

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
20 September 2007 (20.09.2007)

PCT

(10) International Publication Number
WO 2007/106693 A3

(51) International Patent Classification:
H04L 9/00 (2006.01)

(21) International Application Number:

PCT/US2007/063490

(22) International Filing Date: 7 March 2007 (07.03.2007)

(25) Filing Language:

English

(26) Publication Language:

English

(30) Priority Data:

60/781,535	10 March 2006 (10.03.2006)	US
11/445,094	31 May 2006 (31.05.2006)	US

CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, SV, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, 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, LV, MC, MT, 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).

(71) Applicants and

(72) Inventors: **SHUBERT, Eric** [US/US]; 3424 Smoketree Commons, Pleasanton, CA 94566 (US). **FREW, Darcy** [US/US]; 3424 Smoketree Commons, Pleasanton, CA 94566 (US).

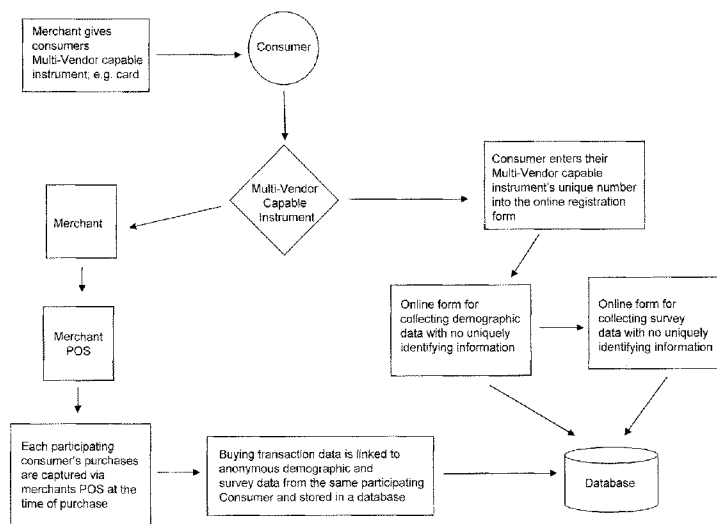
Published:

— 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

(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,

(88) Date of publication of the international search report:
31 July 2008

(54) Title: METHOD OF OBTAINING AND USING ANONYMOUS CONSUMER PURCHASE AND DEMOGRAPHIC DATA



(57) Abstract: This invention relates to a novel method of obtaining and using anonymous consumer purchase and demographic data that comprises providing a multi vendor capable instrument, such as a uniquely identifiable card, to the consumer for use during consumer purchases. The consumer is invited to anonymously register the instrument (e.g. card). This registration process invites the user to provide anonymous demographic data. Uniquely identifying information, such as name, address, phone number, and/or birth date is not be requested. When consumers then use the card during purchases, sales information is automatically captured at the point of sale. The demographic information and the consumer purchase information can be linked to obtain a clear picture of the demographics of the consumers that made the purchases. This information can then be used for a variety of purposes, including marketing research.

WO 2007/106693 A3

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US 07/63490

A. CLASSIFICATION OF SUBJECT MATTER

IPC(8) - H04L 9/00 (2008.04)

USPC - 705/66

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)

USPC - 705/66

IPC(8) - H04L 9/00 (2008.04)

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
 USPC - 705/26,64, 65, 67; 707/2; 713/182,185; 715/745, 746, 747; see keywords below.
 IPC(8) - H04L 9/00 (2008.04)

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
 PubWEST (DB=PGPB,USPT,USOC,EPAB,JPAB; PLUR=NO; OP=ADJ); freepatentsonline.com; WIPO; Google Patents; Google;
 Keywords: anonymous, demographic, consumer, purchase, data, information, multi-vendor, credit card, solicitation, survey, merchants,
 incentive program

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2002/0046341 A1 (KAZAKS et al) 18 April 2002 (18.04.2002) see entire document, especially para [0003], [0012], [0024], [0025], [0038], [0042], [0044], [0046], [0048], [0049], [0051], [0075], [0077], [0080], [0081], [0082].	1-7
A	US 2004/0176995 A1 (FUSZ) 09 September 2004 (09.09.2004) see entire document.	1-7

☐ Further documents are listed in the continuation of Box C.

* Special categories of cited documents:

"A" document defining the general state of the art which is not considered to be of particular relevance

"E" earlier application or patent but published on or after the international filing date

"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)

"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

"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

"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

"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

"&" document member of the same patent family

Date of the actual completion of the international search

21 May 2008 (21.05.2008)

Date of mailing of the international search report

05 JUN 2008

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:

Lee W. Young

PCT Helpdesk: 571-272-4300
 PCT OSP: 571-272-7774