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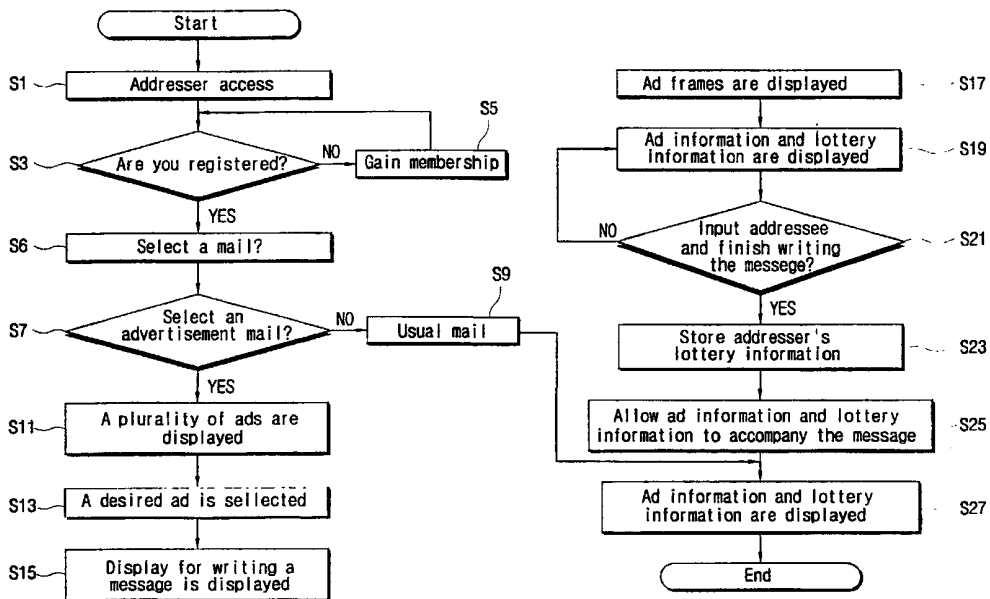
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(54) Title: ADVERTISING SYSTEM AND METHOD USING ELECTRONIC MAILS



(57) Abstract: Disclosed is an advertisement method using e-mails over Internet. The method comprises the steps of displaying at least one advertisement toward an addresser of the e-mail, allowing the addresser to select his or her desired advertisement mail, displaying advertisement information corresponding to the selected advertisement mail, assigning compensation information corresponding to the displayed advertisement information to an addressee, and transmitting the advertisement and compensation information to the addressee. With this configuration, the effect of advertising is maximized by inviting addressers and the addressees of e-mails to have positive interests in Internet advertisements with provision of compensation for viewing of the advertisements.



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ADVERTISING SYSTEM AND METHOD USING ELECTRONIC MAILS

Technical Field

The present invention relates in general to
5 advertising systems and methods using electronic mails
over Internet, and more particularly, to an advertising
system and method using electronic mails accompanied
with lottery advertisements, to enhance the effect of
advertising.

10

Background Art

The number of Internet users has fast increased,
along with rapid development of Internet. Recently,
according to rapid increase in Internet users, a variety
of advertising methods over Internet have been developed,
15 which are very different from traditional advertising
methods through mass media such as TV or newspaper, etc.

As one of Internet advertising methods, there has
been developed a banner advertising method. According to
this method, a plurality of advertising frames are
20 disposed within an Internet site or an advertisement is
inserted into an image file. However, according to a
recent report, about 1% of Internet users has clicked
the banner advertisements. In a word, the banner
advertising method has a low advertising effect.

25

There has been developed another Internet
advertising method so called "to see an ad, money is

paid to you." This method is proven to have a higher advertising effect than the banner method. However, the amount of money paid for viewing is small, and therefore, this method still fails to obtain satisfactory effect.

5 To solve such shortcomings, a method is proposed in which advertisements are inserted into e-mails communicating between person to person, business to business, and person to business, etc. Japanese Patent Laying-Open No. 320314 dated on December 4, 1998
10 disclosed a device for allowing an advertisement to automatically accompany an e-mail when it is sent to an addressee. The disclosed device is comprised of a memory for storing advertisements and a determiner for determining which advertisement is to be inserted among
15 the stored advertisements. With this structure, an addresser can transmit an e-mail accompanied with a plurality of ads to a plurality of persons at a time. However, if addresses repeatedly receive these kinds of e-mails, undesired advertisements may make the addresses
20 unpleasant, thereby reducing the advertising effect.

Therefore, there is a need of advertising methods which can invite Internet users to have positive interests or further favorable feelings in Internet advertisements.

25 Disclosure of Invention

The present invention has been made keeping in

mind the above-described need, and an object of the present invention is to provide an advertisement method and system using e-mails to maximize the effect of advertising, by inviting the addressers of and the
5 addresses of e-mails to have interests in Internet advertisements with provision of compensation for viewing of the advertisements.

According to the present invention, the object may be achieved by providing an advertisement method using
10 e-mails over Internet, comprising the steps of displaying at least one advertisement toward an addresser of the e-mail, allowing the addresser to select his or her desired advertisement mail, displaying advertisement information corresponding to
15 the selected advertisement mail, assigning compensation information corresponding to the displayed advertisement information to an addressee, and transmitting the advertisement and compensation information to the addressee.

20 Preferably, the method further comprises the steps of allowing the addressee to read out the advertisement information and paying the addressee a compensation according to the compensation information after reading out the advertisement information.

