

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
8 November 2001 (08.11.2001)

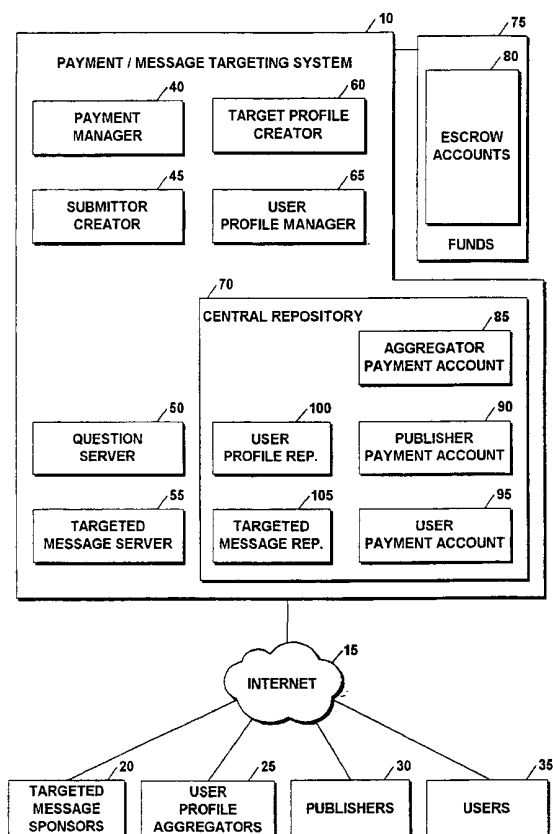
PCT

(10) International Publication Number
WO 01/84511 A3

- (51) International Patent Classification⁷: G06F 7/00, G06F 17/60
- (21) International Application Number: PCT/US01/14159
- (22) International Filing Date: 2 May 2001 (02.05.2001)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data:
60/201,340 2 May 2000 (02.05.2000) US
- (71) Applicant: WINWIN TECHNOLOGIES, LTD.
[US/US]; 419 Boylston Street, Suite 400, Boston, MA 02116 (US).
- (72) Inventor: MAYADAS, Vijay; WinWin Technologies, Ltd., 419 Boylston Street, Suite 400, Boston, MA 02116 (US).
- (74) Agents: CHOW, Stephen, Y. et al.; Perkins, Smith & Cohen, LLP, One Beacon St., 30th floor, Boston, MA 02108 (US).
- (81) Designated States (*national*): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CR, CU, CZ, DE, DK, DM, DZ, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, TZ, UA, UG, UZ, VN, YU, ZA, ZW.
- (84) Designated States (*regional*): ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).
- Published:
— with international search report

[Continued on next page]

(54) Title: SYSTEM AND METHOD FOR PAYMENT FOR TARGETED MESSAGING OVER A NETWORK



(57) Abstract: In the payment system of the present invention, targeted message sponsors such as advertisers pay in to the system to have the targeted message distributed according to specified parameters. Users of the system, who view the targeted messages, are compensated for interacting with the targeted message. The user data is stored in user profiles maintained by the system. Targeted message publishers are compensated for publishing the targeted messages. Data aggregators, who gather data about users for the user profiles, are compensated for the data gathered.



(88) Date of publication of the international search report:
23 May 2002

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

INTERNATIONAL SEARCH REPORT

International Application No

PCT/US 01/14159

A. CLASSIFICATION OF SUBJECT MATTER
 IPC 7 G07F7/00 G06F17/60

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 7 G06F G07F

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 practical, search terms used)

EPO-Internal, WPI Data

C. DOCUMENTS CONSIDERED TO BE RELEVANT

| Category * | Citation of document, with indication, where appropriate, of the relevant passages | Relevant to claim No. |
|------------|--|-----------------------|
| Y | US 5 933 811 A (ANGLES PAUL D ET AL) 3 August 1999 (1999-08-03) column 2, line 45 -column 4, line 47 column 16, line 16 - line 44 column 20, line 27 - line 37 column 21, line 15 - line 29 figures 3-8 --- | 1-8, 10-12 |
| Y | US 5 855 008 A (GOLDHABER A NATHANIEL ET AL) 29 December 1998 (1998-12-29) column 4, line 36 -column 5, line 29 column 7, line 23 - line 67 column 10, line 39 - line 57 column 11, line 47 - line 58 column 16, line 12 -column 17, line 67 figures 4,11-15 --- -/-- | 1-8, 10-12 |



Further documents are listed in the continuation of box C.



