UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
11/439,725	05/23/2006	Richard B. Thibedeau	091480.0002

CONFIRMATION NO. 7228

POWER OF ATTORNEY NOTICE

27805
THOMPSON HINE L.L.P.
10050 INNOVATION DRIVE
SUITE 400
DAYTON, OH 45342-4934

OC000000060379076

Date Mailed: 08/10/2023

NOTICE REGARDING CHANGE OF POWER OF ATTORNEY

This is in response to the Power of Attorney filed 08/03/2023.

- The Power of Attorney to you in this application has been revoked by the assignee who has intervened as provided by 37 CFR 3.71. Future correspondence will be mailed to the new address of record(37 CFR 1.33).

Questions about the contents of this notice and the requirements it sets forth should be directed to the Office of Data Management, Application Assistance Unit, at **(571) 272-4000** or **(571) 272-4200** or **1-888-786-0101**.

/kkdouglas/

Quotient Ex. 1002
Quotient Technology, LLC et al., v. Intelligent Clearing Network, Inc
IPR2024-01323
Page 1 of 470

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11/439,725	05/23/2006	Richard B. Thibedeau	091480.0002

CONFIRMATION NO. 7228

27975
ADD+G - 27975
1135 East State Road 434, Suite 3001
Winter Springs, FL 32708

POA ACCEPTANCE LETTER

OC000000060379086

Date Mailed: 08/10/2023

NOTICE OF ACCEPTANCE OF POWER OF ATTORNEY

This is in response to the Power of Attorney filed 08/03/2023.

The Power of Attorney in this application is accepted. Correspondence in this application will be mailed to the above address as provided by 37 CFR 1.33.

Questions about the contents of this notice and the requirements it sets forth should be directed to the Office of Data Management, Application Assistance Unit, at **(571) 272-4000** or **(571) 272-4200** or **1-888-786-0101**.

/kkdouglas/

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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY.DOCKET NO./TITLE	REQUEST ID
11/439,725	05/23/2006	Richard B. Thibedeau	091480.0002	193674

Acknowledgement of Loss of Entitlement to Entity Status Discount

The entity status change request below filed through Private PAIR on 08/09/2023 has been accepted.

CERTIFICATIONS:

Change of Entity Status:

X Applicant changing to regular undiscounted fee status.

NOTE: Checking this box will be taken to be notification of loss of entitlement to small or micro entity status, as applicable.

This portion must be completed by the signatory or signatories making the entity status change in accordance with 37 CFR 1.4(d)(4).

Signature:	/CHRISTOPHER F. REGAN/
Name:	CHRISTOPHER F. REGAN
Registration Number:	34906

PTO/SB/80 (11-08)
Approved for use through 11/30/2020. OMB 0651-0035
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

POWER OF ATTORNEY TO PROSECUTE APPLICATIONS BEFORE THE USPTO

I hereby revoke all previous powers of attorney given in the application identified in the attached statement under 37 CFR 3.73(b).

I hereby appoint:

☑ Practitioners associated with the Customer Number: 27975

OR

☐ Practitioner(s) named below (if more than ten patent practitioners are to be named, then a customer number must be used):

Name	Registration Number	Name	Registration Number

as attorney(s) or agent(s) to represent the undersigned before the United States Patent and Trademark Office (USPTO) in connection with any and all patent applications assigned only to the undersigned according to the USPTO assignment records or assignment documents attached to this form in accordance with 37 CFR 3.73(b).

Please change the correspondence address for the application identified in the attached statement under 37 CFR 3.73(b) to:

☑ The address associated with Customer Number: 27975

OR

☐ Firm or Individual Name			
Address			
City		State	Zip
Country			
Telephone		Email	

Assignee Name and Address:

INTELLIGENT CLEARING NETWORK, INC.
110 WASHINGTON AVENUE
NORTH HAVEN, CT 06473

A copy of this form, together with a statement under 37 CFR 3.73(b) (Form PTO/SB/96 or equivalent) is required to be filed in each application in which this form is used. The statement under 37 CFR 3.73(b) may be completed by one of the practitioners appointed in this form if the appointed practitioner is authorized to act on behalf of the assignee, and must identify the application in which this Power of Attorney is to be filed.

SIGNATURE of Assignee of Record

The individual whose signature and title is supplied below is authorized to act on behalf of the assignee

Signature	/Richard B. Thibedeau/	Date	7/25/2023
Name	RICHARD B. THIBEDEAU	Telephone	
Title	COO and CTO, INTELLIGENT CLEARING NETWORK, INC.		