25 Effectively, the method further comprises the steps of assigning compensation information

corresponding to the displayed advertisement information to the addresser, allowing the addresser to read out the advertisement information to be sent and paying the addresser a compensation according to the compensation information after reading out the advertisement information.

Effectively, the method further comprises the steps of displaying at least one advertisement selection frame if the advertisement mail is selected, and selecting the desired advertisement from the displayed advertisement selection frames.

More effectively, the compensation information is lottery information.

According to another aspect of the invention, the object may also be achieved by providing an advertisement system using e-mails over Internet, comprising a user database for storing information on an addressee, an advertisement information database for storing at least one advertisement information, a compensation information database for storing compensation information corresponding to the advertisement information, and a controller for displaying the advertisement information from the advertisement information database toward an addresser accessing the system over Internet, transmitting the advertisement information and its related compensation

information to the addressee designated by the addresser, and storing the addressee information and the compensation information sent to the addressee, in the user database.

5 Preferably, the controller stores the addresser information and compensation information to be given to the addresser.

Preferably, the compensation information is lottery information.

10 Effectively, the system further comprises a mail writing server allowing the addresser to write a mail, wherein the controller allows the compensation information to accompany the mail written through the mail writing server.

15 Brief Description of Drawings

The present invention will be better understood and its various objects and advantages will be more fully appreciated from the following description taken in conjunction with the accompanying drawings, in which:

20 Fig. 1 is a block diagram of an advertisement system using e-mails according to the present invention;

Fig. 2 is a flow chart showing a delivery process of a mail according to the advertisement system of Fig. 1;

25 Fig. 3 is a schematic view of a display for

selecting a mail according to the advertisement system of Fig. 1;

Fig. 4 is a schematic view of a display for selecting advertisements according to the advertisement system of Fig. 1;

Fig. 5 is a schematic view of a display for the kind of an advertisement selected from the display of Fig. 4;

Fig. 6 is a schematic view of a display for presenting contents of the selected advertisement in Fig. 5 and corresponding lottery information; and

Fig. 7 is a flow chart showing a process of receiving an e-mail according to the advertisement system of Fig. 1.

15 Modes for Carrying Out the Invention

Referring to Fig. 1, an advertisement system 10 using e-mails according to the present invention is comprised of a user database 1 in which information regarding users is stored, an advertisement database 3 in which advertisements are stored, a compensation information database 5 in which information of compensations for the advertisements is stored, a controller 7 for storing and reading out the data to respective databases 1, 3 and 5, and a mail writing server 9 for allowing an addresser to write a message when he or she has made an access to the system 10 over

Internet.

In the user database 1 are stored addressers' e-mail addresses, e-mail addresses of addressees selected by addressers, and lottery numbers assigned when
5 advertisements are displayed.

In the advertisement database 3 are stored a plurality of image-based advertisements produced at the advertiser's request or supplied from the advertiser. The image advertisements can be formed in texts, still
10 pictures or moving pictures.

In the compensation information database 5 are stored detailed information of compensations such as lottery given when an addresser 11 or an addressee 13 sees an advertisement, or an article useful to the
15 addressee 13.

When the addresser 11 selects a mail from a mail selection display 20 (see Fig. 3), e.g., an mail for lottery advertisement 25b or 25c, and subsequently an advertisement 43a, 43b or 43c from an advertisement
20 selection display 40 (see Fig. 4), the controller 20 reads out the selected advertisement from the advertisement database 3 and displays it so as to allow the addresser 11 to see. The controller 7 allows the selected advertisement and its related compensation
25 information to accompany the e-mail written by the addresser 11 through the mail writing server 9. If the

addresser 11 completes writing the e-mail, the controller 7 stores the addresser information, the addressee information and the information of the lottery assigned to the addresser, in the user database 1. However, there are two kinds of lotteries, one being an instant lottery whose winning can be ascertained instantly, and the other being a weekly lottery whose winning is ascertained by every week's lottery and the winners are announced in the e-mail service homepage according to the present invention. Thus, the controller 7 stores the information according to the selection of an instant lottery or a weekly lottery made through the lottery advertisement mail 25b or 25c, in the user database 1.

Referring to Fig. 2, the addresser 11 who wishes to send an e-mail accesses the e-mail service system according to the present invention through his or her computer (S1), and then the mail selection display 20 is displayed as illustrated in Fig. 3.

In the right side of the mail selection display 20 is disposed a mail selection part 25 including a plurality of frames 25a to 25d for several kinds of mails, from which a mail is selected. In the left side of the mail selection display 20 are provided a user identification part 21 comprised of an ID input field 21a and a password input field 21b, and a registration

field 23 for allowing unregistered users to gain membership. The mail selection part 25 is comprised of a mail selection frame 25a for selecting a usual e-mail, an instant lottery advertisement mail selection frame 5 25b for selecting an e-mail including an advertisement compatible with an instant lottery, a weekly lottery advertisement selection frame 25c for selecting an e-mail including an advertisement compatible with a weekly lottery, and an article advertisement mail 10 selection frame 25d including an advertisement having an article or information regarding the addressee's interested areas.

In order to identify whether the addresser 11 is a registered member or not, the present system refers to 15 the user database 1 based on the ID and the password input into the ID input field 21a and the password input field 21b (S3), respectively. Where the user is unregistered, he or she is requested to gain the membership through the registration field 23 (S5).

