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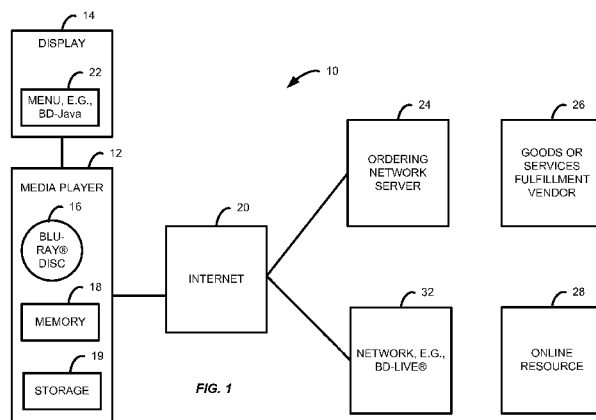

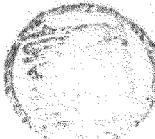


FIG. 1

(57) Abstract: Systems and methods are provided to implement a technique for requesting goods or services using an item of content or media. In one implementation, a system provides a mechanism to place food service orders over or using BDs. The food menu is presented to the user using BD Java graphics. After the user selects the food and destination, an order is placed within a network server which relays the request to a food service fulfillment vendor. The order can be coupled with the AACs DeviceAttribute for storing user preferences. An additional function is to have the order coupled with MediaAttribute to, e.g., offer food service as a loyalty program. This allows for title-specific promotions and may be used to determine the food service fulfillment vendors.

WO 2011/041664 A3

<b>A. CLASSIFICATION OF SUBJECT MATTER</b>		
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According to International Patent Classification (IPC) or to both national classification and IPC		
<b>B. FIELDS SEARCHED</b>		
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Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched Korean utility models and applications for utility models Japanese utility models and applications for utility models		
Electronic data base consulted during the international search (name of data base and, where practicable, search terms used) eKOMPASS(KIPO internal) & Keywords: media player, menu selection, order		
<b>C. DOCUMENTS CONSIDERED TO BE RELEVANT</b>		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	WO 2008-136630 A1 (JEONG, H. B.) 13 November 2008 See abstract, pages 7-12 and figure 1.	1-27
Y	US 2005-0022226 A1 (ACKLEY, J. et al.) 27 January 2005 See abstract, paragraphs [0028]-[0046] and claims 1-3,12.	1-25
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A	US 2008-0113614 A1 (ROSENBLATT, M.) 15 May 2008 See abstract and paragraphs [0028],[0072]-[0085].	1-27
A	US 2007-0118442 A1 (COLLAS, J. et al.) 24 May 2007 See abstract, paragraphs [0021]-[0039] and claims 1-3,5.	1-27
<input type="checkbox"/> Further documents are listed in the continuation of Box C. <input checked="" type="checkbox"/> See patent family annex.		
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