This collection of information is required by 37 CFR 1.31, 1.32 and 1.33. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

PTO/SB/96 (11-18)
Approved for use through 11/30/2020. OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

STATEMENT UNDER 37 CFR 3.73(b)

Applicant/Patent Owner: RICHARD B. THIBEDEAU

Application No./Patent No.: 11/439,725 Filed/Issue Date: 2006-05-23

Titled:
INTELLIGENT COUPON NETWORK

INTELLIGENT CLEARING NETWORK, INC., a CORPORATION

(Name of Assignee) (Type of Assignee, e.g., corporation, partnership, university, government agency, etc.

states that it is:

1. ☒ the assignee of the entire right, title, and interest in;

2. ☐ an assignee of less than the entire right, title, and interest in
(The extent (by percentage) of its ownership interest is _____ %); or

3. ☐ the assignee of an undivided interest in the entirety of (a complete assignment from one of the joint inventors was made)

the patent application/patent identified above, by virtue of either:

A. ☐ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel_____, Frame_____, or a copy* is attached.

OR

B. ☒ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as follows:

1. From: INVENTOR To: INTELLIGENT COUPON NETWORK, LLC

The document was recorded in the United States Patent and Trademark Office at
Reel 020481, Frame 0196, or a copy* is attached.

2. From: INTELLIGENT COUPON NETWORK, LLC To: INTELLIGENT CLEARING NETWORK, INC.

The document was recorded in the United States Patent and Trademark Office at
Reel 052581, Frame 0489, or a copy* is attached.

3. From: _____ To: _____

The document was recorded in the United States Patent and Trademark Office at
Reel_____, Frame_____, or a copy* is attached.

☐ Additional documents in the chain of title are listed on a supplemental sheet(s).

☐ *As required by 37 CFR 3.73(b)(1)(i), if a copy/copies is/are attached, the documentary evidence of the chain of title from the original owner to the assignee was, or concurrently is being, submitted for recordation pursuant to 37 CFR 3.11.

[NOTE: A separate copy (*i.e.*, a true copy of the original assignment document(s)) must be submitted to Assignment Division in accordance with 37 CFR Part 3, to record the assignment in the records of the USPTO. See MPEP 302.]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

/CHRISTOPHER F. REGAN/ 2023-08-03
Signature Date

CHRISTOPHER F. REGAN 34906
Printed or Typed Name Title or Registration Number

This collection of information is required by 37 CFR 3.73(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

Electronic Acknowledgement Receipt

EFS ID:	48390180
Application Number:	11439725
International Application Number:	
Confirmation Number:	7228
Title of Invention:	INTELLIGENT COUPON NETWORK
First Named Inventor/Applicant Name:	Richard B. Thibedeau
Customer Number:	27805
Filer:	Christopher F. Regan/joellen murphy
Filer Authorized By:	Christopher F. Regan
Attorney Docket Number:	091480.0002
Receipt Date:	03-AUG-2023
Filing Date:	23-MAY-2006
Time Stamp:	13:13:50
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Power of Attorney	74842sb80poa.pdf	112080 4130a4a6b899fc9241ea1ad7f74907f73a29976d	no	1

Warnings:

Information:					
2	Assignee showing of ownership per 37 CFR 3.73	74842state373b.pdf	154498 ac7c390684dfdfdcc358269c0db99827d5659da0	no	1
Warnings:					
Information:					
		Total Files Size (in bytes):	266578		

This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.

New Applications Under 35 U.S.C. 111

If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

National Stage of an International Application under 35 U.S.C. 371

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

New International Application Filed with the USPTO as a Receiving Office

If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.

UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	ISSUE DATE	PATENT NO.	ATTORNEY DOCKET NO.	CONFIRMATION NO.
11/439,725	06/30/2015	9070133	091480.0002	7228

27805 7590 06/10/2015

THOMPSON HINE L.L.P.
10050 Innovation Drive
Suite 400
DAYTON, OH 45342-4934

ISSUE NOTIFICATION

The projected patent number and issue date are specified above.

Determination of Patent Term Adjustment under 35 U.S.C. 154 (b)
(application filed on or after May 29, 2000)

The Patent Term Adjustment is 1625 day(s). Any patent to issue from the above-identified application will include an indication of the adjustment on the front page.

If a Continued Prosecution Application (CPA) was filed in the above-identified application, the filing date that determines Patent Term Adjustment is the filing date of the most recent CPA.