20 If the addresser 11 selects a desired mail from the mail selection display 20, the controller 7 determines which kind of mail is selected (S7). Where the selected mail is, e.g., a weekly lottery advertisement mail selection frame 25c, an 25 advertisement selection display 40 is displayed, which includes an advertisement selection part 43 comprised

of a plurality of frames for selecting a desired advertisement, as illustrated in Fig. 4 (S11). In the advertisement selection part 43, a plurality of advertisement selection frames are arranged in matrix.

5 In the right side of the advertisement selection display 40 are arranged information 45a presenting the amount of money to be given when a lottery is won, a method 45b of assigning a lottery and a lotting method 45c.

10 If the addresser 11 selects, e.g., an advertisement 43a among the plurality of advertisements in the advertisement selection part 43 (S13), the controller 7 reads out the lottery number from the compensation information database 5, allows the lottery
15 to accompany the selected advertisement 43a, and displays the weekly lottery advertisement frame presenting the selected advertisement on the screen of the addresser 11. As depicted in Fig. 5, a message writing display 50 including the weekly lottery
20 advertisement in which the advertisement 43a selected by the addresser 11 is included, is displayed (S15). If the addresser 11 clicks the weekly lottery advertisement frame, a weekly lottery advertisement display 60 is displayed as illustrated in Fig. 6. In
25 the upper part of the weekly lottery advertisement display 60 are presented contents of the advertisement,

the lotting date 61a, the amount of money 61b as a compensation, and the lottery number 61c. In the lower part of the weekly lottery advertisement display 60 is displayed a mail writing frame allowing an addresser to write a mail (S19).

If the addresser 11 inputs the addressee's address for receiving e-mails and finishes writing the mail (S21), the controller 7 stores the addresser's lottery number in the user database 1 (S23). The controller 7 allows an advertisement information and its related lottery information to accompany the written e-mail, and the mail writing server 9 transmits the written e-mail accompanied with the advertisement information and its related lottery information to the addressee 13 (S27).

In the step S7, if the addresser selects a mail 25a (S9), an e-mail having only a message is sent to the addressee (S27).

Referring to Fig. 7 which is a flow chart showing a process of receiving an e-mail according to the advertisement system using e-mails of Fig. 1, if the addressee 13 makes an access to the advertisement system using e-mails (S100), the controller 7 refers to the user database 1 to identify whether the addressee 13 is a registered user or not. The addressee who is a registered user can read the mail received (S101). If

not, the addressee has to gain membership to read out the received mail (not shown).

If the addressee 13 reads out the e-mail through Internet (S101), the message included in the e-mail and
5 the weekly lottery advertisement frame sent by the addresser 11 are displayed on the addressee's screen (S103) (see Fig. 5). If the addressee 13 clicks the displayed weekly lottery advertisement frame (S105), the lotting date 61a, the amount of money 61b and the
10 lottery number 61c are displayed on the screen (S107) (see Fig. 6). The controller 7 stores the lottery number in the user database 1 (S109). Preferably, the addressee's lottery number is different from the addresser's, but they may be the same.

15 In the present embodiments, an advertisement to accompany an e-mail is selected from the advertisement selection display 40 by the addresser 11. Alternatively, when the addresser selects a lottery advertisement mail from the mail selection display 20, the controller 7
20 may specify the selected lottery advertisement and allow it to accompany the message writing display 50.

The present embodiments are described with respect to selection of the weekly lottery advertisement mail. However, the present invention can be embodied in the
25 similar manner where the instant lottery advertisement mail or the article advertisement mail is selected. For

example, if the instant lottery advertisement mail is selected, the lottery may be constructed to be scratched with a mouse instantly. In this case, if the same picture appears on the scratched lottery, a
5 compensation is given thereto. The compensation may be paid with the cyber money, or a gift certificate, a discounted coupon or a premium.

Where compensation is paid as a lottery, a daily lottery or a monthly lottery can be paid instead of the
10 weekly lottery.

The addressee can read out the e-mail, making use of a cellular phone or a PDA available for the Internet service instead of a computer. The received e-mail can be read out through the addressee's account provided by
15 other e-mail service operators (POP3) available, instead of the e-mail service system according to the present invention.

If an addressee using the mail account of the other e-mail service operators wins a prize in the
20 lottery under the present system, he or she can receive the compensation for the lottery after obtaining membership to use the e-mail service system according to the present invention.

As a modified embodiment of the present invention,
25 lottery advertisements can be directly displayed on the initial display for the mail service before an

addresser selects an advertisement.

It has been described that information regarding the addressee and the addresser is separately stored; however, the addresser's lottery information and the
5 addressee's lottery information can be stored simultaneously.

In the above-described embodiments, the addresser selects an advertisement and sends it to the addressee. However, the addresser can send the addressee a variety
10 of advertisements so that the addressee can select his or her desired advertisement.

Lotteries can make the Internet users interested in advertisements, thereby increasing the effect of advertisement.

15 Although the present invention has been described in connection with preferred embodiments thereof, it will be appreciated by those skilled in the art that additions, modifications, substitutions and deletions not specifically described may be made without departing
20 from the spirit and scope of the invention as defined in the appended claims.

