Title: SYSTEM AND METHOD FOR INTEGRATING OFFERS

Abstract: The present invention is directed toward a system and method for administering incentive offers. A system for administering incentive offers includes a centralized repository (110) for storing offers, a maintenance engine (120) for updating and maintaining the offers in the repository (110), and a retrieval engine (130) for finding and retrieving offers. The system cooperates with an offer presentation engine (135) for configuring and presenting offers (160) based on offer traits and the context in which the offers is to be presented. Each offer (160) may comprise both an offer summary (162) and offer details (164).
Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM),
European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR,
GB, GR, IE, IT, LU, MC, NL, PT, SE, TR), OAPI patent
(BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR,
NE, SN, TD, TG).

Published:
— with international search report
— before the expiration of the time limit for amending the
claims and to be republished in the event of receipt of
amendments

(88) Date of publication of the international search report:
14 November 2002

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.
INTERNATIONAL SEARCH REPORT

A. CLASSIFICATION OF SUBJECT MATTER

IPC(7) : G06F 17/60
US CL : 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)

U.S. : 705/1,14,26,27,44,53,67,79,80

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

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

Incentives, coupons, offers, promotion, gift certificate, management, integrating offers.

C. DOCUMENTS CONSIDERED TO BE RELEVANT

<table>
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<tr>
<th>Category*</th>
<th>Citation of document, with indication, where appropriate, of the relevant passages</th>
<th>Relevant to claim No.</th>
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<tbody>
<tr>
<td>Y</td>
<td>US 5,734,838 A (ROBINSON et al) 31 March 1998 (31.03.1998), see entire document.</td>
<td>1-37</td>
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<td>Y</td>
<td>US 6,185,541 B1 (SCROGGIE et al) 06 February 2001 (06.02.2001), see entire document.</td>
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<td>Y,P</td>
<td>US 2001/0037241 A1 (PURJ) 01 November 2001 (01.11.2001), see entire document.</td>
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<td>Y,E</td>
<td>US 2002/0052778 A1 (MURPHY et al) 02 May 2002 (02.05.2002), see entire document.</td>
<td>1-37</td>
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Further documents are listed in the continuation of Box C.

Date of the actual completion of the international search

02 August 2002 (02.08.2002)

Date of mailing of the international search report

18 SEP 2002

Form PCT/ISA/210 (second sheet) (July 1998)
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