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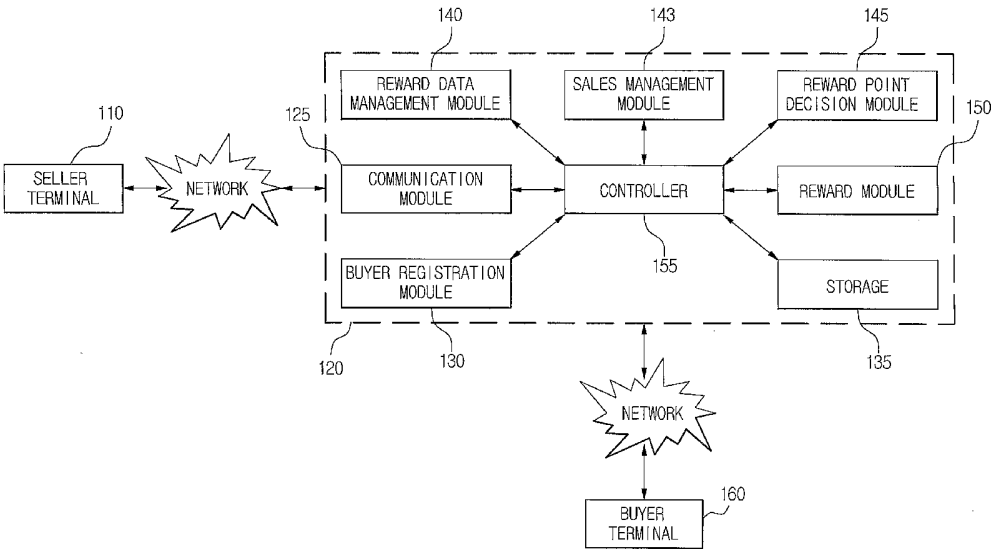

(57) Abstract: The present invention relates to a rebate marketing method and system for providing an early adapter of new product with a reward, comprising: (a) receiving buyer registration request corresponding to a new product purchase from one of a seller terminal and a buyer terminal, wherein the buyer registration request comprises buyer personnel data and product data; (b) registering the buyer registration request; repeating said (a) and said (b) until a sale quantity of the new product reaches a predetermined reward point; extracting data of plural early adapters in a predetermined purchase order if reaching to the reward point; and providing each early adapter corresponding to early adapter data with reward. The present invention provide the early adapters with reward at the predetermined point of time(e.g., the break-even point, etc,.) so that can increase the quantity of sales at the early stage.

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Invention-title

System and method for rebate marketing

Technical field

The present invention relates to a system and method for rebate marketing, particularly, for promoting a new product.

Background art

Growth of economy and technology reduces the time required for developing and releasing a new product.

But, the quantity of sale of new products in the early stage(e.g., a high end electronic device) is much less than that of existing products of which technology and stability were certified. It is because that people do not have a confidence for the new product and the price is going down as time goes by.

There are people who buy the new product without hesitation regardless of price and quantity of sale; this kind of people is called 'early adapter'. Early adapter is a compound word of 'early' and 'adapter', and indicates the people who are not interested in the existing product and want to buy the new product earlier than any other people do.

In Japan, a report shows that 15% of whole consumers are early adapters. For example, SONY estimated 5000 sales at the first launching of Walkman, it got

tremendous popularity by the early adapters. Namely, an excellent consumer makes an excellent enterprise, and there is a partnership between consumer and enterprise. The early adapter's postscript or notes after use is very useful to improve the new product or to develop another product.

As described above, the early adapter plays very important role in industry development so that a lot of ways for enlarging the number of early adapters are needed.

But, the role of early adapters has been never considered in the conventional ways for promoting the new product, and most enterprises have promoted their new product sales with commercials that emphasize new functions or famous models appear.

Also, because there is no reward for early adapters in the conventional sales methods, the sales of new product is dull at early stage so that the period for revulsion of R&D expenditure becomes longer and as a result it may make the enterprises worse.

Disclosure

Technical problem

The present invention is for solving aforementioned problems, the primary object of the present invention is to provide a rebate marketing system and method for making a reward to the early adapters at the predetermined point of time(e.g., the break-even point, etc,.) so that can increase the quantity of sales at the early stage.

Another object of the present invention is to provide a rebate marketing system

and method for making a reward to the early adapters at the predetermined point of time so that the users voluntarily advertise the new products between them.

Still another object of the present invention is to provide a rebate marketing system and method for maximizing the sales quantity at the early stage to help the enterprise developing new products and collect R&D expenditure as quickly as possible.

Still another object of the present invention is to provide a rebate marketing system and method for rewarding sellers as well as early adapters at the predetermined point of time so that the sellers can make an effort to sell the new products.

Technical solution

To achieve aforementioned objects, according to the preferred embodiment of the present invention, there are provided a method, system and computer-readable medium for providing an early adapter of new product with a reward, comprising: (a) receiving buyer registration request corresponding to a new product purchase from one of a seller terminal and a buyer terminal, wherein the buyer registration request comprises buyer personnel data and product data; (b) registering the buyer registration request; repeating said (a) and said (b) until a sale quantity of the new product reaches a predetermined reward point; extracting data of plural early adapters in a predetermined purchase order if reaching to the reward point; and providing each early adapter corresponding to early adapter data with reward.

If the buyer registration request further comprises product recommender data, the method according to the present invention further comprises the step of extracting product recommender data corresponding to early adapter data and the step of providing the product recommender corresponding to product recommender data with reward.

If the buyer registration request further comprises seller data, the method according to the present invention further comprises the step of extracting seller data corresponding to early adapter data and the step of providing the seller corresponding to seller data with reward.

The step (b) comprises the step of verifying the buyer registration request and the step of registering the buyer registration request if valid

In the present invention, among the early adapters in a predetermined purchase order, the more reward is provided to the earlier adapter.

Also, the step of providing each early adapter corresponding to the early adapter data with reward comprises the step of dividing the early adapter data into plural predetermined purchase order groups and the step of providing early adapters in each purchase order group with reward, wherein more reward is provided to the earlier purchase order group.

Also, the predetermined reward point is one selected from a group consisting of points of time when a sale quantity reaches a predetermined number and a break-even point.

Description of drawings

FIG. 1 is a block diagram of the rebate marketing system according to the preferred embodiment of the present invention.

FIG. 2 is a flowchart of the rebate marketing method according to the preferred embodiment of the present invention.

FIG. 3 is an example of the buyer registration form according to the preferred embodiment of the present invention.

FIG. 4 is a flowchart of the method for rewarding the product recommender according to the preferred embodiment of the present invention.

FIG. 5 is a flowchart of the method for rewarding the seller according to the preferred embodiment of the present invention.

FIG. 6 is a flowchart of the rebate marketing method according to another embodiment of the present invention.