Applicant will be able to obtain more detailed information by accessing the Patent Application Information Retrieval (PAIR) WEB site (http://pair.uspto.gov).

Any questions regarding the Patent Term Extension or Adjustment determination should be directed to the Office of Patent Legal Administration at (571)-272-7702. Questions relating to issue and publication fee payments should be directed to the Application Assistance Unit (AAU) of the Office of Data Management (ODM) at (571)-272-4200.

APPLICANT(s) (Please see PAIR WEB site http://pair.uspto.gov for additional applicants):

Richard B. Thibedeau, Plainville, CT;

The United States represents the largest, most dynamic marketplace in the world and is an unparalleled location for business investment, innovation, and commercialization of new technologies. The USA offers tremendous resources and advantages for those who invest and manufacture goods here. Through SelectUSA, our nation works to encourage and facilitate business investment. To learn more about why the USA is the best country in the world to develop technology, manufacture products, and grow your business, visit SelectUSA.gov.

PART B - FEE(S) TRANSMITTAL

Complete and send this form, together with applicable fee(s), to: Mail Mail Stop ISSUE FEE
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450
or Fax (571)-273-2885

INSTRUCTIONS: This form should be used for transmitting the ISSUE FEE and PUBLICATION FEE (if required). Blocks 1 through 5 should be completed where appropriate. All further correspondence including the Patent, advance orders and notification of maintenance fees will be mailed to the current correspondence address as indicated unless corrected below or directed otherwise in Block 1, by (a) specifying a new correspondence address; and/or (b) indicating a separate "FEE ADDRESS" for maintenance fee notifications.

CURRENT CORRESPONDENCE ADDRESS (Note: Use Block 1 for any change of address)

27805 7590 05/22/2015
THOMPSON HINE L.L.P.
10050 Innovation Drive
Suite 400
DAYTON, OH 45342-4934

Note: A certificate of mailing can only be used for domestic mailings of the Fee(s) Transmittal. This certificate cannot be used for any other accompanying papers. Each additional paper, such as an assignment or formal drawing, must have its own certificate of mailing or transmission.

Certificate of Mailing or Transmission
I hereby certify that this Fee(s) Transmittal is being deposited with the United States Postal Service with sufficient postage for first class mail in an envelope addressed to the Mail Stop ISSUE FEE address above, or being facsimile transmitted to the USPTO (571) 273-2885, on the date indicated below.

(Depositor's name)
(Signature)
(Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
11/439,725	05/23/2006	Richard B. Thibedeau	091480.0002	7228

TITLE OF INVENTION: INTELLIGENT COUPON NETWORK

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	SMALL	$480	$0	$0	$480	08/24/2015

EXAMINER	ART UNIT	CLASS-SUBCLASS
VAN BRAMER, JOHN W	3622	705-014000

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.363).
☐ Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached.
☐ "Fee Address" indication (or "Fee Address" Indication form PTO/SB/47; Rev 03-02 or more recent) attached. Use of a Customer Number is required.

2. For printing on the patent front page, list
(1) The names of up to 3 registered patent attorneys or agents OR, alternatively,
(2) The name of a single firm (having as a member a registered attorney or agent) and the names of up to 2 registered patent attorneys or agents. If no name is listed, no name will be printed.
1 Thompson Hine LLP
2
3

3. ASSIGNEE NAME AND RESIDENCE DATA TO BE PRINTED ON THE PATENT (print or type)

PLEASE NOTE: Unless an assignee is identified below, no assignee data will appear on the patent. If an assignee is identified below, the document has been filed for recordation as set forth in 37 CFR 3.11. Completion of this form is NOT a substitute for filing an assignment.

(A) NAME OF ASSIGNEE: Intelligent Coupon Network, LLC
(B) RESIDENCE: (CITY and STATE OR COUNTRY): Plainville, CT

Please check the appropriate assignee category or categories (will not be printed on the patent): ☐ Individual ☐ Corporation or other private group entity ☐ Government

4a. The following fee(s) are submitted:
☒ Issue Fee
☐ Publication Fee (No small entity discount permitted)
☐ Advance Order - # of Copies _____

4b. Payment of Fee(s): (Please first reapply any previously paid issue fee shown above)
☐ A check is enclosed.
☐ Payment by credit card. Form PTO-2038 is attached.
☒ The director is hereby authorized to charge the required fee(s), any deficiency, or credits any overpayment, to Deposit Account Number 20-0809 (enclose an extra copy of this form).
☒ Electronic Funds Transfer

