

CORRECTED VERSION

(19) World Intellectual Property Organization International Bureau



(10) International Publication Number WO 2013/013171 A8

(43) International Publication Date 24 January 2013 (24.01.2013)

- (51) International Patent Classification: G06Q 30/00 (2012.01)
(21) International Application Number: PCT/US2012/047648
(22) International Filing Date: 20 July 2012 (20.07.2012)
(25) Filing Language: English
(26) Publication Language: English
(30) Priority Data: 61/510,456 21 July 2011 (21.07.2011) US; 61/512,343 27 July 2011 (27.07.2011) US
(71) Applicant (for all designated States except US): UNITED STATES POSTAL SERVICE [US/US]; 475 L'enfant Plaza, #6443, Washington, DC 20260 (US).

ton, DC 20260-1135 (US). THOUMMARATH, Som-bonne [US/US]; 475 L'enfant Plaza, #6443, Washington, DC 20260-1135 (US).

(74) Agent: HART, Daniel; Knobbe Martens Olson & Bear LLP, 2010 Main Street, Fourteenth Floor, Irvine, CA 92614 (US).

(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DK, DM, DO, 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, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TH, 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, LR, LS, MW, MZ, NA, RW, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, RU, TJ, TM), European (AL, AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK, SM,

[Continued on next page]

(54) Title: CONTENT RETRIEVAL SYSTEMS FOR DISTRIBUTION ITEMS

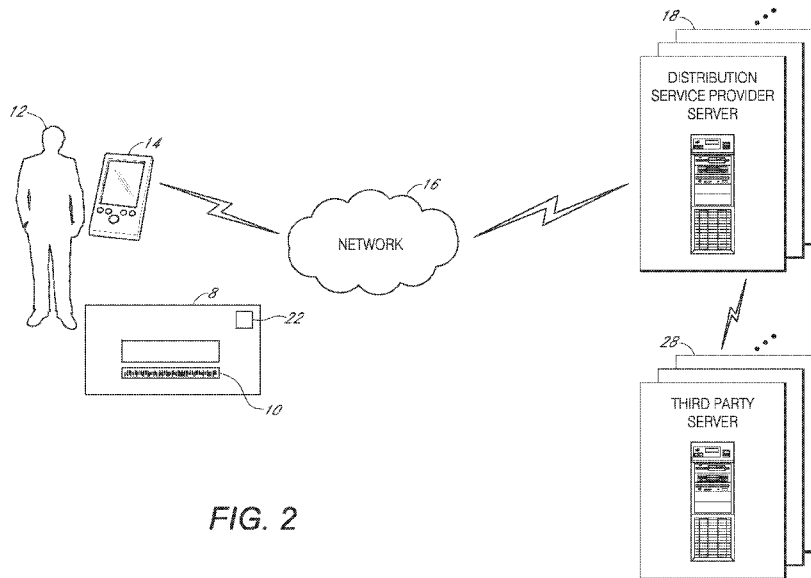


FIG. 2

(57) Abstract: Systems, methods and apparatus are disclosed for providing content associated with an information item on a distribution item (8) using a computing device (14). In one aspect a method includes identifying an image of an information item on a distribution item (8). The method further includes processing, in a processor (2818) the image, to generate a data item determined by the information item. The method further includes decoding the data item to determine a set of attributes of the distribution item (8). The method further includes retrieving content associated with the distribution item (8) using at least one of the attributes in the set of attributes. The method further includes delivering content associated with the distribution item (8).



WO 2013/013171 A8



TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW,  
ML, MR, NE, SN, TD, TG).

**(48) Date of publication of this corrected version:**

8 August 2013

**Published:**

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

**(15) Information about Correction:**

see Notice of 8 August 2013

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

30 May 2013