Patent family members are listed in annex.

* 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 document 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

14 January 2002

Date of mailing of the international search report

21/01/2002

Name and mailing address of the ISA

European Patent Office, P.B. 5818 Patentlaan 2
 NL - 2280 HV Rijswijk
 Tel. (+31-70) 340-2040. Tx. 31 651 epo nl,
 Fax: (+31-70) 340-3016

Authorized officer

Paraf, E

INTERNATIONAL SEARCH REPORT

International Application No

PCT/US 01/14159

| C.(Continuation) DOCUMENTS CONSIDERED TO BE RELEVANT | | |
|--|--|-----------------------|
| Category * | Citation of document, with indication, where appropriate, of the relevant passages | Relevant to claim No. |
| A | <p>US 5 724 521 A (DEDRICK RICK) 3 March 1998 (1998-03-03) column 8, line 53 -column 9, line 48 column 11, line 36 -column 12, line 8 column 18, line 25 -column 19, line 13 figures 1-4,7A,7B</p> <p>---</p> | 1,10,13 |
| A | <p>US 5 974 398 A (HANSON BRUCE LOWELL ET AL) 26 October 1999 (1999-10-26) column 1, line 36 - line 62 column 5, line 22 - line 37 column 8, line 45 -column 9, line 16 claims 1,3,15,17; figures 1,3,6,7,11</p> <p>---</p> | 1-8, 10-13 |
| A | <p>WO 98 34189 A (FLYCAST COMMUNICATIONS CORP) 6 August 1998 (1998-08-06) abstract; claims 1-4; figures 1-3,7</p> <p>---</p> | 1-8, 10-12 |
| A | <p>US 6 009 410 A (NURENBERG STEVEN HOWARD ET AL) 28 December 1999 (1999-12-28) column 3, line 66 -column 4, line 35; figures</p> <p>---</p> | 1-8, 10-12 |
| A | <p>GALLAGHER K ET AL: "FRAMEWORK FOR TARGETING BANNER ADVERTISING ON THE INTERNET" PROCEEDINGS OF THE HAWAII INTERNATIONAL CONFERENCE ON SYSTEM SCIENCES, XX, XX, vol. 4, 1997, pages 265-274, ABSTRACT, XP002923563 the whole document</p> <p>-----</p> | 1-8, 10-12 |

INTERNATIONAL SEARCH REPORT

Information on patent family members

International Application No

PCT/US 01/14159

| Patent document cited in search report | | Publication date | Patent family member(s) | Publication date |
|---|---|---------------------|--|--|
| US 5933811 | A | 03-08-1999 | NONE | |
| US 5855008 | A | 29-12-1998 | US 5794210 A AU 732860 B2 AU 1415397 A CA 2240314 A1 EP 0934570 A1 JP 2000501868 T WO 9722074 A1 | 11-08-1998 03-05-2001 03-07-1997 19-06-1997 11-08-1999 15-02-2000 19-06-1997 |
| US 5724521 | A | 03-03-1998 | NONE | |
| US 5974398 | A | 26-10-1999 | NONE | |
| WO 9834189 | A | 06-08-1998 | US 6285987 B1 AU 735991 B2 AU 5819698 A EP 1010115 A1 JP 2001514772 T WO 9834189 A1 | 04-09-2001 26-07-2001 25-08-1998 21-06-2000 11-09-2001 06-08-1998 |
| US 6009410 | A | 28-12-1999 | CA 2250450 A1 | 16-04-1999 |