5. Change in Entity Status (from status indicated above)
☐ Applicant certifying micro entity status. See 37 CFR 1.29
NOTE: Absent a valid certification of Micro Entity Status (see forms PTO/SB/15A and 15B), issue fee payment in the micro entity amount will not be accepted at the risk of application abandonment.
☐ Applicant asserting small entity status. See 37 CFR 1.27
NOTE: If the application was previously under micro entity status, checking this box will be taken to be a notification of loss of entitlement to micro entity status.
☐ Applicant changing to regular undiscounted fee status.
NOTE: Checking this box will be taken to be a notification of loss of entitlement to small or micro entity status, as applicable.

NOTE: This form must be signed in accordance with 37 CFR 1.31 and 1.33. See 37 CFR 1.4 for signature requirements and certifications.

Authorized Signature /Megan D. Dortenzo/ Date May 26, 2015
Typed or printed name Megan D. Dortenzo Registration No. 39172

PTOL-85 Part B (10-13) Approved for use through 10/31/2013. OMB 0651-0033 U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Quotient Ex. 1002
Page 9 of 470

PART B - FEE(S) TRANSMITTAL

Complete and send this form, together with applicable fee(s), to: Mail *Mail Stop ISSUE FEE*
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450
or Fax (571)-273-2885

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27805 7590 05/22/2015
THOMPSON HINE L.L.P.
10050 Innovation Drive
Suite 400
DAYTON, OH 45342-4934

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Certificate of Mailing or Transmission
I hereby certify that this Fee(s) Transmittal is being deposited with the United States Postal Service with sufficient postage for first class mail in an envelope addressed to the Mail Stop ISSUE FEE address above, or being facsimile transmitted to the USPTO (571) 273-2885, on the date indicated below.

(Depositor's name)
(Signature)
(Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
11/439,725	05/23/2006	Richard B. Thibedeau	091480.0002	7228

TITLE OF INVENTION: INTELLIGENT COUPON NETWORK

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	SMALL	$480	$0	$0	$480	08/24/2015

EXAMINER	ART UNIT	CLASS-SUBCLASS
VAN BRAMER, JOHN W	3622	705-014000

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.363).
- ☐ Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached.
- ☐ "Fee Address" indication (or "Fee Address" Indication form PTO/SB/47; Rev 03-02 or more recent) attached. Use of a Customer Number is required.

2. For printing on the patent front page, list
(1) The names of up to 3 registered patent attorneys or agents OR, alternatively,
(2) The name of a single firm (having as a member a registered attorney or agent) and the names of up to 2 registered patent attorneys or agents. If no name is listed, no name will be printed.
1 Thompson Hine LLP
2
3

3. ASSIGNEE NAME AND RESIDENCE DATA TO BE PRINTED ON THE PATENT (print or type)

PLEASE NOTE: Unless an assignee is identified below, no assignee data will appear on the patent. If an assignee is identified below, the document has been filed for recordation as set forth in 37 CFR 3.11. Completion of this form is NOT a substitute for filing an assignment.

(A) NAME OF ASSIGNEE: Intelligent Coupon Network, LLC
(B) RESIDENCE: (CITY and STATE OR COUNTRY): Plainville, CT

Please check the appropriate assignee category or categories (will not be printed on the patent): ☐ Individual ☐ Corporation or other private group entity ☐ Government

4a. The following fee(s) are submitted:
- ☒ Issue Fee
- ☐ Publication Fee (No small entity discount permitted)
- ☐ Advance Order - # of Copies _____

4b. Payment of Fee(s): **(Please first reapply any previously paid issue fee shown above)**
- ☐ A check is enclosed.
- ☐ Payment by credit card. Form PTO-2038 is attached.
- ☒ The director is hereby authorized to charge the required fee(s), any deficiency, or credits any overpayment, to Deposit Account Number 20-0809 (enclose an extra copy of this form).

[X] Electronic Funds Transfer

5. **Change in Entity Status** (from status indicated above)
- ☐ Applicant certifying micro entity status. See 37 CFR 1.29 — NOTE: Absent a valid certification of Micro Entity Status (see forms PTO/SB/15A and 15B), issue fee payment in the micro entity amount will not be accepted at the risk of application abandonment.
- ☐ Applicant asserting small entity status. See 37 CFR 1.27 — NOTE: If the application was previously under micro entity status, checking this box will be taken to be a notification of loss of entitlement to micro entity status.
- ☐ Applicant changing to regular undiscounted fee status. — NOTE: Checking this box will be taken to be a notification of loss of entitlement to small or micro entity status, as applicable.

