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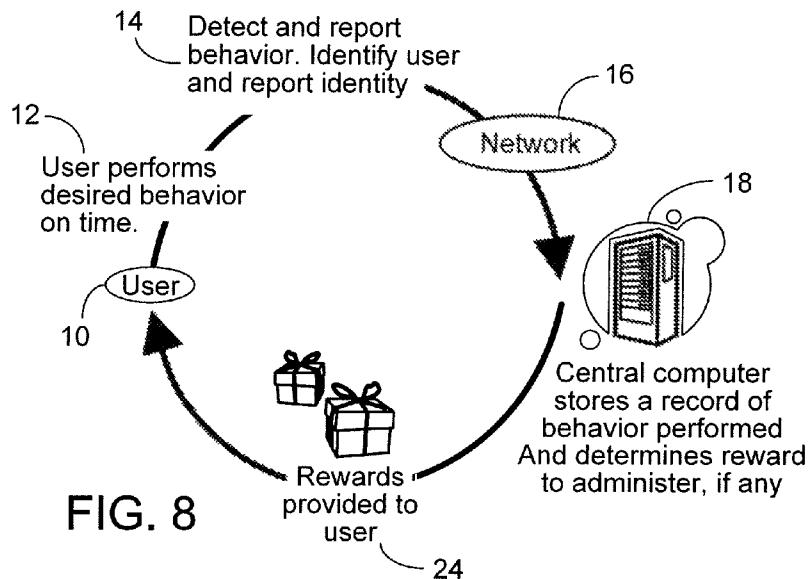
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Declarations under Rule 4.17:

- as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(U))
- as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(Ui))

[Continued on next page]

(54) Title: BEHAVIOR MODIFICATION WITH INTERMITTENT REWARD



(57) **Abstract:** The invention relates to simple yet effective methods, referred to herein as Dynamic Intermittent Reward (DIR), and systems, to increase the frequency of a desired behavior in a user, and optimize cost-effectiveness of a reward system. A principal benefit of the new methods is the ability to provide tailored intermittent rewards for one or more users over time. The invention further relates to other methods, referred to herein as Tabular Intermittent Reward (TIR), and systems, to administer intermittent rewards without an element of chance.

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USPC - 702/179

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)

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 Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
 USPC 434/236, 237,238, 434/, 702/180, 181

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

PubWEST (USPT, PGPB, EPAB, JPAB), Google/Patents, Google/Scholar

Search Terms behavior, reinforcement, encouragement, modification, reward, prize, award, incentive, calculate, determine, analyze, estimate, compute, rate, Spearman, rank, gift, bonus, remuneration, ratio, history, pattern, profile, summary, adhere, consistenc

C DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No
Y	US 2003/002711 16 A1 (O'DONNELL) 06 February 2003 (06 02 2003), para [0002], [0037], [0038], [0106]	1-31
Y	US 6,055,573 A (GARDENSWARTZ et al) 25 April 2000 (25 04 2000), col 15, Ins 5-40, Ins 66-67, col 16, Ins 1-4, 29-32	1-31
Y	US 2005/0131663 A1 (BANGS et al) 16 June 2005 (16 06 2005), Abstract, para [0139]	7-9, 17-19

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