Claims

1. An advertisement method using e-mails over Internet, comprising the steps of:
 - displaying at least one advertisement toward an
5 addresser of the e-mail;
 - allowing the addresser to select his or her desired advertisement mail;
 - displaying advertisement information corresponding to the selected advertisement mail;
 - 10 assigning compensation information corresponding to the displayed advertisement information to an addressee; and
 - transmitting the advertisement and compensation information to the addressee.
- 15 2. The method according to claim 1, further comprising the steps of:
 - allowing the addressee to read out the advertisement information; and
 - paying the addressee a compensation according to
20 the compensation information after reading out the advertisement information.
3. The method according to claim 1, further comprising the step of assigning compensation information corresponding to the displayed
25 advertisement information to the addresser.
4. The method according to claim 3, further

comprising the substeps of:

allowing the addresser to read out the advertisement information to be sent; and

5 paying the addresser a compensation according to the compensation information after reading out the advertisement information.

5. The method according to claim 1, further comprising the steps of:

10 displaying at least one advertisement selection frame if the advertisement mail is selected; and

selecting the desired advertisement from the displayed advertisement selection frames.

6. The method according to claim 3, further comprising the steps of:

15 displaying at least one advertisement selection frame if the advertisement mail is selected; and

selecting the desired advertisement from the displayed advertisement selection frames.

7. The method according to claim 1, wherein the 20 compensation information is lottery information.

8. An advertisement system using e-mails, comprising:

a user database for storing information on an addressee;

25 an advertisement information database for storing at least one advertisement information;

a compensation information database for storing

compensation information corresponding to the advertisement information; and

a controller for displaying the advertisement information from the advertisement information database toward an addresser accessing the system over Internet, transmitting the advertisement information and its related compensation information to the addressee designated by the addresser, and storing the addressee information and the compensation information sent to the addressee, in the user database.

9. The system according to claim 8, wherein the controller stores the addresser information and compensation information to be given to the addresser.

10. The system according to claim 8, wherein the compensation information is lottery information.

11. The system according to claim 8, further comprising a mail writing server allowing the addresser to write a mail;

wherein the controller allows the compensation information to accompany the mail written through the mail writing server.