NOTE: This form must be signed in accordance with 37 CFR 1.31 and 1.33. See 37 CFR 1.4 for signature requirements and certifications.

Authorized Signature /Megan D. Dortenzo/ Date May 26, 2015
Typed or printed name Megan D. Dortenzo Registration No. 39172

PTOL-85 Part B (10-13) Approved for use through 10/31/2013. OMB 0651-0033 U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Quotient Ex. 1002
Page 10 of 470

Electronic Patent Application Fee Transmittal

Application Number:	11439725
Filing Date:	23-May-2006
Title of Invention:	INTELLIGENT COUPON NETWORK
First Named Inventor/Applicant Name:	Richard B. Thibedeau
Filer:	Megan Dowd Dortenzo
Attorney Docket Number:	091480.0002

Filed as Small Entity

Filing Fees for Utility under 35 USC 111(a)

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Basic Filing:				
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Utility Appl Issue Fee	2501	1	480	480
Publ. Fee- Early, Voluntary, or Normal	1504	1	0	0
Extension-of-Time:				
Miscellaneous:				
		Total in USD ($)		**480**

Electronic Acknowledgement Receipt

EFS ID:	22437880
Application Number:	11439725
International Application Number:	
Confirmation Number:	7228
Title of Invention:	INTELLIGENT COUPON NETWORK
First Named Inventor/Applicant Name:	Richard B. Thibedeau
Customer Number:	27805
Filer:	Megan Dowd Dortenzo
Filer Authorized By:	
Attorney Docket Number:	091480.0002
Receipt Date:	26-MAY-2015
Filing Date:	23-MAY-2006
Time Stamp:	17:01:12
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Electronic Funds Transfer
Payment was successfully received in RAM	$480
RAM confirmation Number	7540
Deposit Account	
Authorized User	
The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows:	

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Issue Fee Payment (PTO-85B)	ICNIssueFee1.pdf	183195 d4ac4c52a74f10501391619eb28fa90c63504ed3	no	2
Warnings:					
Information:					
2	Fee Worksheet (SB06)	fee-info.pdf	32609 ac6e1a8d22ec5199e5a8554f0e0026638b5efb84	no	2
Warnings:					
Information:					
		Total Files Size (in bytes):	215804		

This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.

New Applications Under 35 U.S.C. 111
If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

National Stage of an International Application under 35 U.S.C. 371
If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

New International Application Filed with the USPTO as a Receiving Office
If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.

UNITED STATES PATENT AND TRADEMARK OFFICE

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P.O. Box 1450
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NOTICE OF ALLOWANCE AND FEE(S) DUE

27805 7590 05/22/2015

THOMPSON HINE L.L.P.
10050 Innovation Drive
Suite 400
DAYTON, OH 45342-4934

EXAMINER
VAN BRAMER, JOHN W

ART UNIT	PAPER NUMBER
3622	

DATE MAILED: 05/22/2015

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
11/439,725	05/23/2006	Richard B. Thibedeau	091480.0002	7228

TITLE OF INVENTION: INTELLIGENT COUPON NETWORK

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	SMALL	$480	$0	$0	$480	08/24/2015

THE APPLICATION IDENTIFIED ABOVE HAS BEEN EXAMINED AND IS ALLOWED FOR ISSUANCE AS A PATENT. PROSECUTION ON THE MERITS IS CLOSED. THIS NOTICE OF ALLOWANCE IS NOT A GRANT OF PATENT RIGHTS. THIS APPLICATION IS SUBJECT TO WITHDRAWAL FROM ISSUE AT THE INITIATIVE OF THE OFFICE OR UPON PETITION BY THE APPLICANT. SEE 37 CFR 1.313 AND MPEP 1308.

THE ISSUE FEE AND PUBLICATION FEE (IF REQUIRED) MUST BE PAID WITHIN THREE MONTHS FROM THE MAILING DATE OF THIS NOTICE OR THIS APPLICATION SHALL BE REGARDED AS ABANDONED. THIS STATUTORY PERIOD CANNOT BE EXTENDED. SEE 35 U.S.C. 151. THE ISSUE FEE DUE INDICATED ABOVE DOES NOT REFLECT A CREDIT FOR ANY PREVIOUSLY PAID ISSUE FEE IN THIS APPLICATION. IF AN ISSUE FEE HAS PREVIOUSLY BEEN PAID IN THIS APPLICATION (AS SHOWN ABOVE), THE RETURN OF PART B OF THIS FORM WILL BE CONSIDERED A REQUEST TO REAPPLY THE PREVIOUSLY PAID ISSUE FEE TOWARD THE ISSUE FEE NOW DUE.

