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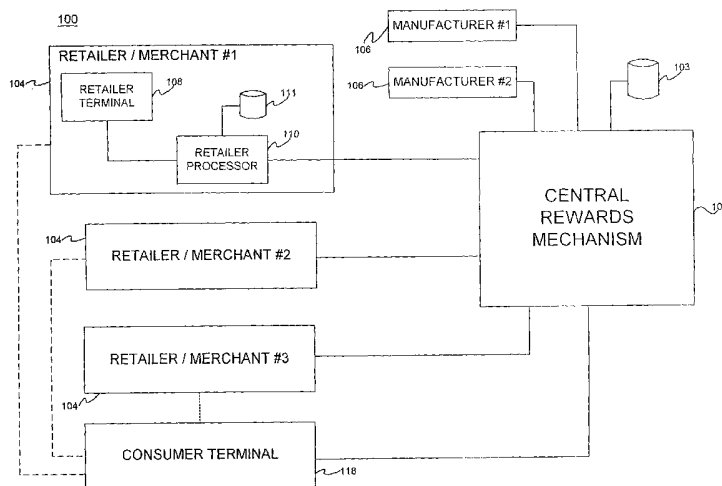
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(54) Title: SYSTEM AND METHOD FOR NETWORKED LOYALTY PROGRAM



(57) Abstract: A system (100) for implementing a loyalty program on a network-wide level is disclosed. The system associated UPC and SKU data on a network level to reward consumers and/or to analyze the data for a variety of business purposes. According to one aspect of the invention, the association of UPC and SKU data by the system facilitates implementation of an incentive or loyalty program by providing a universal rewards currency. This universal rewards may be "spent" by participants who have earned rewards and accepted by the other participants in the multi-tiered network created by the system. The network may comprise any number of participants, including consumers (118), retailers (104), manufacturers (106) and third-party providers. Additionally, the association of UPC and SKU data by the system facilitates data analysis on a network level based upon several factors. The system may compile any of the above data across multiple entities for the purpose of data analysis.



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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

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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. : 705/7, 10, 14, 39, 40, 41		
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) loyalty, incentive, reward, program, credit, currency, data, analyz\$, implement\$.		
C. DOCUMENTS CONSIDERED TO BE RELEVANT		
Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A,E	US 2002/0062253 A1 (DOSH, JR. et al.) 23 May 2002 (23.05.2002); see abstract; page 3, paragraphs 28 and 36.	1-67
X,E	US 2002/0082918 A1 (WARWICK) 27 June 2002 (27.06.2002); see abstract; page 1, paragraph 5.	1-67
X,E	US 2002/0082920 A1 (AUSTIN et al.) 27 June 2002 (27.06.2002); see abstract; page 1, paragraph 2	1-67
X	US 5,025,372 A (BURTON et al.) 18 June 1991 (18.06.1991); see abstract; column 1, lines 10-60.	1-67
A	US 6,061,660 A (EGGLESTON et al.) 09 May 2000 (09.05.2000); see abstract; column 5, lines 47-54; column 6, lines 31-46.	1-67
X	EP 0 308 224 A2 (BURTON et al.) 22 March 1989 (22.03.1989); see abstract.	1-67
<input type="checkbox"/> Further documents are listed in the continuation of Box C. <input type="checkbox"/> See patent family annex.		
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"O"	document referring to an oral disclosure, use, exhibition or other means	"&" document member of the same patent family
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