<A list of the numbers identifying major parts shown in the drawings>

120 : rebate marketing system

125 : communication module

130 : buyer registration module

135 : storage

140 : reward data management module

143 : sales management module

145 : reward point decision module

150 : reward module

155 : controller

Mode for invention

Hereinafter, the preferred embodiment of the present invention will be described with accompanying drawings.

FIG. 1 is a block diagram of the rebate marketing system according to the preferred embodiment of the present invention.

Referring to FIG. 1, the rebate marketing system 120 comprises communication module 125, buyer registration module 130, storage 135, reward data management module 140, sales management module 143, reward point decision module 145, reward module 150, and controller 155.

The communication module 120 receives buyer registration data(and/or seller registration data) from a seller terminal 110 or a buyer terminal 160 via network, and transmits reward process data to the seller terminal 110 or the buyer terminal 160 via network. Although one seller terminal 110 and one buyer terminal are shown in FIG. 1, these are only for example and plural seller terminals 110 and plural buyer terminals

160 can be connected to the rebate marketing system 120 through network. Also, if the seller terminal 110 and the buyer terminal 160 is a communicating device such as PC, PDA, mobile terminal(e.g., cellular phone), they can be applied to the present invention without any limit.

The buyer registration module 130 stores buyer registration data(e.g., name, phone number, account number, seller, product serial number, product recommender, etc.,) and/or seller registration data(e.g., seller name, phone number, account number, etc.,) in the predetermined form in the storage 135, which the communication module 125 receives from the seller terminal 110 or the buyer terminal 160.

The storage 135 stores an executable program of rebate marketing system 120, buyer registration data, seller registration data, reward point data(e.g., point of time when 1000 new products are sold, break-even point, etc.,), reward beneficiary data, reward benefit data(e.g., cash reward, coupon reward, etc.,), and so on. According to the kinds of stored data, the storage 135 can be divided into program storage, buyer registration data storage, reward point storage, reward data storage, early adapter data storage, and so on.

The reward data management module 140, working together with the sales management module 143, manages data(i.e., reward criterion) relating to what reward will be provided to a certain buyer who purchased the new product. For example, if the first to 200^{th} buyers are grouped as early adapter, 10% of price can be reward to the first

to 100th buyers and 5% to the 101th to 200th buyers at the point of selling 1000 new products.

The sales management module 143 counts how many new products are sold by analyzing buyer data that the buyer registration module 130 stores in the storage 135 and/or sale quantity data that administrator of rebate marketing system 120 enters.

The reward point decision module 145 determines whether or not the current quantity of sale that the sales management module 143 is counting corresponds to the reward criterion that the reward data management module 140 manages.

If the reward point decision module 145 determines that current sale quantity corresponds to the reward point, the reward module 150 determines the reward to be provided to the buyers(e.g., 10,000 won to HONG GIL DONG) who are the early adapters by use of reward criterion that the reward data management module 140 manages and buyer registration data stored in the storage 135.

The controller 155 controls the operations of communication module 125, buyer registration module 130, storage 135, reward data management module 140, sales management module 143, reward point decision module 145 and reward module 150 to provide the reward to the early adapters(and/or sellers) at the predetermined point of time.

FIG. 2 is a flowchart of the rebate marketing method according to the preferred

embodiment of the present invention, and FIG. 3 is an example of buyer registration form according to the preferred embodiment of the present invention.

Referring to FIG. 2, at step 210, the rebate marketing system 120 receives buyer registration data from the seller terminal 110 or the buyer terminal 160, and stores received data in the storage. Of course, the rebate marketing system 120 further performs an additional step of verifying received buyer registration data by use of certain data(e.g., serial number of the product). Buyer registration data is inputted by the seller or buyer at the point of or right after purchase and the exemplary buyer registration form for entering buyer registration data is shown in FIG. 3.

Referring to FIG. 3, the buyer registration form comprises plural data input fields and plural function buttons. The buyer registration form can be provided when the seller terminal 110 or the buyer terminal 160 accesses to the rebate marketing system 120.

The data input field comprises a name article, a resident registration number article, a phone number article, a address article, an E-mail address article, an account number article, a product serial number article, a purchase place article, purchase date article, product recommender article, and so on.

The name article, resident registration number article, phone number article, address article and E-mail address article are for entering data indicating who is buyer.

The account number article is for entering an account number to receive a cash

reward if the buyer is an early adapter who can receive the reward. If 'input later' button is clicked, the account number can be input later when the buyer receives an E-mail notifying that he is selected as an early adapter who can receive the reward.

The product serial number article is for entering a serial number of the product and the rebate marketing system 120 can verify the validity of the registration request by use of it.

The purchase place article is for entering data about where the buyer purchased the product, and reward to the seller when the buyer is selected as early adapter can induce the seller to make an effort to sell the new product and also to enter buyer registration data precisely and quickly. As this, quickly and precisely inputted buyer registration data can be used as marketing data in future and can be applied to the commercials.

The purchase date article is for entering data when the buyer purchased the product, and it is possible to decide the purchase order of each buyer and who are early adapters based on the purchase order. Of course, if the seller is allowed to freely enter data in the purchase date article, the purchase order may become inaccurate. Therefore, the purchase date article can be replaced with a registration date article in where the date is automatically entered on registering buyer data.

The product recommender article is for entering personnel data(e.g., name, phone number, resident registration number, etc.,) of another early adapter who

introduces the functions or effects of the new product to the buyer before purchasing the product. It is for rewarding the recommender who is registered in the product recommender article when the buyer is selected as an early adapter to be rewarded.

Then, on clicking 'registration' button right after entering whole(or essential) data in the data input article, entered data is stored in the rebate marketing system 120. Also, if the buyer clicks 'subscription' button to be a member of the website that the rebate marketing system 120 provides in addition to the registration of buyer data, additional subscription page for entering subscription data will be displayed on the seller terminal 110 or the buyer terminal 160 right after storing entered buyer data. Of course, data already entered into the buyer registration article can be automatically transferred into the corresponding articles in the subscription page so that the buyer can enter data into the blank articles.

The buyer registration form shown in FIG. 3 is an example only for rewarding the buyer at the predetermined point of time and there is no need to be limited to the form.

Referring to FIG. 2 again, at step 220, the rebate marketing system 120 determines whether or not the current point corresponds to the predetermined reward point based on sale quantity data of the new product. The predetermined reward point can be arbitrarily determined. For example, the point of time when a certain quantity of new products are sold, the point of time reaching the break-even point, and so on can be

reward point.

If it is not the predetermined reward point, the rebate marketing system 120 continues receiving and registering buyer registration data at step 210 until reaching the predetermined reward point. But, if it is the predetermined reward point, the rebate marketing system 120 extracts the stored reward criterion at step 230.

