

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
11 June 2009 (11.06.2009)

PCT

(10) International Publication Number
WO 2009/073117 A3

(51) International Patent Classification:
G06Q 30/00 (2006.01)

(21) International Application Number:
PCT/US2008/013102

(22) International Filing Date:
25 November 2008 (25.11.2008)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
12/001,052 28 November 2007 (28.11.2007) US

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(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, 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, PG, PH, PL, PT, RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, ST, 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, HR, HU, IE, IS, IT, LT, LU, LV, MC, MT, NL, NO, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

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- as to the identity of the inventor (Rule 4.17(i))
- as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))
- as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii))
- of inventorship (Rule 4.17(iv))

Published:

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

(85) Date of publication of the international search report:
18 February 2010



WO 2009/073117 A3

(54) Title: A SYSTEM FOR COMMODITIZATION OF INFORMATION THROUGH CENTRALIZED COMMUNICATION BETWEEN ADVERTISERS, INTERNET SERVICE PROVIDERS OR SIMILAR ENTITIES, CONSUMERS, AND FINANCIAL INSTITUTIONS

(57) Abstract: A method for commodisizing information that utilizes market based or auction pricing to establish the value of both advertising and non-advertising content consumed by specific individuals. The integration of these two market values through centralized information providers, together with the use of a transactions instrument which contains biographical and financial information pertaining to a specific consumer, allows for specific market derived individual prices to be set for every piece of information consumed by an individual of whatever type.

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US 08/13102

A. CLASSIFICATION OF SUBJECT MATTER

IPC(8) - G06Q 30/00 (2009.01)

USPC - 705/14

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: 705/14

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
USPC: 705/1, 7, 10, 14, 35, 37, 500; 725/23, 32, 34, 42; 700/1, 90, 91

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
Electronic databases: USPTO WEST (PGPB, USPT, EPAB, JPAB); Google Scholar
Search Terms Used: advertisement, skip, auction, bid, price, determine, frequency, non-advertising, free, content, custom, specific, individual, offer, target, biographical, preference, setting, profile etc.

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2007/0156838 A1 (KOCHO et al.) 05 July 2007 (05.07.2007), entire document, especially para [0015]-[0019], [0028]-[0036]	1-4
A	US 2007/0266399 A1 (SIDI) 15 November 2007 (15.11.2007)	1-4
A	US 2007/0079326 A1 (DATTA et al.) 05 April 2007 (05.04.2007)	1-4
A	US 2007/0271136 A1 (STRAUSS et al.) 22 November 2007 (22.11.2007)	1-4
A	US 2007/0140451 A1 (ALTBURG et al.) 21 June 2007 (21.06.2007)	1-4

Further documents are listed in the continuation of Box C.

* Special categories of cited documents:

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Date of the actual completion of the international search
07 December 2009 (07.12.2009)

Date of mailing of the international search report
14 DEC 2009

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