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FIG . 1

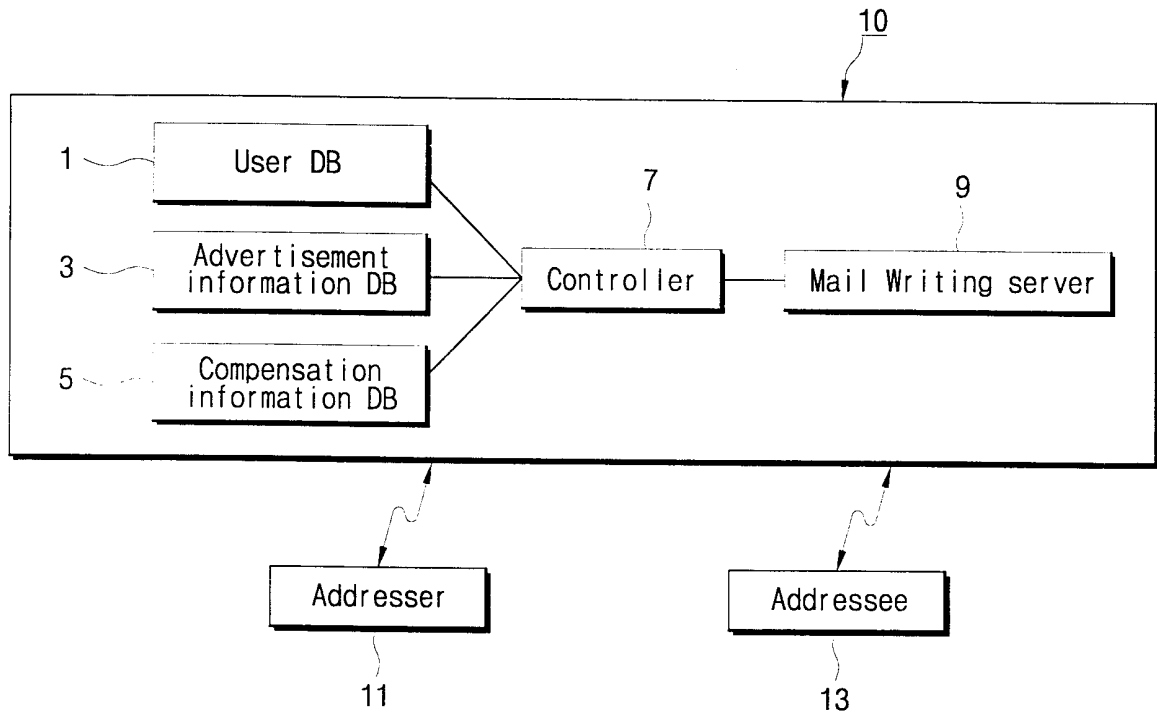
