Title: CUSTOMIZATION OF PROMOTIONAL MATERIAL THROUGH USE OF PROGRAMMABLE RADIO FREQUENCY IDENTIFICATION TECHNOLOGY

Abstract: A device communicates with a radio frequency identification ("RFID") device (102) that is associated with an item (500). The device selects a promotional incentive for the item (500) and programs the promotional incentive into the RFID device (102) at one of the following events: point-of-decision to purchase the item, point-of-purchase of the item, or point-of-distribution of the item.
before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments.

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(88) Date of publication of the international search report:
11 March 2004
INTERNATIONAL SEARCH REPORT

International application No.
PCT/US02/37830

A. CLASSIFICATION OF SUBJECT MATTER
IPC(7) : G06F 17/60
US CL. : 705/14

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)
U.S. : 705/14

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 practicable, search terms used)

C. DOCUMENTS CONSIDERED TO BE RELEVANT

<table>
<thead>
<tr>
<th>Category</th>
<th>Citation of document, with indication, where appropriate, of the relevant passages</th>
<th>Relevant to claim No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>X</td>
<td>US 5,785,181 A (QUARTARARO) 28 July 1998, Fig 2; col 1, lines 55-67; col 1, lines 45-48; col 2, lines 45-48.</td>
<td>1-13</td>
</tr>
<tr>
<td>Y</td>
<td>US 5,287,266 A (MALEC et al) 15 February 1994, col 1, line 12-col 2, line 45; col 8, lines 27-40; col 1, lines 15-20.</td>
<td>1-13</td>
</tr>
<tr>
<td>Y</td>
<td>US 5,250,789 A (JOHNSEN) 05 October 1993, col 4, line 50-col 5, line 20; col 1, lines 13-20.</td>
<td>1-13</td>
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<tr>
<td>Y</td>
<td>US 6,002,344 A (BANDY et al) 14 December 1999; col 1, lines 5-10.</td>
<td>1-13</td>
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</table>

☐ Further documents are listed in the continuation of Box C. ☐ See patent family annex.

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Date of the actual completion of the international search 30 December 2002 (30.12.2002)
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