The reward criterion can be arbitrarily selected, and two criteria are shown in Table 1. Hereinafter, the first criterion will be described in detail as example.

Table 1. reward criterion

Reward point	Beneficiary	Reward(First criterion)	Reward(second criterion)
30,000 sales	1 ~ 100th buyer	15%	Linearly decrease from first buyer 30% to 1,000th buyer 1%
	101 ~ 300th buyer	10%	
	301 ~ 1,000th buyer	5%	
	product recommender	5%	10% of buyer reward
	seller	3%	5% of buyer reward
100,000 sales	1 ~ 1,000th buyer	10%	Linearly decrease from first buyer 30% to 10,000th buyer 1%
	1,001 ~ 5,000th buyer	5%	
	5,001 ~ 10,000th buyer	3%	
	Product recommender	3%	10% of buyer reward
	Seller	1%	5% of buyer reward

300,000 sales	1 ~ 5,000th buyer	8%	Linearly decrease from first buyer 30% to 30,000th buyer 1%
	5,001 ~ 15,000th buyer	4%	
	15,001 ~ 30,000th buyer	2%	
	product recommender	2%	10% of buyer reward
	Seller	1%	5% of buyer reward
Reaching break-even point	1 ~ 100,000th buyer	2%	Linearly decrease from first buyer 30% to 100,000th buyer 1%
	product recommender	1%	10% of buyer reward
	Seller	0.5%	5% of buyer reward

At step 240, the rebate marketing system 120 provides the determined reward to the corresponding beneficiaries(e.g., buyer, seller, product recommender) in consideration of how many new products are sold. For example, as shown in Table 1, if the sale quantity reaches 30,000, first to 1,000th buyers are considered as early adapters. And, the first to 100th buyers will be rewarded with 15% of purchase price, 101 to 300th buyers with 10%, and 301 to 1,000th buyers with 5%, respectively. The reward will be paid to each adapter's account(FIG. 3). Of course, in this case, the early adapter(FIG. 3) who recommended the product to another early adapter will receive an additional reward, namely, 5% of purchase price, and the seller(FIG. 3) who sold the product will receive reward, namely, 3% of purchase price. The method for providing additional reward to the recommender will be described in FIG. 4, and the method for providing

reward to the seller will be described in FIG. 5.

As described above, after the first reward(e.g., reward at the point of selling 30,000 products) is provided, the rebate marketing system 120 provides the predetermined reward again to the beneficiaries(e.g., buyer, seller, product recommender) included within the reward range when reaching the following reward point(e.g., the sale quantity reaches 100,000). This reward process will be performed repeatedly until all rewards at each reward points are provided to each beneficiary. Of course, it is apparent that the reward processes can be applied independently to plural new products of one enterprise.

FIG. 4 is a flowchart of method for rewarding the product recommender according to the preferred embodiment of the present invention.

Referring to FIG. 4, at step 310, the rebate marketing system 120 receives buyer registration data from the seller terminal 110 or buyer terminal 160. At step 320, the rebate marketing system 120 verifies received buyer registration data received at the step 310.

At step 320, the rebate marketing system 120 determines whether or not the resident registration number of buyer, the product serial number, the purchase place, etc., are valid. If the buyer registration data is invalid, then the rebate marketing system 120 sends an error message to the seller terminal 110 or the buyer terminal 160 for the seller

or the buyer to correct data.

If buyer registration data is valid, at step 330, the rebate marketing system 120 stores buyer registration data of step 310. At step 340, the rebate marketing system 120 determines whether or not the current point corresponds to the predetermined reward point based on sale quantity data of the new product.

If the current point corresponds to the predetermined reward point, at step 350, the rebate marketing system 120 extracts the stored reward criterion(e.g., the range of early adapter, reward for each early adapter, etc.,).

At step 360, the rebate marketing system 120 provides the early adapters in the range with the predetermined amount or ratio of money, and at step 370, provides the product recommenders(namely, the one who bought the product earlier than the buyer and recommended the buyer to buy the product) with the corresponding reward.

Then, at step 380, the rebate marketing system 120 confirms the amount of money to be rewarded to each early adapter.

For example, assume that HONG GIL DONG who bought a certain product due to the recommendation of SUNG CHUN HYANG who bought the same product fourthly is 120^{th} early adapter. In this case, according to the first criterion in Table 1, HONG GIL DONG will be provided 10% of purchase price as a reward at the point of selling 30,000 products. In addition, SUNG CHUN HYANG will receive 15% of purchase price as early adapter and 5% of purchase price as recommender, so total

reward to be provided to SUNG is 20% of purchase price.

FIG. 5 is a flowchart of method for rewarding the seller according to the preferred embodiment of the present invention.

Referring to FIG. 5, at step 410, the rebate marketing system 120 receives buyer registration data from the seller terminal 110 or buyer terminal 160. At step 420, the rebate marketing system 120 verifies received buyer registration data received at the step 410. If buyer registration data is valid, at step 430, the rebate marketing system 120 stores buyer registration data of step 410.

At step 440, the rebate marketing system 120 determines whether or not the current point corresponds to the predetermined reward point based on sale quantity data of the new product. If the current point corresponds to the predetermined reward point, at step 450, the rebate marketing system 120 extracts the stored reward criterion(e.g., the range of early adapter, reward for each early adapter, etc.,).

At step 460, the rebate marketing system 120 provides the early adapters in the range with the predetermined amount or ratio of money, and at step 470, provides the sellers with the corresponding reward.

Then, at step 480, the rebate marketing system 120 confirms the amount of money to be rewarded to each seller.

For example, assume that HONG GIL DONG and SUNG CHUN HYANG are

fourth and 120th early adapters respectively, and both bought the product due to the recommendation of a seller at 'YOKSAM store'. In this case, according to the first criterion in Table 1, at the point of selling 30,000 products, HONG GIL DONG and SUNG CHUN HYANG will be provided 15% and 10% of purchase price as a reward respectively. In addition, YI MONG RYONG, the seller at YOKSAM store, will receive 10% of purchase price as recommender of HONG and SUNG(5% each) and 6% of purchase price as seller(3% each), so total reward to be provided to YI is 16% of purchase price.

FIG. 6 is a flowchart of rebate marketing method according to another embodiment of the present invention.

Referring to FIG. 6, at step 510, the rebate marketing system 120 receives buyer registration data from the seller terminal 110 or buyer terminal 160. buyer registration data further comprises product name data(e.g., MP3 player) of what the buyer bought.

At step 520, the rebate marketing system 120 verifies received buyer registration data received at the step 510. At step 520, the rebate marketing system 120 determines whether or not the resident registration number of buyer, the product serial number, the purchase place, etc., are valid. If the buyer registration data is invalid, then the rebate marketing system 120 sends an error message to the seller terminal 110 or the buyer terminal 160 for the seller or the buyer to correct data.

