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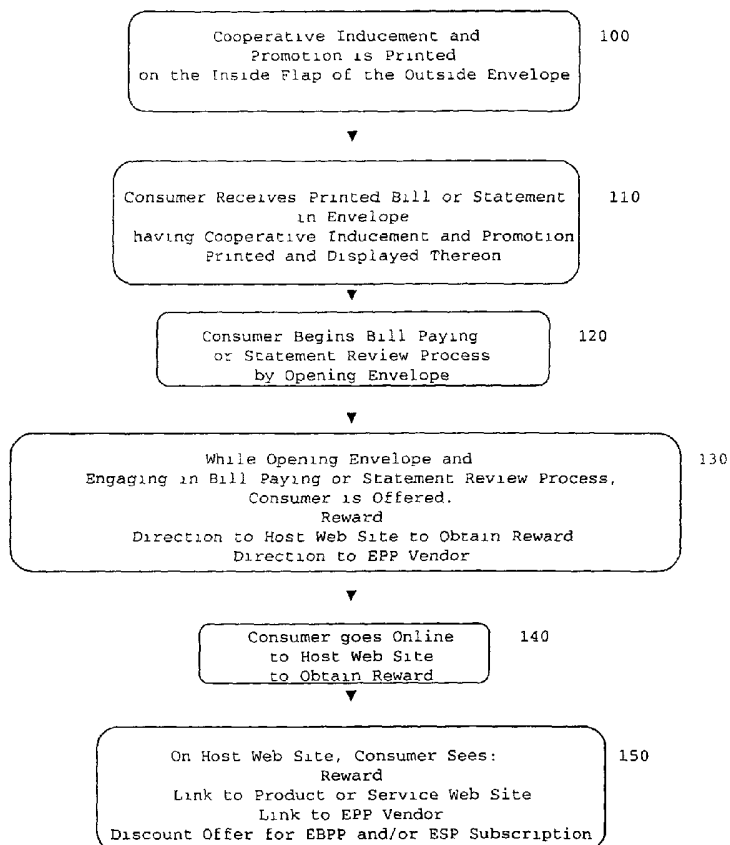
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(54) Title: COOPERATIVE INCENTIVE AND PROMOTION SYSTEM AND METHOD FOR USE ON A COMPUTER NET-
WORKING SYSTEM



(57) Abstract: A cooperative incentive and promotion system and method encouraging subscription to electronic payment and presentment (EPP) vendor services, such as, bill presentment and payment (EBPP) and/or electronic statement presentment (ESP) services, wherein a consumer engaging in a bill paying or printed statement review process is induced to access a global networking system, such as the Internet during that process (100). Positive inducement is provided on a bill or statement envelope, a remittance envelope, directly on the bill or statement or on an insert therewith (100), wherein a sweepstakes offer, coupon or discount offer promoting a specific business, product or service is prominently displayed (130), wherein access to the Internet is required and utilized for receipt thereof, and wherein coincident promotion of EBPP and/or ESP subscription is provided (150).

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B. FIELDS SEARCHED		
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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 6,178,411 B1 (REITER) 23 JANUARY 2001, see entire document.	1-24
Y	US 5,774,870 A (STOREY) 30 JUNE 1998, see entire document.	1-24
Y	US 5,999,914 A (BLINN ET AL.), 07 DECEMBER 1999, see entire document.	1-24
A	US 6,267,672 B1 (VANCE), 31 JULY 2001, see entire document.	1-24
Y	US 5,920,847 A (KOLLING ET AL) 06 July 1999, see entire document.	1-24
☐ Further documents are listed in the continuation of Box C. ☐ See patent family annex.		
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