1-12
A	US 6,816,838 B1 (Ryan, Jr.) 09 November 2004, entire reference	1-12
A	US 6,697,942 B1 ('L'Heureux et al.) 24 February 2004, entire reference	1-12
A	US 6,356,879 B2 (Aggarwal et al.) 12 March 2002, entire reference	1-12



Further documents are listed in the continuation of Box C.



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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

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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

Authorized officer

Jean Janvier

Telephone No. 571-272-3600

Facsimile No. (571) 273-3201

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C. (Continuation) DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 6,076,101 A (Kamakura et al.) 13 June 2000, entire reference	1-12
A	US 5,793,972 A (Shane) 11 August 1998, entire reference	1-12
A	US 5,053,955 A (Peach et al.) 01 October 1991, entire reference	1-12
A	US 4,752,675 A (Zetmeir) 21 June 1988, entire reference	1-12
A	US 2001/0025274 A1 (Zehr et al.) 27 September 2001, entire reference	1-12
A	WO 99/22328 A1 (Jones) 06 May 1999, entire reference	1-12