If buyer registration data is valid, at step 530, the rebate marketing system 120 stores buyer registration data of step 510. At step 540, the rebate marketing system 120 determines whether or not the current point corresponds to the predetermined reward point based on sale quantity data of the new product.

If the current point corresponds to the predetermined reward point, at step 550, the rebate marketing system 120 extracts the stored reward criterion(e.g., the range of early adapter, reward for each early adapter, etc.).

At step 360, the rebate marketing system 120 provides the early adapters in the range with the predetermined amount or ratio of money, and at step 370, provides the product recommenders(namely, the one who bought the product earlier than the buyer and recommended the buyer to buy the product) with the corresponding reward.

At step 560, the rebate marketing system 120 provides the early adapters in the range with the predetermined amount or ratio of money based on a sale record(i.e., buyer registration data), and at step 570, provides the product recommenders with the corresponding reward. Then, at step 580, the rebate marketing system 120 confirms the amount of money to be rewarded to each early adapter in step 560 and each product recommenders in step 570.

At step 590, the rebate marketing system 120 checks there is any reserved reward details corresponding to an early adapter. Here, the reserved reward details comprises a reward details for another new product(e.g., computer), a reward details

according to previous reward process, and so on. If the reserved reward details exists, the rebate marketing system 120 updates the reserved reward details at step 595 and returns to step 510 to perform a new reward process. But, if there is no reserved reward details, then the rebate marketing system 120 returns to step 510 and performs a new reward process.

Since the method of processing plural rewards corresponding to each new product in FIG. 6 can be applied to the reward method for the seller, product recommender, etc., the same description will be omitted here.

It is apparent that the reward in the rebate marketing method according to the present invention can be one of lotto, free coupon, discount coupon, cyber money, etc., as well as money.

The drawings and the detailed description are an example of the present invention, and these are only for describing the present invention, not for limiting the spirits and scope of the present invention, as claim. Therefore, those who skilled in the art can appreciate that various changes and equivalent embodiments may arise from the aforementioned drawings and detailed description. Thus, the true scope of the present invention must be determined by the accompanying claims.

Industrial applicability

As described above, the rebate marketing system and method of the present

invention provide the early adapters with reward at the predetermined point of time(e.g., the break-even point, etc,.) so that can increase the quantity of sales at the early stage.

And, the rebate marketing system and method provide the early adapters with reward at the predetermined point of time so that the users voluntarily advertise the new products between them.

Also, the rebate marketing system and method can maximize the sales quantity at the early stage to help the enterprise developing new products and collect R&D expenditure as quickly as possible.

Also, the present invention can reward sellers as well as early adapters at the predetermined point of time so that the sellers can make an effort to sell the new products.

Claims

1. A method for providing an early adapter of new product with a reward, comprising:

(a) receiving a buyer registration request corresponding to a new product purchase from one of a seller terminal and a buyer terminal, wherein the buyer registration request comprises a buyer personnel data and a product data;

(b) registering the buyer registration request;

repeating said (a) and said (b) until a sale quantity of the new product reaches a predetermined reward point;

extracting data of plural early adapters in a predetermined purchase order if reaching to the reward point; and

providing each early adapter corresponding to the early adapter data with reward.

2. The method in claim 1 further comprising: if the buyer registration request further comprises a product recommender data,

extracting the product recommender data corresponding to the early adapter data; and

providing the product recommender corresponding to the product recommender data with reward.

3. The method in claim 1 further comprising: if the buyer registration request further comprises a seller data,

extracting the seller data corresponding to the early adapter data; and

providing the seller corresponding to the seller data with reward.

4. The method in claim 1, wherein said (b) comprises:

verifying the buyer registration request; and

registering the buyer registration request if valid

5. The method in claim 1, wherein among the early adapters in a predetermined purchase order, the more reward is provided to the earlier adapter.

6. The method in claim 1, wherein providing each early adapter corresponding to the early adapter data with reward comprises:

dividing the early adapter data into plural predetermined purchase order groups;

providing early adapters in each purchase order group with reward,

wherein more reward is provided to the earlier purchase order group.

7. The method in claim 1, wherein the predetermined reward point is one

selected from a group consisting of points of time when a sale quantity reaches a predetermined number and a break-even point.

8. A system for providing an early adapter with reward, comprising:

means for receiving a buyer registration request corresponding to a new product purchase from one of a seller terminal and a buyer terminal, wherein the buyer registration request comprises a buyer personnel data and a product data;

means for registering the buyer registration request;

means for determining whether or not a sale quantity of the new product reaches a predetermined reward point;

means for extracting data of plural early adapters in a predetermined purchase order if reaching to the reward point; and

means for providing each early adapter corresponding to the early adapter data with reward.

9. The system in claim 8 further comprising: if the buyer registration request further comprises an additional reward data, wherein the additional reward data is one of a product recommender data and a seller data,

means for extracting t the additional reward data corresponding to the early adapter data; and

providing one of the product recommender and the seller corresponding to the additional reward data with reward.

10. A computer-readable medium including a program containing computer-executable instructions for performing the method for providing an early adapter of new product with a reward, wherein the program performs the steps of:

(a) receiving a buyer registration request corresponding to a new product purchase from one of a seller terminal and a buyer terminal, wherein the buyer registration request comprises a buyer personnel data and a product data;

(b) registering the buyer registration request;

repeating said (a) and said (b) until a sale quantity of the new product reaches a predetermined reward point;

extracting data of plural early adapters in a predetermined purchase order if reaching to the reward point; and

providing each early adapter corresponding to the early adapter data with reward.

