

(19) World Intellectual Property Organization  
International Bureau



(43) International Publication Date  
17 November 2005 (17.11.2005)

PCT

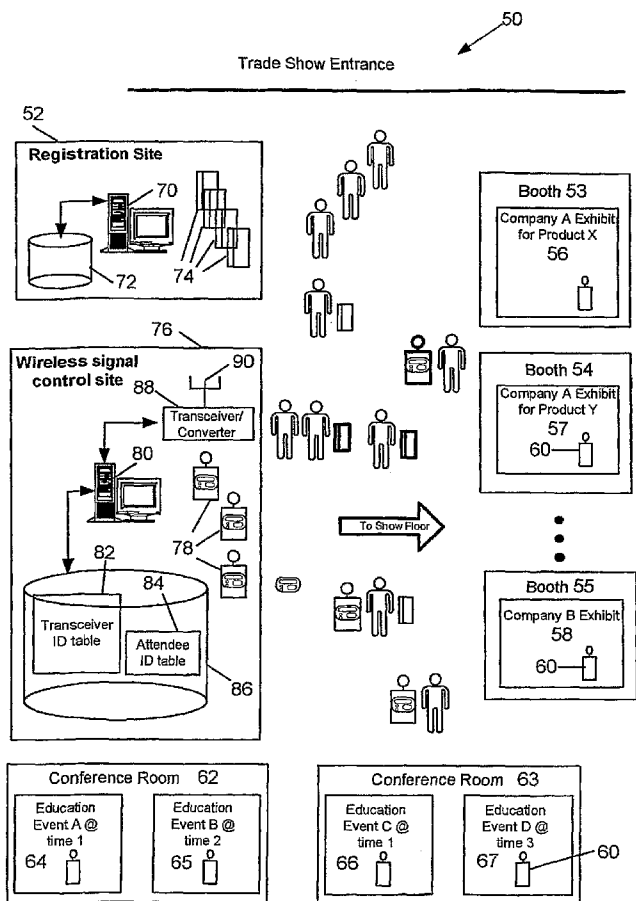
(10) International Publication Number  
**WO 2005/107389 A3**

- (51) International Patent Classification:  
*G06F 17/30* (2006.01)    *G07F 7/00* (2006.01)
- (21) International Application Number:  
PCT/US2005/014711
- (22) International Filing Date:    2 May 2005 (02.05.2005)
- (25) Filing Language:    English
- (26) Publication Language:    English
- (30) Priority Data:  
60/567,728    3 May 2004 (03.05.2004)    US
- (71) Applicant (for all designated States except US): **MAC VENTURES GROUP, INC.** [US/US]; 16 Sunset Key Drive, Key West, FL 30040 (US).
- (72) Inventors; and
- (75) Inventors/Applicants (for US only): **MCSHEFFREY, Brendan, T.** [US/US]; 34 Morton Road, Newton, MA 02459 (US). **GULLEY, Kevin** [US/US]; 221 Auburn Street, Newton, MA 02464 (US). **VALENTINE, Christopher** [US/US]; 505 Pleasant Street, Marshfield, MA 02050 (US).

- (74) Agents: **FRENCH, Timothy, A.** et al.; Fish & Richardson P.C., 225 Franklin Street, Boston, MA 02110-2804 (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, KM, 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, SM, 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, IS, IT, LT, 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).

[Continued on next page]

(54) Title: PROCESSING OF TRADE SHOW INFORMATION



(57) Abstract: A system determines a level of interest (18) of items (14) at a trade show (e.g. a trade show exhibit or presentation) based on data about the identity of the items (12) presented at the trade show (e.g. a trade show exhibit or presentation) and information indicating items in which attendees have expressed some interest during the show (20) (e.g. information indicating a person has visited a trade show booth or requested information from a vendor manning a booth (16)). (Fig. 1).

WO 2005/107389 A3



**Published:**

— with international search report

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

5 April 2007

*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.*

**INTERNATIONAL SEARCH REPORT**

International application No.

PCT/US05/14711

**A. CLASSIFICATION OF SUBJECT MATTER**  
 IPC: **G06F 17/30( 2006.01);G07F 7/00( 2006.01)**  
  
 USPC: **705/27**  
 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. : 705/27  
  
 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 2003/0065805 A1 (BARNERS, JR.) 03 Apr 2003 (03.04.2003)	1-14
A	US 2003/0017801 A1 (MACKAY) 23 Jan 2003 (23.01.2003)	1-14
A	US 6,691,135 B2 (PICKETT et al) 10 Feb 2004 (10.02.2004)	1-14
A	US 6,546,002 B1 (KIM) 08 Apr 2003 (.08.04.2003)	1-14
A	US 6,691,106 B1 (SATHYANARAYAN) 10 Feb 2004 (10.02.2004)	1-14
A	US 2002/0174035 (STERN et al) 21 Nov 2002 (21.11.2002)	1-14

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

* Special categories of cited documents:	"T" 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
"A" document defining the general state of the art which is not considered to be of particular relevance	"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
"E" earlier application or patent published on or after the international filing date	"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
"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)	"&" document member of the same patent family
"O" document referring to an oral disclosure, use, exhibition or other means	
"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: **21 September 2006 (21.09.2006)**  
 Date of mailing of the international search report: **29 NOV 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: **Andrew J. Fischer**  
 Telephone No. **703-305-3900**