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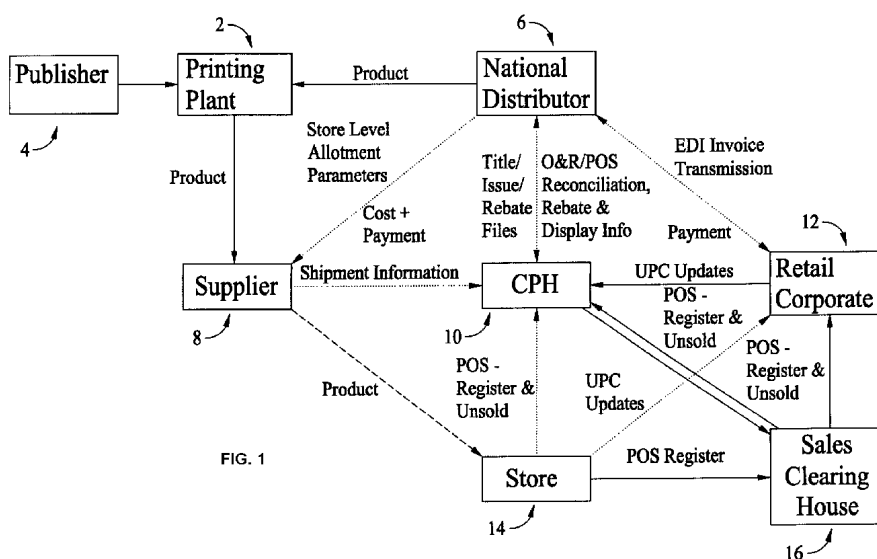
(54) Title: METHODS AND SYSTEMS FOR TRACKING STORE LEVEL DATA

FIG. 1

- (57) **Abstract:** Enhanced methods and systems for tracking store level sales of periodicals, for example, magazines, to improve efficiencies in allotment between individual outlets based on re-allotment. Sales data is merged (10) with cover data for periodicals to provide a mechanism for publishers (4) to track, for example, personalities on the periodical cover which enhance or detract from magazine sales.



Previous Correction:
see Notice of 4 September 2003

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US02/25745

A. CLASSIFICATION OF SUBJECT MATTER

IPC(7) : G06F17/30

US CL : 705/10

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. : 705/10

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)
Please See Continuation Sheet**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X — A	ANON., "Source Gains Access to Weekly Same-Store Data for 17% of North American Retail Magazine Sales," PR Newswire, 08 October 1999, see entire article.	1, 15, 22, 24, 30, 34, 35, 37, 39, 45, 49, 50, 52, 54, 58 2-14, 16-21, 23, 25-29, 31-33, 36, 38, 40-44, 46-48, 51, 53, 55-57
A	WIERENGA, B. et al., "The Integration of Marketing Problem-solving Modes and Marketing Management Support Systems," Journal of Marketing, Vol. 61, No. 3, pp. 21-37, July 1997, see especially paragraph beginning "Several authors have developed frameworks," under "Other Decision Support Frameworks."	1-58
A	US 5,490,060 A (MALEC et al.) 06 February 1996 (06.02.1996), see entire document.	1-58
A	US 5,596,493 A (TONE et al.) 21 January 1997 (21.01.1997), see entire patent.	1-58
A	US 5,712,985 A (LEE et al.) 27 June 1998 (27.06.1998), see entire patent.	1-58



Further documents are listed in the continuation of Box C.



See patent family annex.

* Special categories of cited documents:	
"A" document defining the general state of the art which is not considered to be of particular relevance	"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
"E" earlier application or patent published on or after the international filing date	"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
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"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	"&" document member of the same patent family

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INTERNATIONAL SEARCH REPORT

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C. (Continuation) DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 6,032,125 A (ANDO et al.) 29 February, 1996 (29.02.1996), see entire patent.	1-58
A,P	US 2002/0023001 A1 (MCFARLIN et al.) 21 February 2002 (21.02.2002), see paragraph 58, on page 4.	1-58
A	US 2002/0042755 A1 (KUMAR et al.) 11 April 2002 (11.04.2002), see especially paragraphs 30, 36, 49, and 162.	1-58
A	US 2002/0055875 A1 (SCHULZE, JR. et al.) 09 May 2002 (09.05.2002), see especially paragraph 58.	1-58

Continuation of B. FIELDS SEARCHED Item 3:

WEST (U.S. patent documents, Japanese and European patent abstracts, Derwent World Patent Index, IBM Technical Disclosure Bulletins), DIALOG. Keywords: magazine, issue, copy, cover, publication, cover, allotment, re-allotment, allocate, re-allocate, shop, store, vendor, merchant, newsstand, kiosk, etc.