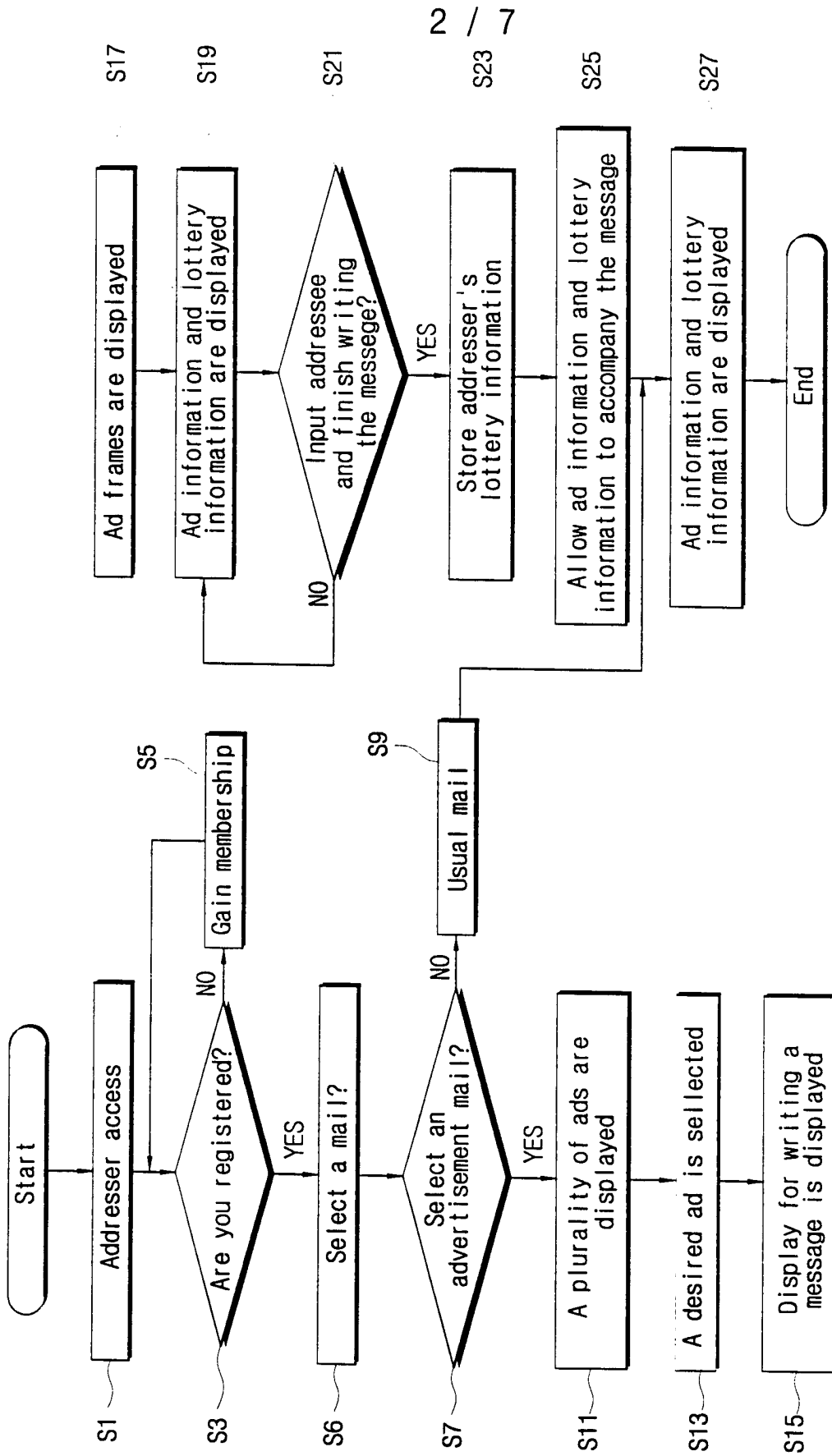
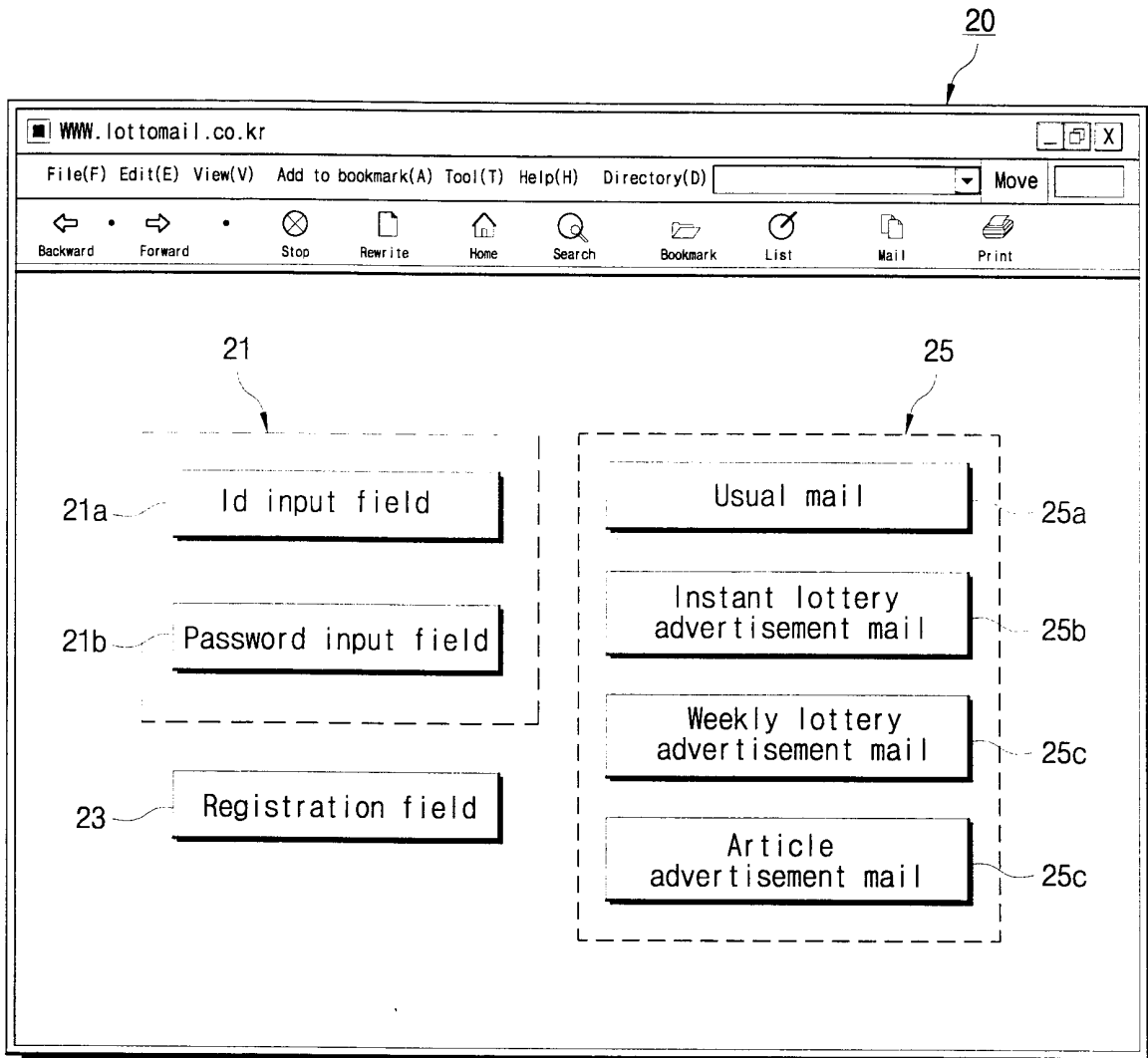


