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— with international search report (Art. 21(3))

[Continued on next page]

(54) Title: SYSTEMS AND METHODS FOR AN AUGMENTED EXPERIENCE OF PRODUCTS AND MARKETING MATERIALS USING BARCODES

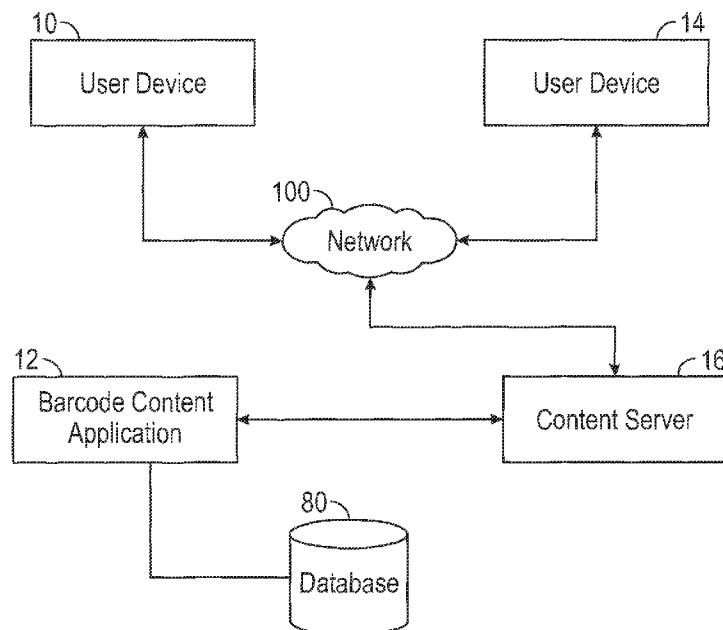


FIG. 1

(57) Abstract: Systems and methods for augmenting a user experience using a barcode. In an embodiment, the system and methods comprises receiving a first request for content associated with a barcode from a user. A response is sent which provides content for creating a personalized message. The user may then interact with a message creation application to create a personalized message. Subsequently, a second request for content associated with the barcode may be received. In response to this request, the personalized message, instead of the content for creating the personalized message, may be provided.



— *before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments (Rule 48.2(h))*

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17 January 2013

INTERNATIONAL SEARCH REPORT

International application No.
PCT/US2012/021579**A. CLASSIFICATION OF SUBJECT MATTER****G06Q 50/10(2012.01)i, G06K 9/18(2006.01)i, G06Q 50/30(2012.01)i, G06Q 30/02(2012.01)i**

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)

G06Q 50/10; G06K 7/00; G06F 15/16; G06Q 30/00; G06K 17/00; G06Q 40/00; G06K 9/18; G06Q 50/30; G06Q 30/02

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Korean utility models and applications for utility models

Japanese utility models and applications for utility models

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

eKOMPASS(KIPO internal) & Keywords: barcode, personalized message, content, track

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	WO 2008-139143 A1 (WESBY, PHILIP) 20 November 2008	14,20
A	See abstract, page 3, lines 34-36, page 6, lines 43-47, claims 1,7,16 and figures 1,2.	1-13,15-19
Y	WO 03-073370 A1 (KONINKLIJKE PHILIPS ELECTRONICS N.V. et al.) 04 September 2003	14,20
	See abstract, claims 11,18 and figure 1.	
A	US 2009-0024690 A1 (HAN HEE) 22 January 2009	1-20
	See abstract, paragraphs [0005]-[0009], claims 1,4 and figure 3.	
A	US 6993573 B2 (KEVIN D HUNTER) 31 January 2006	1-20
	See abstract, claims 1,2 and figure 1.	
A	KR 10-2003-0022630 A (KWON, HYUCK JIN) 17 March 2003	1-20
	See abstract, claim 1 and figure 5.	



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

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Date of mailing of the international search report

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Name and mailing address of the ISA/KR

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INTERNATIONAL SEARCH REPORT

International application No.

PCT/US2012/021579**Box No. II Observations where certain claims were found unsearchable (Continuation of item 2 of first sheet)**

This international search report has not been established in respect of certain claims under Article 17(2)(a) for the following reasons:

1. ☐ Claims Nos.:
because they relate to subject matter not required to be searched by this Authority, namely:

2. ☐ Claims Nos.:
because they relate to parts of the international application that do not comply with the prescribed requirements to such an extent that no meaningful international search can be carried out, specifically:

3. ☐ Claims Nos.:
because they are dependent claims and are not drafted in accordance with the second and third sentences of Rule 6.4(a).

Box No. III Observations where unity of invention is lacking (Continuation of item 3 of first sheet)

This International Searching Authority found multiple inventions in this international application, as follows:

Group I, claims 1-13, directed to a system and a method for augmenting a user experience using a barcode.

Group II, claims 14-20, directed to a system for tracking user interactions with barcodes.

1. ☐ As all required additional search fees were timely paid by the applicant, this international search report covers all searchable claims.
2. ☒ As all searchable claims could be searched without effort justifying an additional fee, this Authority did not invite payment of any additional fee.
3. ☐ As only some of the required additional search fees were timely paid by the applicant, this international search report covers only those claims for which fees were paid, specifically claims Nos.:

4. ☐ No required additional search fees were timely paid by the applicant. Consequently, this international search report is restricted to the invention first mentioned in the claims; it is covered by claims Nos.:

Remark on Protest

- ☐ The additional search fees were accompanied by the applicant's protest and, where applicable, the payment of a protest fee.
- ☐ The additional search fees were accompanied by the applicant's protest but the applicable protest fee was not paid within the time limit specified in the invitation.
- ☐ No protest accompanied the payment of additional search fees.

INTERNATIONAL SEARCH REPORT

Information on patent family members

International application No.

PCT/US2012/021579

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
WO 2008-139143 A1	20.11.2008	EP 2156391 A1 GB 0709294 D0	24.02.2010 20.06.2007
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KR 10-2003-0022630 A	17.03.2003	None	