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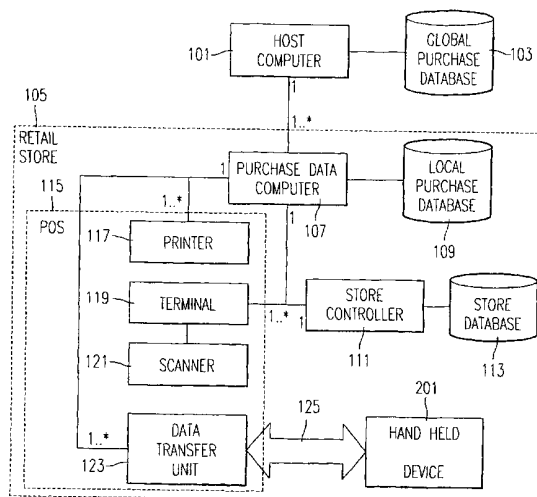
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(54) Title: METHOD AND SYSTEM FOR USING A HAND HELD DEVICE FOR MANAGEMENT OF PROMOTIONS



(57) Abstract: A method, system and computer product for management of promotions using a hand held device. The method includes receiving promotions to a hand held device, storing the promotions to the electronic hand held device, and electronically transmitting the promotions from the hand held device to a point of sale (POS) at the time of a customer transaction. The promotions may be stored to the hand held device from an electronic transmission from a computer associated with the retail store at the time of purchase, or from downloading the promotions from the Internet. Additionally, the promotions may be electronically transmitted from the computer associated with the retail store to the hand held device based on one of a plurality of customer identifiers (CIDs) stored in the hand held device.

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INTERNATIONAL SEARCH REPORT

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A. CLASSIFICATION OF SUBJECT MATTER
IPC 7 G06F17/60 G07G1/00 G07F19/00

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B. FIELDS SEARCHED
Minimum documentation searched (classification system followed by classification symbols)
IPC 7 G06F G07G G07F G09F

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 practical, search terms used)
EPO-Internal, WPI Data

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category °	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 5 905 246 A (FAJKOWSKI PETER W) 18 May 1999 (1999-05-18) column 3, line 51 -column 11, line 15; figures 5,13	1-14, 17-22, 24-32, 35-40, 42-73
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Further documents are listed in the continuation of box C. Patent family members are listed in annex.

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O document referring to an oral disclosure, use, exhibition or other means	*&* document member of the same patent family
P document published prior to the international filing date but later than the priority date claimed	

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Name and mailing address of the ISA European Patent Office, P.B. 5818 Patentlaan 2 NL - 2280 HV Rijswijk Tel. (+31-70) 340-2040, Tx. 31 651 epo nl, Fax: (+31-70) 340-3016	Authorized officer Lavin Liermo, J
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INTERNATIONAL SEARCH REPORT

International Application No

PC1/US 00/26259

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Category	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
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