FIG. 1

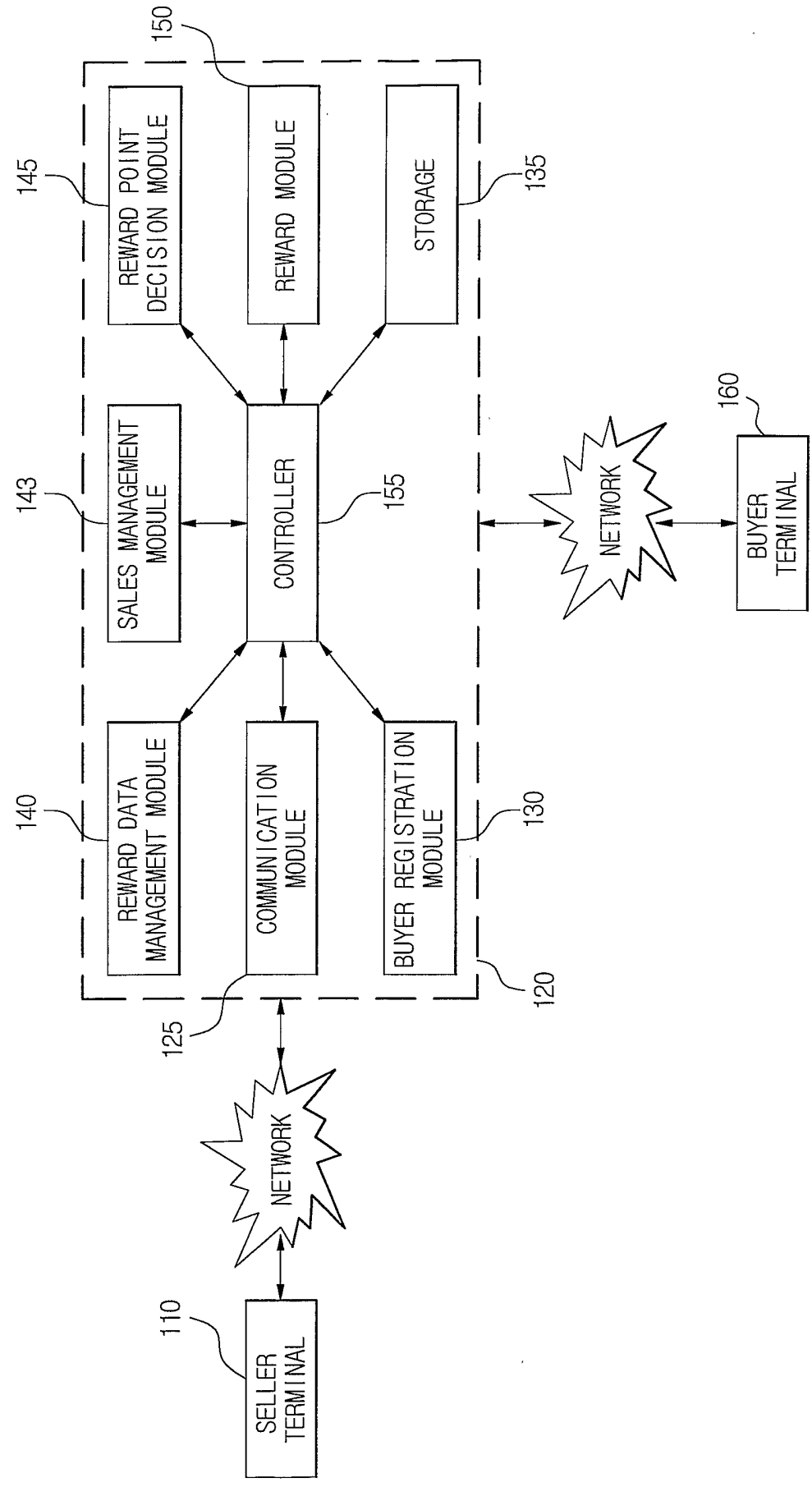
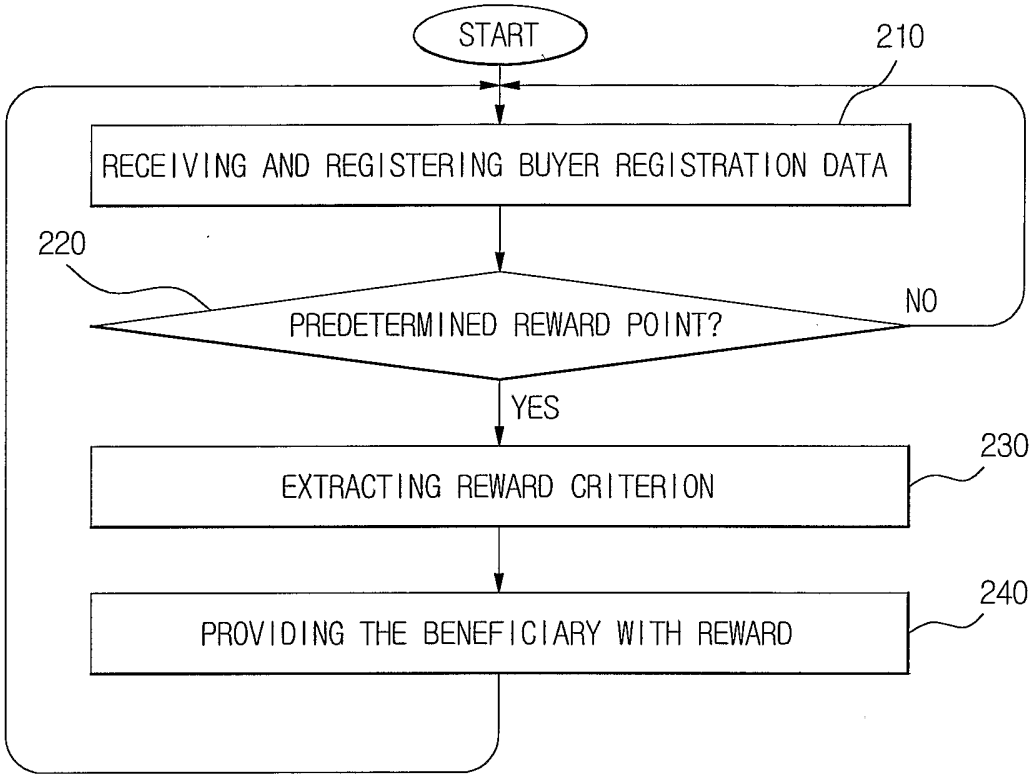

150
REWARD POINT DECISION MODULE
145
REWARD MODULE
STORAGE
135
SALES MANAGEMENT MODULE
143
CONTROLLER
155
NETWORK
160
BUYER TERMINAL
REWARD DATA MANAGEMENT MODULE
140
COMMUNICATION MODULE
BUYER REGISTRATION MODULE
130
120
125
NETWORK
110
SELLER TERMINAL

FIG. 2


START
210
RECEIVING AND REGISTERING BUYER REGISTRATION DATA
220
PREDETERMINED REWARD POINT?
NO
YES
230
EXTRACTING REWARD CRITERION
240
PROVIDING THE BENEFICIARY WITH REWARD