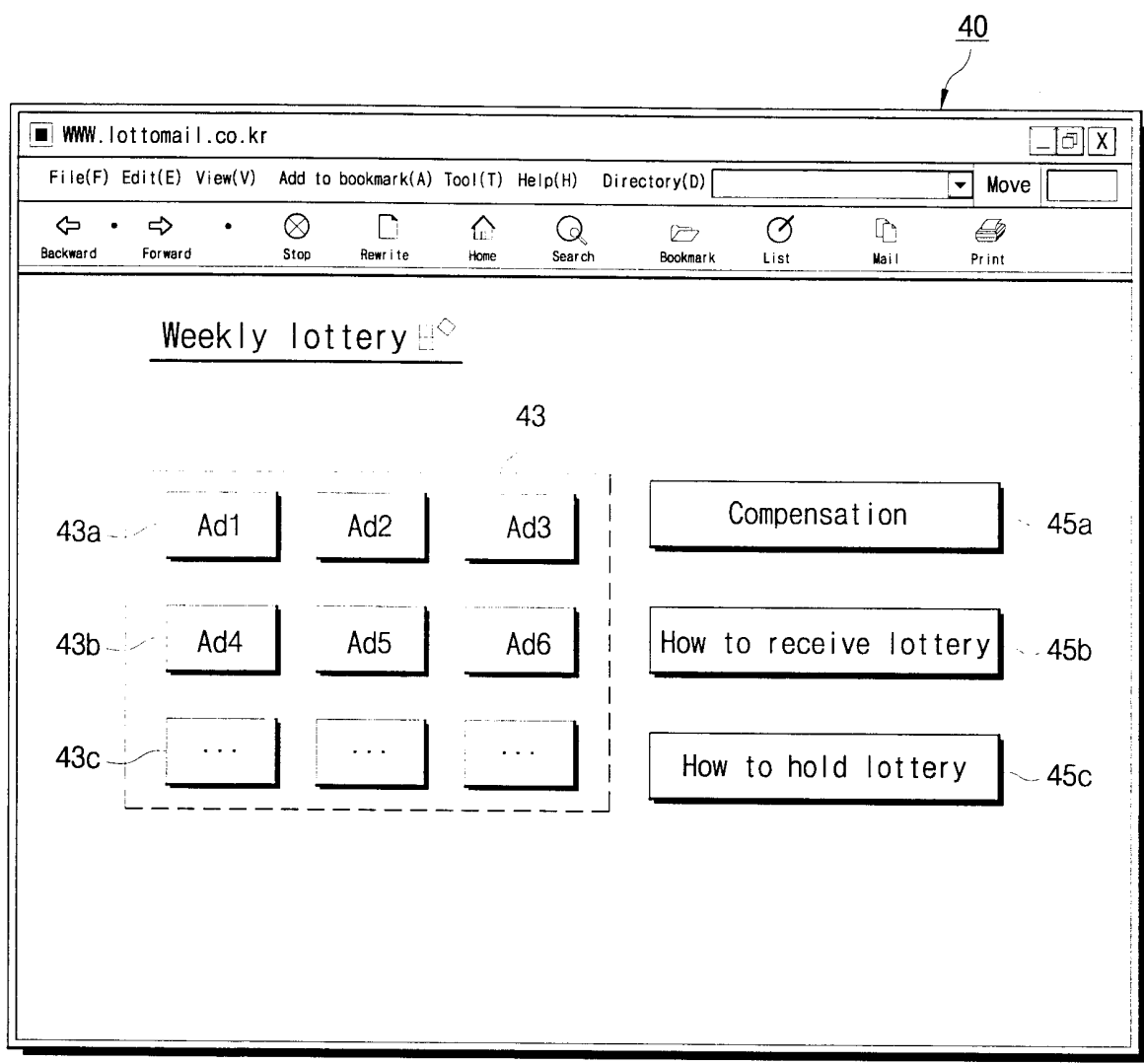
FIG . 2



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FIG . 3

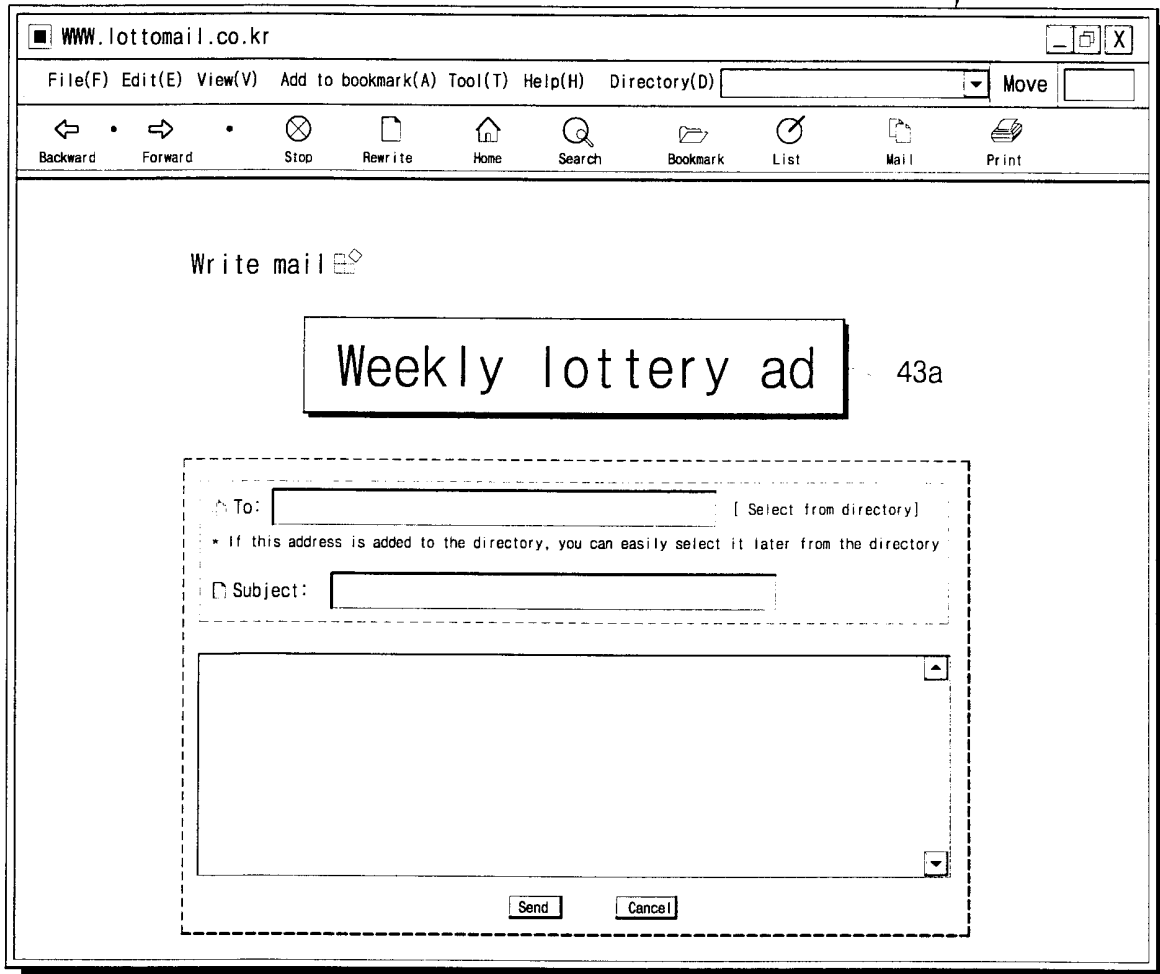


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FIG . 4



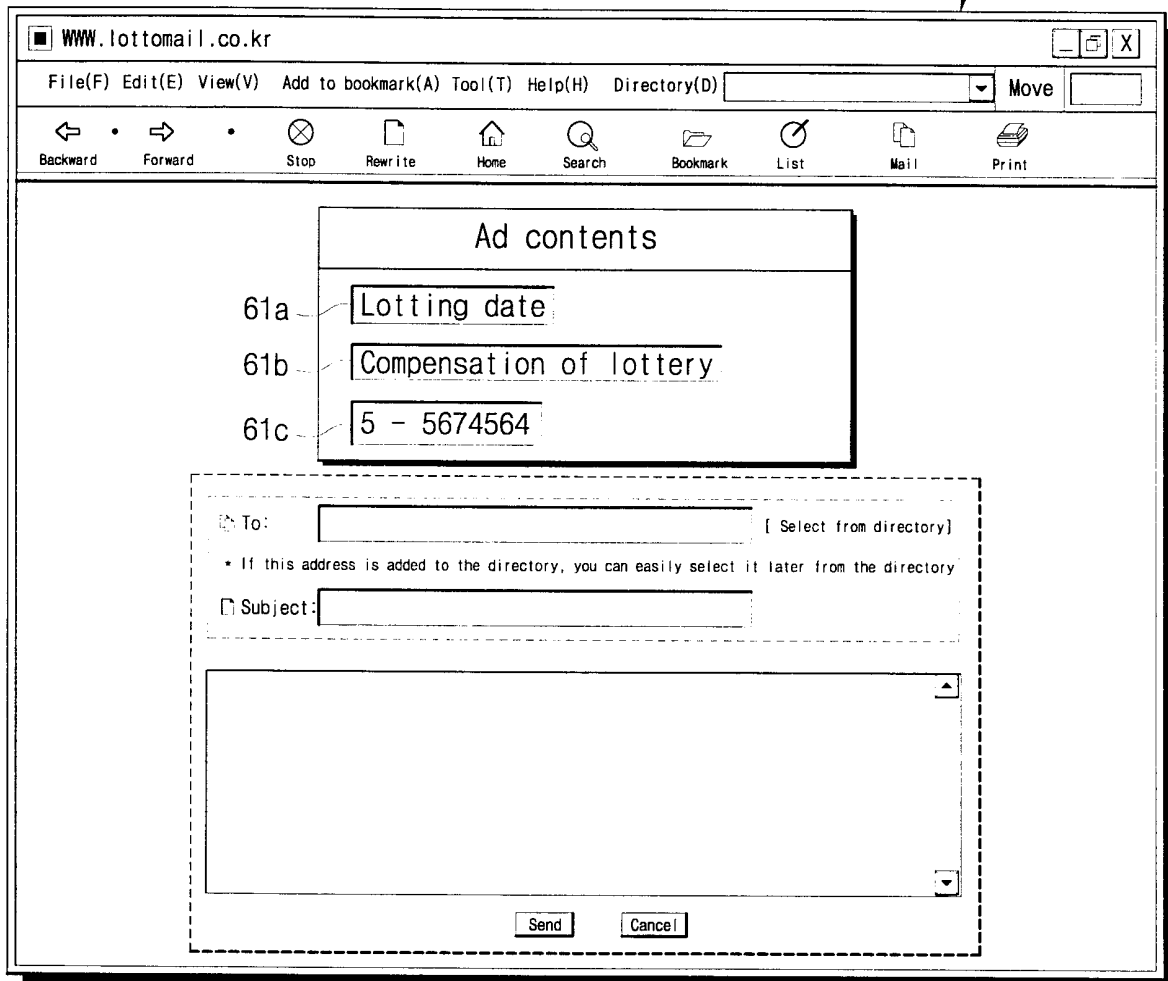
5 / 7
FIG . 5

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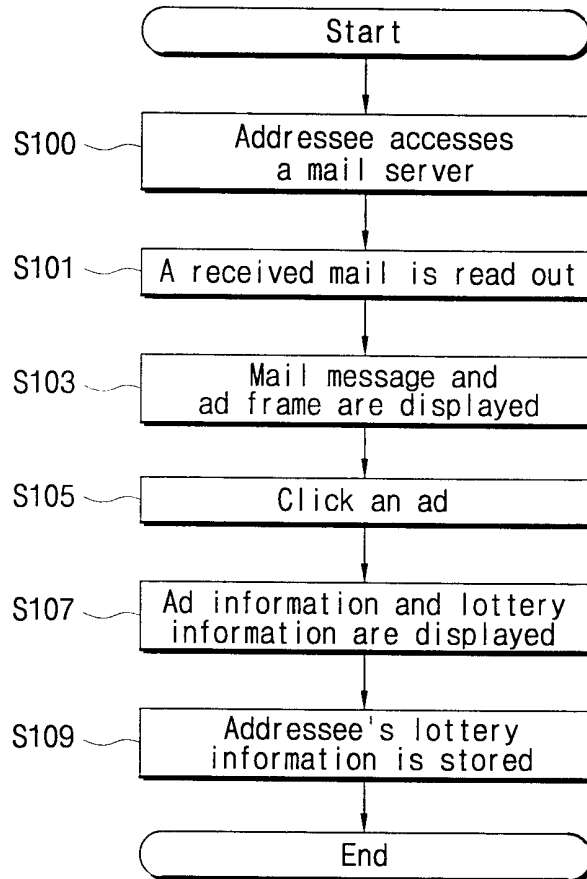


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FIG . 6

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FIG . 7



INTERNATIONAL SEARCH REPORT

international application No.
PCT/KR00/00940**A. CLASSIFICATION OF SUBJECT MATTER****IPC7 G06F 17/60**

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)

IPC6 G06F 17/60, 17/00

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)

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	JP 11-242714 A (HAKPODANG) 7. SEPTEMBER. 1999 FIG 1, 2, 3, 4, 5, 6, 7, 11-17 ABSTRACT, CLAIMS 1, 2, 3, 4, 5, 7, 12-18, 21-33	1-10
Y	JP 10-312427 A (DAINIPPON PRINT CO.) 24. NOVEMBER. 1998 FIG 1, 2, 3, 4, 5 ABSTRACT, CLAIMS1, 2, 3, 4, 5, 6, 7	1-10
A	US 5,933,811 A (PAUL D. ANGELS) 3. AUGUST. 1999 FIG 1, 2, 3, 4, 5, 7, 9-11 ABSTRACT, CLAIMS1, 2, 3, 4, 5, 6, 7, 9-17	1-10
A	JP 11-184926 A (TOSHIBATEC CO.) 9. JULY. 1999 FIG 1, 2, 3, 4, 5, 6, 7 ABSTRACT, CLAIMS1, 2, 3, 4, 5, 6, 7	1-10

 Further documents are listed in the continuation of Box C. See patent family annex.

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Date of the actual completion of the international search

11 DECEMBER 2000 (11.12.2000)

Date of mailing of the international search report

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