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(54) Title: MAGNETIC STRIPE CARDS

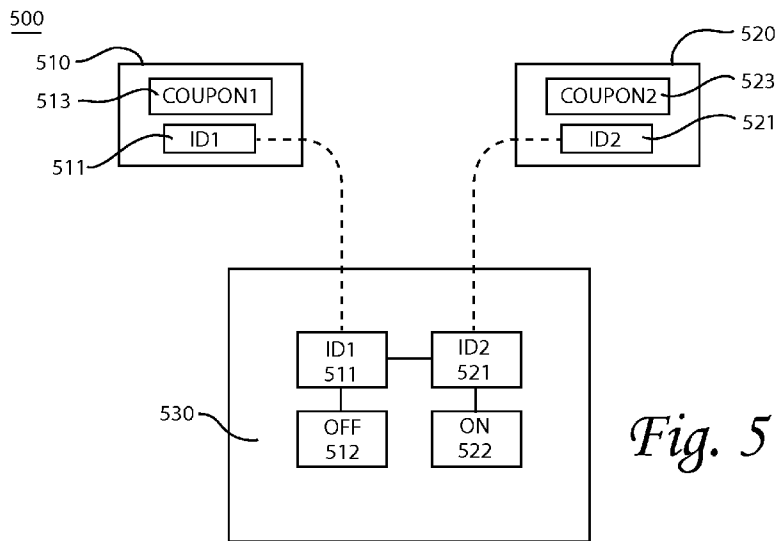


Fig. 5

(57) Abstract: Magnetic stripe cards configured to be coupled to a ferromagnetic material are described. In one embodiment, a magnetic stripe card may include a substrate, a magnetic stripe coupled to the substrate, and at least one magnet coupled to the substrate. The magnet may have a magnetic pull force equal to or greater than that necessary to support a total weight of the substrate, the magnetic stripe, and the magnet when coupled to the ferromagnetic material.

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INTERNATIONAL SEARCH REPORT

International application No.

PCT/US2014/041816

A. CLASSIFICATION OF SUBJECT MATTER

IPC(8) - B32B 37/14 (2014.01)
CPC - B32B 37/226 (2014.11)

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)

IPC(8) - B32B 37/14, 37/22; B42D 15/10; G06K 5/00, 19/00, 19/06, 19/08 (2014.01)

CPC - B32B 37/226, 2425/00; B42D 15/045, 2033/08, 2033/16, 2033/22, 2033/24, 2033/30 (2014.11) (keyword delimited)

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
USPC - 235/375, 380, 487, 493

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

PatBase, Google Patent, Google

Search terms used: magnetic stripe card, card holder, magnetic card holder, magnet within indentation, magnetically attached, magnetic stripe reader card holder

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2006/0065748 A1 (HALBUR et al) 30 March 2006 (30.03.2006) entire document	1-3
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Y		4, 5
Y	US 3,601,913 A (POLLOCK) 31 August 1971 (31.08.1971) entire document	4, 5
A	US 2010/0051705 A1 (ALBERS et al) 04 March 2010 (04.03.2010) entire document	1-5
A	US 2003/0047611 A1 (ROGERS) 13 March 2003 (13.03.2003) entire document	1-5

Further documents are listed in the continuation of Box C.

* Special categories of cited documents:

"A" document defining the general state of the art which is not considered to be of particular relevance

"E" earlier application or patent but published on or after the international filing date

"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)

"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

"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

"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

"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

"&" document member of the same patent family

Date of the actual completion of the international search

25 November 2014

Date of mailing of the international search report

10 DEC 2014

Name and mailing address of the ISA/US

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INTERNATIONAL SEARCH REPORT

International application No.

PCT/US2014/041816

Box No. II Observations where certain claims were found unsearchable (Continuation of item 2 of first sheet)

This international search report has not been established in respect of certain claims under Article 17(2)(a) for the following reasons:

1. Claims Nos.:
because they relate to subject matter not required to be searched by this Authority, namely:

2. Claims Nos.:
because they relate to parts of the international application that do not comply with the prescribed requirements to such an extent that no meaningful international search can be carried out, specifically:

3. Claims Nos.:
because they are dependent claims and are not drafted in accordance with the second and third sentences of Rule 6.4(a).

Box No. III Observations where unity of invention is lacking (Continuation of item 3 of first sheet)

This International Searching Authority found multiple inventions in this international application, as follows:

See extra sheet.

1. As all required additional search fees were timely paid by the applicant, this international search report covers all searchable claims.
2. As all searchable claims could be searched without effort justifying additional fees, this Authority did not invite payment of additional fees.
3. As only some of the required additional search fees were timely paid by the applicant, this international search report covers only those claims for which fees were paid, specifically claims Nos.:

4. No required additional search fees were timely paid by the applicant. Consequently, this international search report is restricted to the invention first mentioned in the claims; it is covered by claims Nos.:
1-5

- Remark on Protest**
- The additional search fees were accompanied by the applicant's protest and, where applicable, the payment of a protest fee.
 - The additional search fees were accompanied by the applicant's protest but the applicable protest fee was not paid within the time limit specified in the invitation.
 - No protest accompanied the payment of additional search fees.

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US2014/041816

CONTINUED FROM BOX NO. III:

This application contains the following inventions or groups of inventions which are not so linked as to form a single general inventive concept under PCT Rule 13.1. In order for all inventions to be examined, the appropriate additional examination fees must be paid.

Group I, claims 1-5 are drawn to a magnetic stripe card.

Group II, claims 6-15 are drawn to a system for rewarding referrals.

The inventions listed as Groups I and II do not relate to a single general inventive concept under PCT Rule 13.1 because, under PCT Rule 13.2, they lack the same or corresponding special technical features for the following reasons: the special technical features of Group I, a magnetic stripe card comprising a substrate, a magnetic stripe, and at least one magnet, are not present in Group II; and the special technical features of Group II, a system for rewarding referrals comprising a first card having a first coupon and a second card having a second coupon, are not present in Group I.

Since none of the special technical features of the Groups I and II inventions are found in more than one of the inventions, unity of invention is lacking.