HOW TO REPLY TO THIS NOTICE:

I. Review the ENTITY STATUS shown above. If the ENTITY STATUS is shown as SMALL or MICRO, verify whether entitlement to that entity status still applies.

If the ENTITY STATUS is the same as shown above, pay the TOTAL FEE(S) DUE shown above.

If the ENTITY STATUS is changed from that shown above, on PART B - FEE(S) TRANSMITTAL, complete section number 5 titled "Change in Entity Status (from status indicated above)".

For purposes of this notice, small entity fees are 1/2 the amount of undiscounted fees, and micro entity fees are 1/2 the amount of small entity fees.

II. PART B - FEE(S) TRANSMITTAL, or its equivalent, must be completed and returned to the United States Patent and Trademark Office (USPTO) with your ISSUE FEE and PUBLICATION FEE (if required). If you are charging the fee(s) to your deposit account, section "4b" of Part B - Fee(s) Transmittal should be completed and an extra copy of the form should be submitted. If an equivalent of Part B is filed, a request to reapply a previously paid issue fee must be clearly made, and delays in processing may occur due to the difficulty in recognizing the paper as an equivalent of Part B.

III. All communications regarding this application must give the application number. Please direct all communications prior to issuance to Mail Stop ISSUE FEE unless advised to the contrary.

IMPORTANT REMINDER: Utility patents issuing on applications filed on or after Dec. 12, 1980 may require payment of maintenance fees. It is patentee's responsibility to ensure timely payment of maintenance fees when due.

PART B - FEE(S) TRANSMITTAL

Complete and send this form, together with applicable fee(s), to: Mail **Mail Stop ISSUE FEE**
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450
or Fax (571)-273-2885

INSTRUCTIONS: This form should be used for transmitting the ISSUE FEE and PUBLICATION FEE (if required). Blocks 1 through 5 should be completed where appropriate. All further correspondence including the Patent, advance orders and notification of maintenance fees will be mailed to the current correspondence address as indicated unless corrected below or directed otherwise in Block 1, by (a) specifying a new correspondence address; and/or (b) indicating a separate "FEE ADDRESS" for maintenance fee notifications.

CURRENT CORRESPONDENCE ADDRESS (Note: Use Block 1 for any change of address)

27805 7590 05/22/2015
THOMPSON HINE L.L.P.
10050 Innovation Drive
Suite 400
DAYTON, OH 45342-4934

Note: A certificate of mailing can only be used for domestic mailings of the Fee(s) Transmittal. This certificate cannot be used for any other accompanying papers. Each additional paper, such as an assignment or formal drawing, must have its own certificate of mailing or transmission.

Certificate of Mailing or Transmission
I hereby certify that this Fee(s) Transmittal is being deposited with the United States Postal Service with sufficient postage for first class mail in an envelope addressed to the Mail Stop ISSUE FEE address above, or being facsimile transmitted to the USPTO (571) 273-2885, on the date indicated below.

(Depositor's name)
(Signature)
(Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
11/439,725	05/23/2006	Richard B. Thibedeau	091480.0002	7228

TITLE OF INVENTION: INTELLIGENT COUPON NETWORK

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	SMALL	$480	$0	$0	$480	08/24/2015

EXAMINER	ART UNIT	CLASS-SUBCLASS
VAN BRAMER, JOHN W	3622	705-014000

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.363).
- ❑ Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached.
- ❑ "Fee Address" indication (or "Fee Address" Indication form PTO/SB/47; Rev 03-02 or more recent) attached. **Use of a Customer Number is required.**

2. For printing on the patent front page, list
(1) The names of up to 3 registered patent attorneys or agents OR, alternatively,
(2) The name of a single firm (having as a member a registered attorney or agent) and the names of up to 2 registered patent attorneys or agents. If no name is listed, no name will be printed.
1 _____
2 _____
3 _____

3. ASSIGNEE NAME AND RESIDENCE DATA TO BE PRINTED ON THE PATENT (print or type)

PLEASE NOTE: Unless an assignee is identified below, no assignee data will appear on the patent. If an assignee is identified below, the document has been filed for recordation as set forth in 37 CFR 3.11. Completion of this form is NOT a substitute for filing an assignment.

