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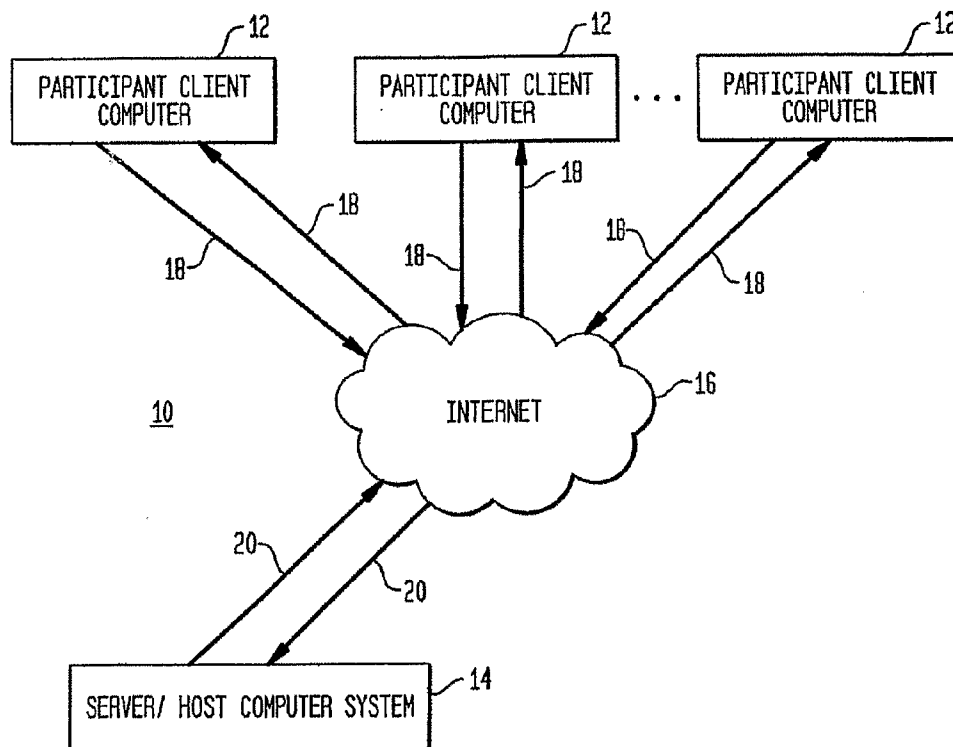
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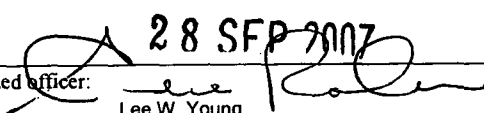
(57) Abstract: A system and method for an online game that provides directed marketing and advertising to users playing the game. The game is designed to attract visitors to an Internet website and to retain their attention while a variety of advertisements are displayed, products are promoted, and prizes are awarded.

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## INTERNATIONAL SEARCH REPORT

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<b>A. CLASSIFICATION OF SUBJECT MATTER</b> IPC(8) - G06Q 30/00 (2007.01) USPC - 705/14 According to International Patent Classification (IPC) or to both national classification and IPC		
<b>B. FIELDS SEARCHED</b> Minimum documentation searched (classification system followed by classification symbols) USPC - 705/14 Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched USPC: 705/ 7, 14, 27; 725/23, 32, 42; 700/90, 91 Electronic data base consulted during the international search (name of data base and, where practicable, search terms used) Electronic databases: PubWEST (USPT, PGPB, EPAB, JPAB); Google.com; howstuffworks.com Search Terms Used: network marketing, demographic data, internet scavenger hunt, trivia game, internet advertising etc.		
<b>C. DOCUMENTS CONSIDERED TO BE RELEVANT</b>		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 6,595,859 B2 (Lynn) 22 July 2003 (22.07.2003) entire document	1-40
Y	"Introducing the Super Trivia TV Redemption Machine" ( <a href="http://www.coinopexpress.com/news/103.html">http://www.coinopexpress.com/news/103.html</a> ) 22 April 2004 (22.04.2004) accessed 8 July 2007 (08.07.2007) entire document (especially "Super Trivia")	1-40
Y	"Computer Scavenger Hunt 2" (O'Hora) ( <a href="http://homepage.mac.com/cohora/ext/comp2.pdf">http://homepage.mac.com/cohora/ext/comp2.pdf</a> ) 06 June 2004 (06.06.2004) accessed 8 July 2007 (08.07.2007) entire document	6, 11-12, 16-28, 34, and 39-40
Y	US 2001/0049625 A1 (Mowry) 06 December 2001 (06.12.2001) entire document (especially para [0009])	2 and 29-40
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