3/6
FIG. 3

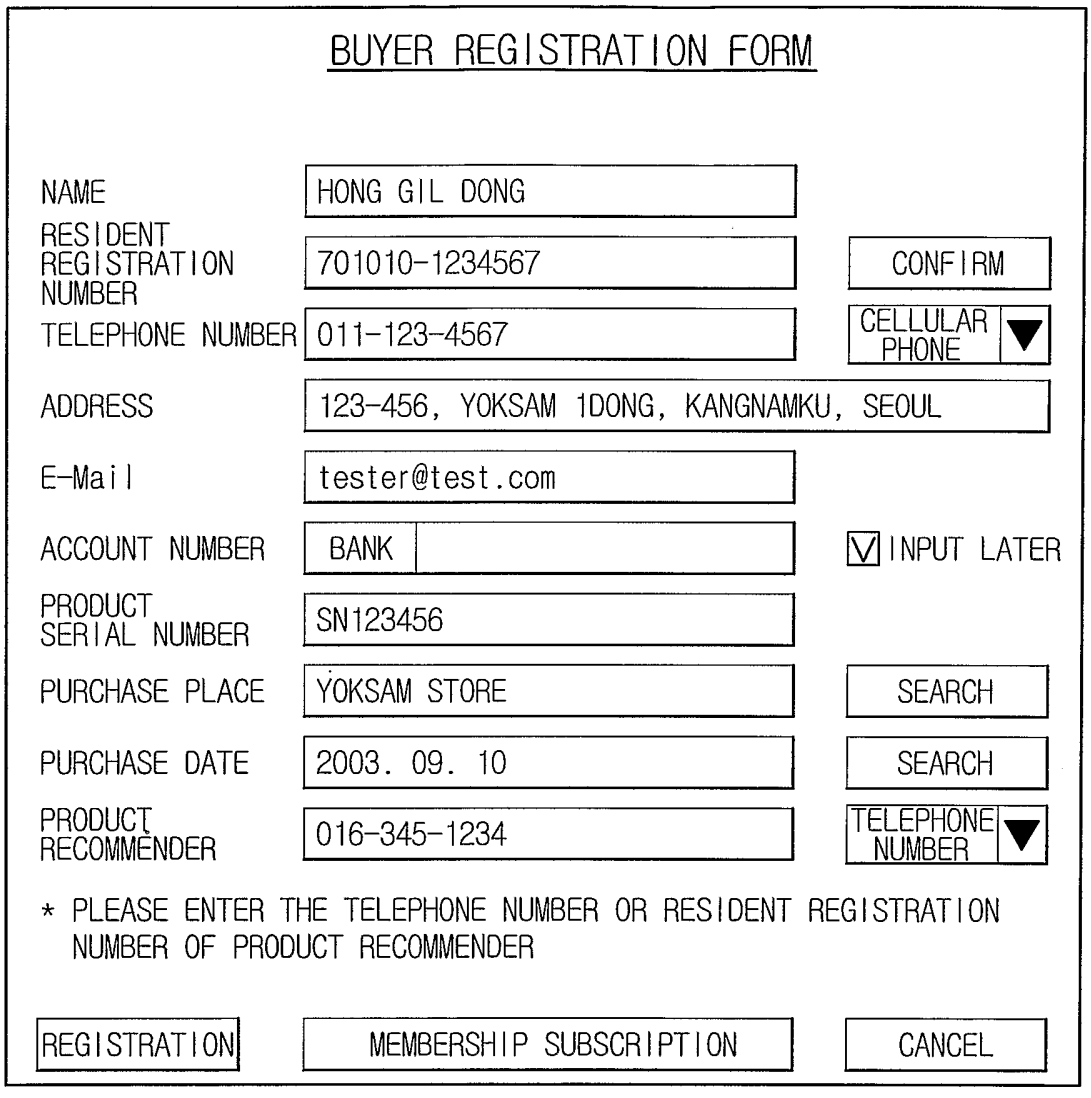

BUYER REGISTRATION FORM
NAME
HONG GIL DONG
RESIDENT REGISTRATION NUMBER
701010-1234567
CONFIRM
TELEPHONE NUMBER
011-123-4567
CELLULAR PHONE
ADDRESS
123-456, YOKSAM 1DONG, KANGNAMKU, SEOUL
E-Mail
tester@test.com
ACCOUNT NUMBER
BANK
INPUT LATER
PRODUCT SERIAL NUMBER
SN123456
PURCHASE PLACE
YOKSAM STORE
SEARCH
PURCHASE DATE
2003. 09. 10
SEARCH
PRODUCT RECOMMENDER
016-345-1234
TELEPHONE NUMBER
* PLEASE ENTER THE TELEPHONE NUMBER OR RESIDENT REGISTRATION NUMBER OF PRODUCT RECOMMENDER
REGISTRATION
MEMBERSHIP SUBSCRIPTION
CANCEL

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FIG. 4

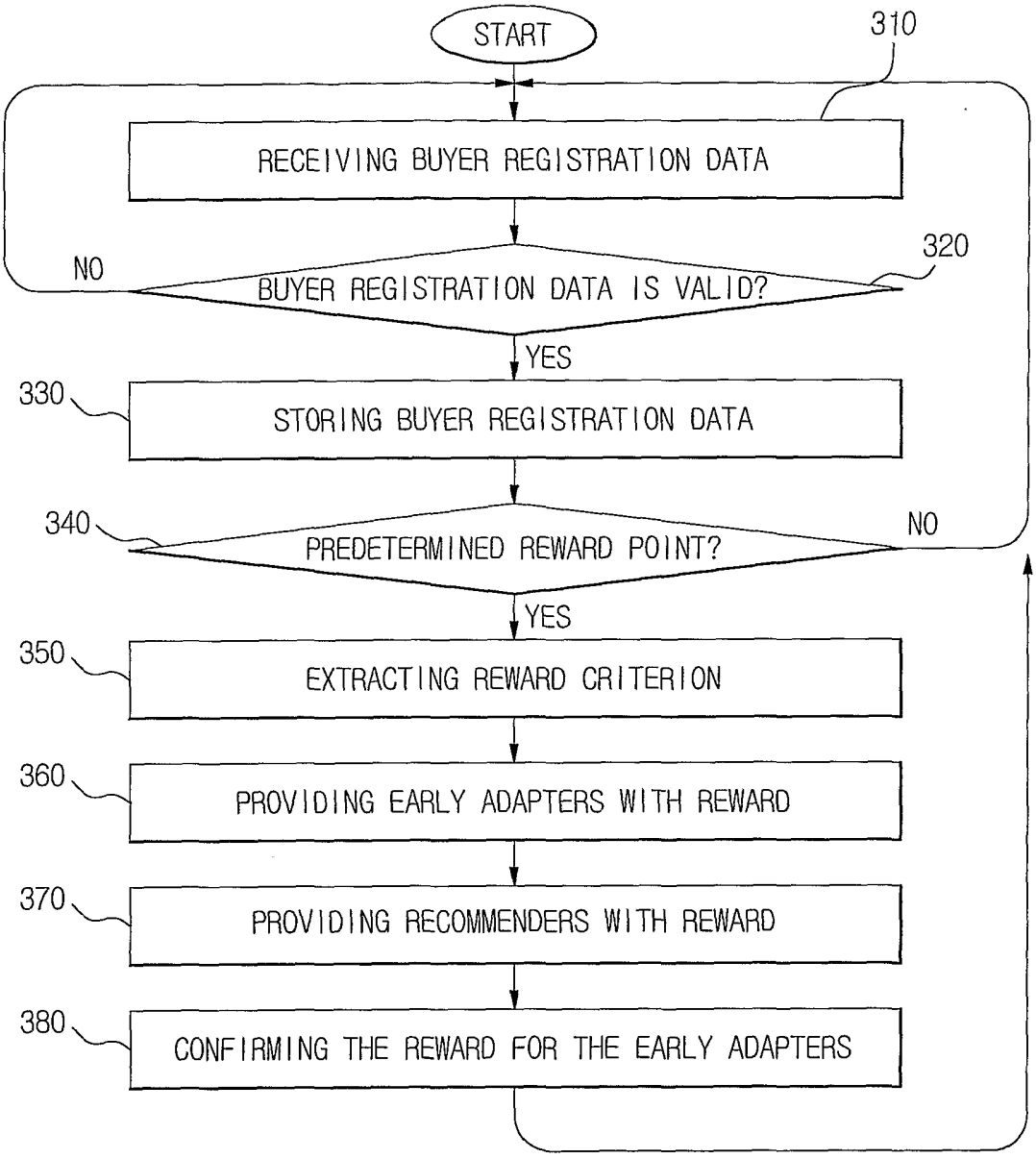
START
310
RECEIVING BUYER REGISTRATION DATA
320
NO
BUYER REGISTRATION DATA IS VALID?
YES
330
STORING BUYER REGISTRATION DATA
340
PREDETERMINED REWARD POINT?
NO
YES
350
EXTRACTING REWARD CRITERION
360
PROVIDING EARLY ADAPTERS WITH REWARD
370
PROVIDING RECOMMENDERS WITH REWARD
380
CONFIRMING THE REWARD FOR THE EARLY ADAPTERS