(A) NAME OF ASSIGNEE (B) RESIDENCE: (CITY and STATE OR COUNTRY)

Please check the appropriate assignee category or categories (will not be printed on the patent) : ❑ Individual ❑ Corporation or other private group entity ❑ Government

4a. The following fee(s) are submitted:
- ❑ Issue Fee
- ❑ Publication Fee (No small entity discount permitted)
- ❑ Advance Order - # of Copies _____

4b. Payment of Fee(s): **(Please first reapply any previously paid issue fee shown above)**
- ❑ A check is enclosed.
- ❑ Payment by credit card. Form PTO-2038 is attached.
- ❑ The director is hereby authorized to charge the required fee(s), any deficiency, or credits any overpayment, to Deposit Account Number _____ (enclose an extra copy of this form).

5. **Change in Entity Status** (from status indicated above)
- ❑ Applicant certifying micro entity status. See 37 CFR 1.29 — NOTE: Absent a valid certification of Micro Entity Status (see forms PTO/SB/15A and 15B), issue fee payment in the micro entity amount will not be accepted at the risk of application abandonment.
- ❑ Applicant asserting small entity status. See 37 CFR 1.27 — NOTE: If the application was previously under micro entity status, checking this box will be taken to be a notification of loss of entitlement to micro entity status.
- ❑ Applicant changing to regular undiscounted fee status. — NOTE: Checking this box will be taken to be a notification of loss of entitlement to small or micro entity status, as applicable.

NOTE: This form must be signed in accordance with 37 CFR 1.31 and 1.33. See 37 CFR 1.4 for signature requirements and certifications.

Authorized Signature _____ Date _____

Typed or printed name _____ Registration No. _____

Quotient Ex. 1002
Page 16 of 470

UNITED STATES PATENT AND TRADEMARK OFFICE

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
11/439,725	05/23/2006	Richard B. Thibedeau	091480.0002	7228

27805 7590 05/22/2015

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EXAMINER	
VAN BRAMER, JOHN W	

ART UNIT	PAPER NUMBER
3622	

DATE MAILED: 05/22/2015

Determination of Patent Term Adjustment under 35 U.S.C. 154 (b)
(Applications filed on or after May 29, 2000)

The Office has discontinued providing a Patent Term Adjustment (PTA) calculation with the Notice of Allowance.

Section 1(h)(2) of the AIA Technical Corrections Act amended 35 U.S.C. 154(b)(3)(B)(i) to eliminate the requirement that the Office provide a patent term adjustment determination with the notice of allowance. See Revisions to Patent Term Adjustment, 78 Fed. Reg. 19416, 19417 (Apr. 1, 2013). Therefore, the Office is no longer providing an initial patent term adjustment determination with the notice of allowance. The Office will continue to provide a patent term adjustment determination with the Issue Notification Letter that is mailed to applicant approximately three weeks prior to the issue date of the patent, and will include the patent term adjustment on the patent. Any request for reconsideration of the patent term adjustment determination (or reinstatement of patent term adjustment) should follow the process outlined in 37 CFR 1.705.

Any questions regarding the Patent Term Extension or Adjustment determination should be directed to the Office of Patent Legal Administration at (571)-272-7702. Questions relating to issue and publication fee payments should be directed to the Customer Service Center of the Office of Patent Publication at 1-(888)-786-0101 or (571)-272-4200.

OMB Clearance and PRA Burden Statement for PTOL-85 Part B

The Paperwork Reduction Act (PRA) of 1995 requires Federal agencies to obtain Office of Management and Budget approval before requesting most types of information from the public. When OMB approves an agency request to collect information from the public, OMB (i) provides a valid OMB Control Number and expiration date for the agency to display on the instrument that will be used to collect the information and (ii) requires the agency to inform the public about the OMB Control Number's legal significance in accordance with 5 CFR 1320.5(b).

The information collected by PTOL-85 Part B is required by 37 CFR 1.311. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, Virginia 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450. Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

Privacy Act Statement

The Privacy Act of 1974 (P.L. 93-579) requires that you be given certain information in connection with your submission of the attached form related to a patent application or patent. Accordingly, pursuant to the requirements of the Act, please be advised that: (1) the general authority for the collection of this information is 35 U.S.C. 2(b)(2); (2) furnishing of the information solicited is voluntary; and (3) the principal purpose for which the information is used by the U.S. Patent and Trademark Office is to process and/or examine your submission related to a patent application or patent. If you do not furnish the requested information, the U.S. Patent and Trademark Office may not be able to process and/or examine your submission, which may result in termination of proceedings or abandonment of the application or expiration of the patent.

