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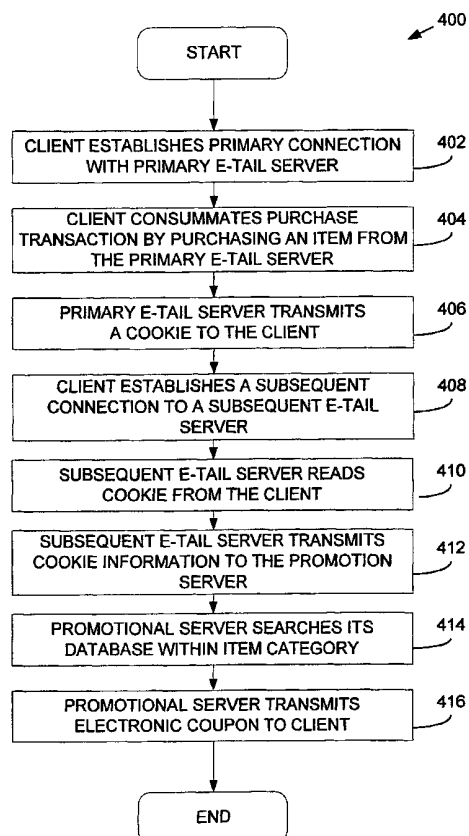
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[Continued on next page]

(54) Title: METHOD OF AND SYSTEM FOR DISTRIBUTING ELECTRONIC COUPONS OVER A NETWORK PRIOR TO THE CONSUMMATION OF A PURCHASE TRANSACTION BASED ON A CLIENT'S PURCHASING HISTORY



(57) Abstract: A system for distributing electronic coupons over a communications network according to the invention includes an e-tail server system having a computer processor and associated memory and including items for sale, a promotional server system having a computer processor and associated memory, the promotional server system including a database of promotional data that define electronic coupons and a client system having a computer processor and associated memory, the client system being selectively coupleable to the e-tail server system over the communications network. The client system establishes a primary connection to the e-tail server system to conduct a primary purchase transaction in which the client system purchases an item from the e-tail server system (402). The e-tail server system is adapted for transmitting a cookie to the client system, the cookie including information about the item purchased in the primary purchase transaction (406). The client system establishes a subsequent connection to the e-tail server system over the network (408). During the subsequent connection, the e-tail server system reads the cookie from the client system (410) and server system transmits the cookie information to the promotional server system and the promotional server system transmits an electronic coupon to the client system (416), the client coupon being redeemable for an item that is related to the purchased item.

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US CL : 705/14, 26, 27, 10; 709/224, 219, 223

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B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

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

EAST

search terms: profile, purchasing history, cookie, token, coupon, internet.

C. DOCUMENTS CONSIDERED TO BE RELEVANT

| Category* | Citation of document, with indication, where appropriate, of the relevant passages | Relevant to claim No. |
|-----------|---|-----------------------|
| X | US 6,055,573 A (GARDENSWARTZ ET AL.) 25 APRIL 2000, COL. 2 LINE 58 TO COL. 22 LINE 5. | 1-74 |
| Y, P | US 6,119,101 A (PECKOVER) 12 SEPTEMBER, 2000, WHOLE DOCUMENT. | 1-74 |
| Y, P | US 6,134,532 A (LAZARUS ET AL.) 17 OCTOBER 2000, WHOLE DOCUMENT. | 1-74 |

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

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