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FIG. 5

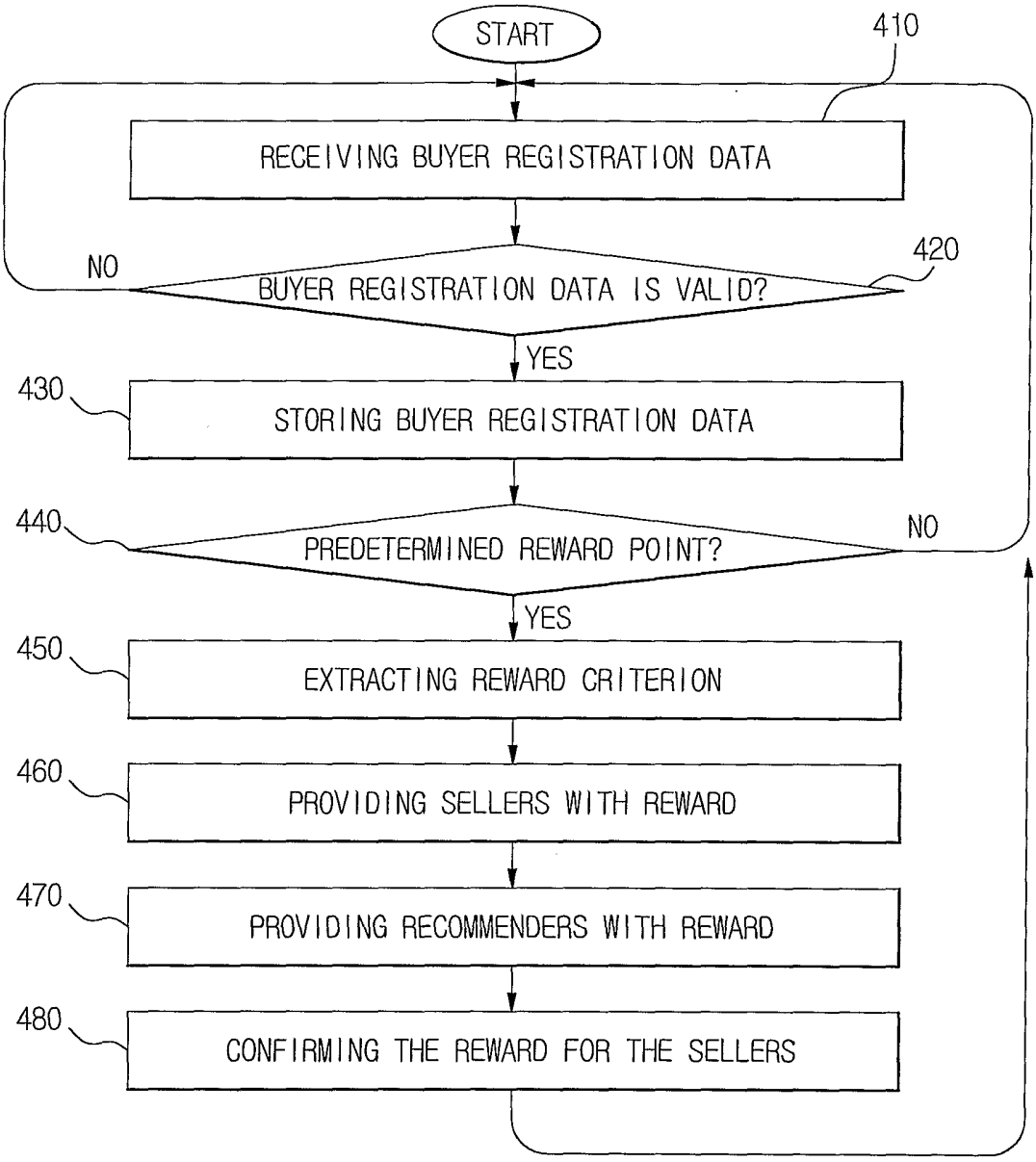
START
410
RECEIVING BUYER REGISTRATION DATA
420
NO
BUYER REGISTRATION DATA IS VALID?
YES
430
STORING BUYER REGISTRATION DATA
440
PREDETERMINED REWARD POINT?
NO
YES
450
EXTRACTING REWARD CRITERION
460
PROVIDING SELLERS WITH REWARD
470
PROVIDING RECOMMENDERS WITH REWARD
480
CONFIRMING THE REWARD FOR THE SELLERS

