

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
2 July 2009 (02.07.2009)

PCT

(10) International Publication Number
WO 2009/081273 A3

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

(21) International Application Number:
PCT/IB2008/003707

(22) International Filing Date:
18 December 2008 (18.12.2008)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
61/016,456 22 December 2007 (22.12.2007) US
12/338,635 18 December 2008 (18.12.2008) US

(71) Applicant and

(72) Inventor: VASILAKOS, John, Andrew [CA/CA]; Norwood Place, 958 Bute Street, Suite 10, Vancouver, BC V6E 1Y8 (CA).

(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).

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))

(88) Date of publication of the international search report:
26 November 2009

(54) Title: METHOD AND SYSTEM FOR AWARDING USER POINTS IN RESPONSE TO USER INTEREST

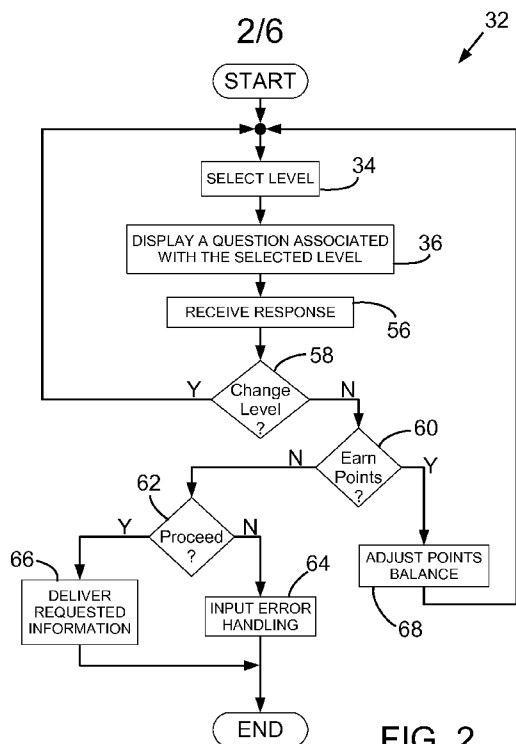


FIG. 2

(57) Abstract: A method and system for awarding user points in response to user interest is provided. User points are redeemable for price discounts on products and services. The method involves, in response to receiving a user request for information, presenting to the user a question, receiving a user response from the user and incrementing a points balance associated with the user in response to the user response. The system includes a server for communicating with a user; a database for storing a points balance associated with the user; a question-and-answer component operable to present a question to the user and receive a user response from the user; and a points balance component operable to increment the points balance in response to the user response. The method and system are applicable to a theme-based website in which the questions presented to the user relate to the website theme.

WO 2009/081273 A3

INTERNATIONAL SEARCH REPORT

International application No.
PCT/IB2008/003707

<p>A. CLASSIFICATION OF SUBJECT MATTER IPC: G06Q 30/00 (2006.01) According to International Patent Classification (IPC) or to both national classification and IPC</p>										
<p>B. FIELDS SEARCHED</p> <p>Minimum documentation searched (classification system followed by classification symbols) IPC: G06Q 30/00 (2006.01)</p> <p>Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched IPC: G06F (2006.01)</p> <p>Electronic database(s) consulted during the international search (name of database(s) and, where practicable, search terms used) Databases: Delphion USPTO, Espacenet, Canadian Patent Database, IEEE, Patentscope, Google. key words: points, award, reward, scheme, interest, user, information, product, service, question, response, request, consumer, customer and related words.</p>										
<p>C. DOCUMENTS CONSIDERED TO BE RELEVANT</p> <table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:10%;">Category*</th> <th style="width:60%;">Citation of document, with indication, where appropriate, of the relevant passages</th> <th style="width:30%;">Relevant to claim No.</th> </tr> </thead> <tbody> <tr> <td align="center">X</td> <td>US 6,766,524 (WebTV Networks, Inc.), 20 July 2004 (20-07-2004). Entire document.</td> <td align="center">1 to 44</td> </tr> <tr> <td align="center">X</td> <td>WO 02/32137 (Eye2Buy Technology Company), 18 April 2002 (18-04-2002). Entire document.</td> <td align="center">1 to 44</td> </tr> </tbody> </table>		Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.	X	US 6,766,524 (WebTV Networks, Inc.), 20 July 2004 (20-07-2004). Entire document.	1 to 44	X	WO 02/32137 (Eye2Buy Technology Company), 18 April 2002 (18-04-2002). Entire document.	1 to 44
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<p><input type="checkbox"/> Further documents are listed in the continuation of Box C. <input checked="" type="checkbox"/> See patent family annex.</p> <table border="1" style="width:100%; border-collapse: collapse;"> <tr> <td style="width:50%; vertical-align: top;"> * 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 another 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 </td> <td style="width:50%; vertical-align: top;"> "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 </td> </tr> </table>		* 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 another 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							
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Date of the actual completion of the international search 02 October 2009 (02-10-2009)	Date of mailing of the international search report 5 October 2009 (05-10-2009)									
Name and mailing address of the ISA/CA Canadian Intellectual Property Office Place du Portage I, C114 - 1st Floor, Box PCT 50 Victoria Street Gatineau, Quebec K1A 0C9 Facsimile No.: 001-819-953-2476	Authorized officer Enji Al-Saber (819) 934-5142									

INTERNATIONAL SEARCH REPORT
Information on patent family members

International application No.
PCT/IB2008/003707

Patent Document Cited in Search Report	Publication Date	Patent Family Member(s)	Publication Date
US 6766524B1	20-07-2004	US 2004205810A1	14-10-2004
WO 0232137A1	18-04-2002	AU 7766500A	22-04-2002