

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
7 June 2007 (07.06.2007)

PCT

(10) International Publication Number
WO 2007/065166 A3

- (51) International Patent Classification:
G06Q 30/00 (2006.01) G07G 1/14 (2006.01)
- (21) International Application Number:
PCT/US2006/061538
- (22) International Filing Date:
2 December 2006 (02.12.2006)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data:
60/742,018 2 December 2005 (02.12.2005) US
- (71) Applicants (for all designated States except US):
AERIELLE TECHNOLOGIES, INC. [US/US]; 625
Ellis Street, Suite 206, Mountain View, CA 94043 (US).
COHEN, Arthur [US/US]; 625 Ellis Street, Suite 206,
Mountain View, CA 94043 (US).

- (81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LV, LY, MA, MD, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, SV, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.
- (84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IS, IT, LT, LU, LV, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

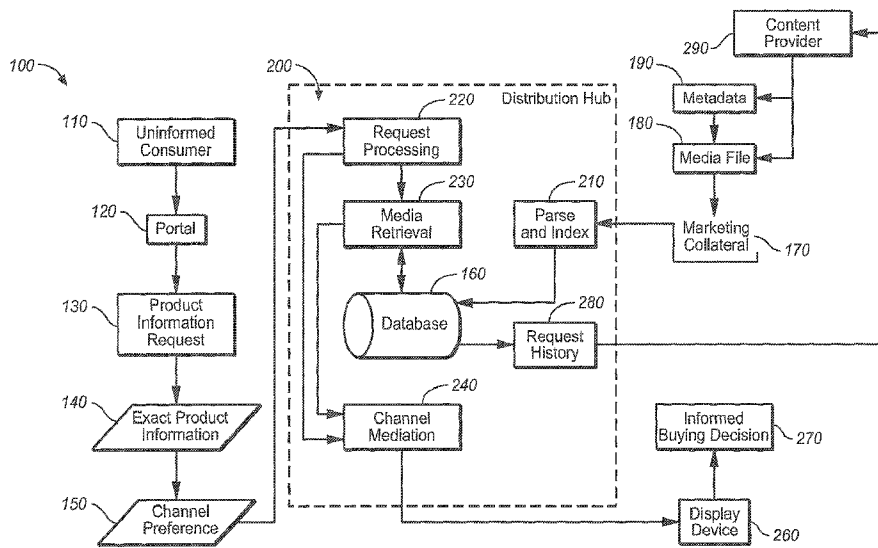
- (72) Inventor; and
- (75) Inventor/Applicant (for US only): CZESZYNSKI, Alan [US/US]; 625 Ellis Street, Suite 206, Mountain View, CA 94043 (US).
- (74) Agent: STAINBROOK, Craig, M.; Stainbrook & Stainbrook, LLP, 412 Aviation Boulevard, Suite H, Santa Rosa, CA 95403 (US).

Declaration under Rule 4.17:
— of inventorship (Rule 4.17(iv))

Published:
— with international search report

(88) Date of publication of the international search report:
13 November 2008

(54) Title: TARGETED AND PULLED ADVERTISING SYSTEM FOR DELIVERING PRODUCT INFORMATION BASED ON CONSUMER REQUESTS



(57) Abstract: A pull-based method for disseminating marketing information to customers based on specific customer requests through a web based portal connected to a sever with a database of product information. The customer can receive the information via a variety of mediums from a distribution hub connected to the server. Information on consumer choices is stored on the server, which can be collated, ranked, and prioritized for use in tracking consumer requests for information.

WO 2007/065166 A3

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US06/61538

A. CLASSIFICATION OF SUBJECT MATTER
 IPC: **G06Q 30/00(2006.01);G07G 1/14(2006.01)**

 USPC: **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. : 705/14

 Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

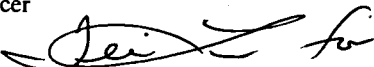
 Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
--- y	US 6,847,969 B1 (Mathai) 25 Jan 2005 (25.01.2005), Col 4, lines 7-41. US 6,119,101 (Peckover) 12 Sep 2000 (12.09.2000), Col 25, lines 35-67.	----- 1-15 and 19
--- y	US 7,039,599 B2 (Merriman) 2 May, 2006 (02.05.2006), col 1, lines 29-50).	----- 16-18 and 20-21

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

* Special categories of cited documents:	"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
"A" document defining the general state of the art which is not considered to be of particular relevance	"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
"E" earlier application or patent published on or after the international filing date	"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art
"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)	"&" document member of the same patent family
"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	

Date of the actual completion of the international search 13 June 2008 (13.06.2008)	Date of mailing of the international search report 25 AUG 2008
Name and mailing address of the ISA/US Mail Stop PCT, Attn: ISA/US Commissioner for Patents P.O. Box 1450 Alexandria, Virginia 22313-1450 Facsimile No. (571) 273-3201	Authorized officer Eric Stamber  Telephone No. 571-272-3600