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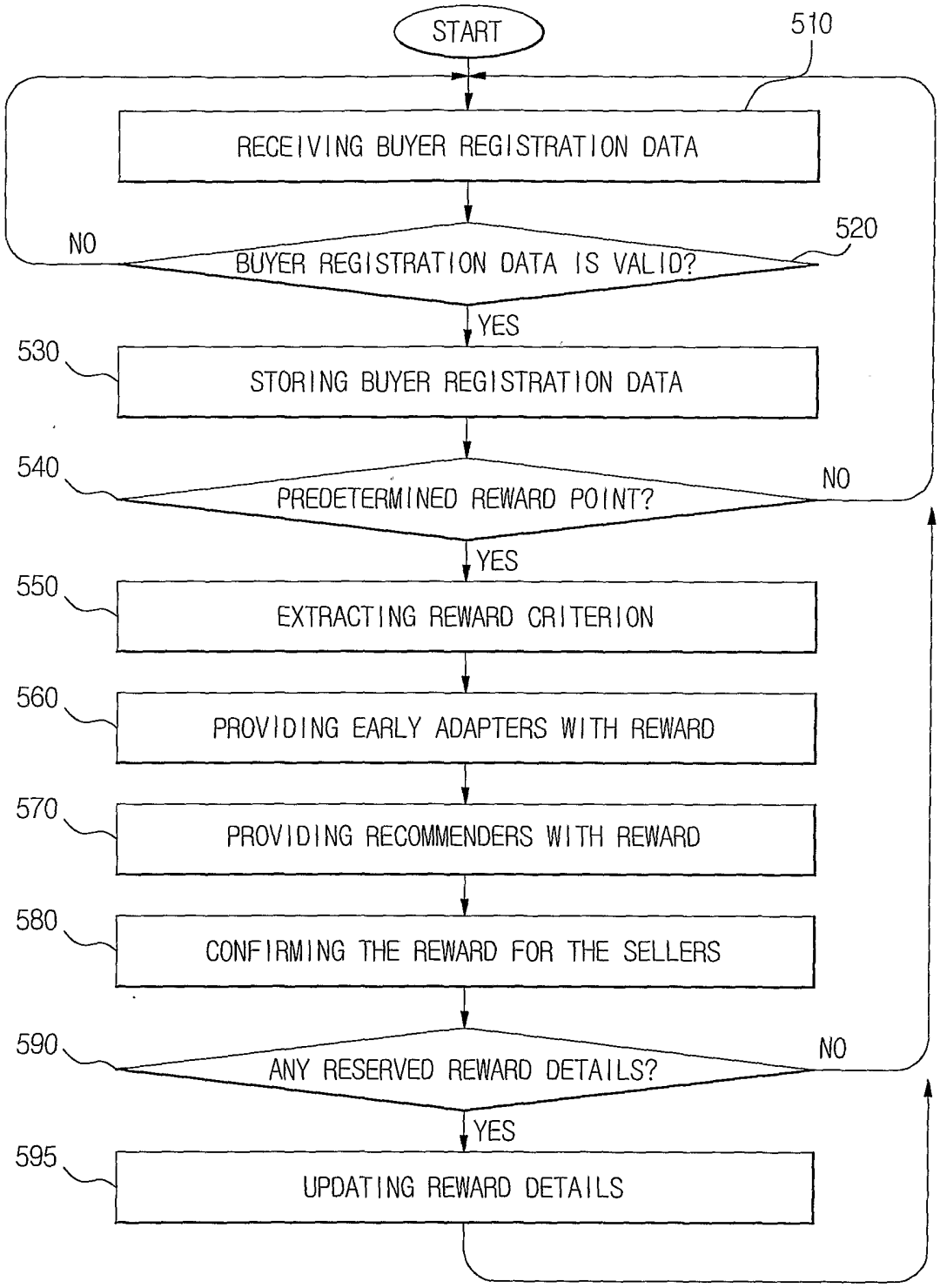
FIG. 6


START
510
RECEIVING BUYER REGISTRATION DATA
NO
BUYER REGISTRATION DATA IS VALID?
520
YES
530
STORING BUYER REGISTRATION DATA
540
PREDETERMINED REWARD POINT?
NO
YES
550
EXTRACTING REWARD CRITERION
560
PROVIDING EARLY ADAPTERS WITH REWARD
570
PROVIDING RECOMMENDERS WITH REWARD
580
CONFIRMING THE REWARD FOR THE SELLERS
590
ANY RESERVED REWARD DETAILS?
NO
YES
595
UPDATING REWARD DETAILS

INTERNATIONAL SEARCH REPORT

International application No.
PCT/KR2004/002515

A. CLASSIFICATION OF SUBJECT MATTER

IPC7 G06F 17/60

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)
IPC G06F 17/60, G06F 19/00

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
Korean Patents and applications for inventions since 1975
Korean Utility models and applictions for Utility models since 1975
Japanese Utility models and application for Utility models since 1975

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
KIPASS, PAJ, FPD

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	KR 2002-0028139 A (PARK, JUN HYUN) 16. APR. 2002(Family None) * Abstracts & Claims	1 - 10
Y	KR 2002-0007079 A (LG ELECTRONICS INC) 26. JAN. 2002(Family None) * Abstracts & Claims	1 - 10
Y	KR 2000-0050067 A (PARK HYO JONG) 05. AUG. 2000(Family None) * Abstracts & Claims	1 - 10
A	US 5,923,016 A (CARLSON COMPANIES INC) 13. JUL. 1999 * Abstracts & Claims	1 - 10
A	US 6,014,634 A (Supermarkets ONline, INC) 11. JAN. 2000(Family None) * Abstracts & Claims	1 - 10

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

* 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 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	Date of mailing of the international search report
16 FEBRUARY 2005 (16.02.2005)	**21 FEBRUARY 2005 (21.02.2005)**
Name and mailing address of the ISA/KR Korean Intellectual Property Office 920 Dunsan-dong, Seo-gu, Daejeon 302-701, Republic of Korea Facsimile No. 82-42-472-7140	Authorized officer CHOI, Bong Mook Telephone No. 82-42-481-5994

Form PCT/ISA/210 (second sheet) (January 2004)

INTERNATIONAL SEARCH REPORT

International application No.
PCT/KR2004/002515

Box No. I Nucleotide and/or amino acid sequence(s) (Continuation of item1.b of the first sheet)

1. With regard to any nucleotide and/or amino acid sequence disclosed in the international application and necessary to the claimed invention, the international search was carried out on the basis of :

   a. type of material
   - ☐ a sequence listing
   - ☐ table(s) related to the sequence listing

   b. format of material
   - ☐ in written format
   - ☐ in computer readable form

   c. time of filing/furnishing
   - ☐ contained in the international application as filed
   - ☐ filed together with the international application in computer readable form
   - ☐ furnished subsequently to this Authority for the purposes of search

2. ☐ In addition, in the case that more than one version or copy of a sequence listing and/or table relating thereto has been filed or furnished, the required statements that the information in the subsequent or additional copies is identical to that in the application as filed or does not go beyond the application as filed, as appropriate, were furnished.

3. Additional comments:

INTERNATIONAL SEARCH REPORT

Information on patent family members

International application No.
PCT/KR2004/002515

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
US 5,923,016 A	13. 07. 1999	US 6138911	31. 10. 2000.
		WO 9825242	11. 06. 1998