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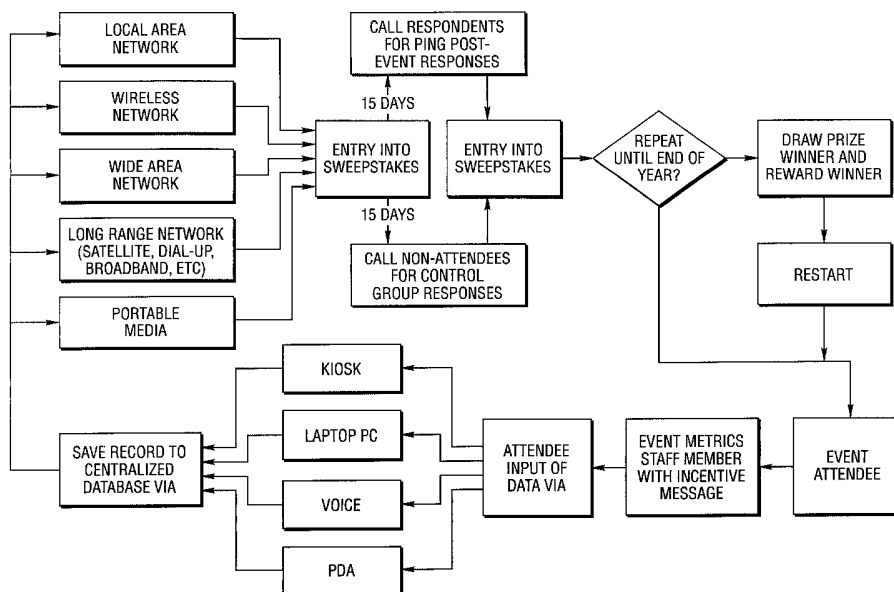
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Declarations under Rule 4.17:

— as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii)) for the following designations AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, ES, FI,

[Continued on next page]

(54) Title: COMPUTERIZED METHOD AND SYSTEM FOR GENERATING REPORTS AND DIAGNOSTICS WHICH MEASURE EFFECTIVENESS OF AN EVENT OR PRODUCT OR SERVICE PROMOTED AT THE EVENT



(57) Abstract: A computerized method and system for generating reports and diagnostics which measure effectiveness of an event or product or service promoted at the event are provided. Demographic, product or service and event data are obtained from attendees of the event using a plurality of interactive, attendee-accessible data entry devices. The obtained data is stored in an attendee database. The stored data is processed to generate reports and diagnostics which measure effectiveness of the event or product or service.

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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, NI, NO, NZ, OM, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, TJ, TM, TN, TR, TT, TZ, UA, UG, UZ, VC, VN, YU, ZA, ZM, ZW, ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PT, RO, SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG)

— as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii)) for the following designations AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, 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, NI, NO, NZ, OM, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, TJ, TM, TN, TR, TT, TZ, UA, UG, UZ, VC, VN, YU, ZA, ZM, ZW, ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG,

ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PT, RO, SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG)

— of inventorship (Rule 4.17(iv)) for US only

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**INTERNATIONAL SEARCH REPORT**

International application No.  
PCT/US03/16516

**A. CLASSIFICATION OF SUBJECT MATTER**

IPC(7) : G06F 17/60  
US CL : 705/10

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. : 705/10

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.
X	US 2002/0049628 A1 (WEST et al) 25 April 2002 (25.04.2002), see entire document.	1-20
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Y		21-30
Y	US 5,237,157 A (KAPLAN) 17 August 1993 (17.08.1993), see entire document.	1-30
Y,E	US 6,574,614 B1 (KESEL) 03 June 2003 (03.06.2003), see entire document.	1-30
Y	US 6,233,564 B1 (SCHULZE, JR.) 15 May 2001 (15.05.2001), see entire document.	1-30

Further documents are listed in the continuation of Box C.

See patent family annex.

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"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	

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PCT/US03/16516

**Continuation of Item 4 of the first sheet:**

MAXIMUM OF 17 WORDS WAS EXCEEDED, PREFERRED LENGTH IS 7 WORDS

COMPUTERIZED METHOD AND SYSTEM FOR GENERATING REPORTS AND DIAGNOSTICS WHICH MEASURE EFFECTIVENESS