The information provided by you in this form will be subject to the following routine uses:

1. The information on this form will be treated confidentially to the extent allowed under the Freedom of Information Act (5 U.S.C. 552) and the Privacy Act (5 U.S.C 552a). Records from this system of records may be disclosed to the Department of Justice to determine whether disclosure of these records is required by the Freedom of Information Act.
2. A record from this system of records may be disclosed, as a routine use, in the course of presenting evidence to a court, magistrate, or administrative tribunal, including disclosures to opposing counsel in the course of settlement negotiations.
3. A record in this system of records may be disclosed, as a routine use, to a Member of Congress submitting a request involving an individual, to whom the record pertains, when the individual has requested assistance from the Member with respect to the subject matter of the record.
4. A record in this system of records may be disclosed, as a routine use, to a contractor of the Agency having need for the information in order to perform a contract. Recipients of information shall be required to comply with the requirements of the Privacy Act of 1974, as amended, pursuant to 5 U.S.C. 552a(m).
5. A record related to an International Application filed under the Patent Cooperation Treaty in this system of records may be disclosed, as a routine use, to the International Bureau of the World Intellectual Property Organization, pursuant to the Patent Cooperation Treaty.
6. A record in this system of records may be disclosed, as a routine use, to another federal agency for purposes of National Security review (35 U.S.C. 181) and for review pursuant to the Atomic Energy Act (42 U.S.C. 218(c)).
7. A record from this system of records may be disclosed, as a routine use, to the Administrator, General Services, or his/her designee, during an inspection of records conducted by GSA as part of that agency's responsibility to recommend improvements in records management practices and programs, under authority of 44 U.S.C. 2904 and 2906. Such disclosure shall be made in accordance with the GSA regulations governing inspection of records for this purpose, and any other relevant (i.e., GSA or Commerce) directive. Such disclosure shall not be used to make determinations about individuals.
8. A record from this system of records may be disclosed, as a routine use, to the public after either publication of the application pursuant to 35 U.S.C. 122(b) or issuance of a patent pursuant to 35 U.S.C. 151. Further, a record may be disclosed, subject to the limitations of 37 CFR 1.14, as a routine use, to the public if the record was filed in an application which became abandoned or in which the proceedings were terminated and which application is referenced by either a published application, an application open to public inspection or an issued patent.
9. A record from this system of records may be disclosed, as a routine use, to a Federal, State, or local law enforcement agency, if the USPTO becomes aware of a violation or potential violation of law or regulation.

Notice of Allowability	Application No. 11/439,725	Applicant(s) THIBEDEAU, RICHARD B.	
	Examiner JOHN VAN BRAMER	Art Unit 3622	AIA (First Inventor to File) Status No

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to *The amendment filed on April 9, 2015*.
   ☐ A declaration(s)/affidavit(s) under **37 CFR 1.130(b)** was/were filed on_____.
2. ☐ An election was made by the applicant in response to a restriction requirement set forth during the interview on _____; the restriction requirement and election have been incorporated into this action.
3. ☒ The allowed claim(s) is/are *89-123*. As a result of the allowed claim(s), you may be eligible to benefit from the **Patent Prosecution Highway** program at a participating intellectual property office for the corresponding application. For more information, please see http://www.uspto.gov/patents/init_events/pph/index.jsp or send an inquiry to PPHfeedback@uspto.gov .
4. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

   Certified copies:

   a) ☐ All b) ☐ Some *c) ☐ None of the:
   1. ☐ Certified copies of the priority documents have been received.
   2. ☐ Certified copies of the priority documents have been received in Application No. _____ .
   3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

   * Certified copies not received: _____.

Applicant has **THREE MONTHS FROM THE** "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.
THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

5. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
   ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____.

   Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

1. ☒ Notice of References Cited (PTO-892)
2. ☐ Information Disclosure Statements (PTO/SB/08), Paper No./Mail Date _____
3. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material
4. ☐ Interview Summary (PTO-413), Paper No./Mail Date _____ .
5. ☐ Examiner's Amendment/Comment
6. ☒ Examiner's Statement of Reasons for Allowance
7. ☐ Other _____.

/JOHN VAN BRAMER/
John Van Bramer
Primary Examiner, Art Unit 3622

DETAILED ACTION

1. The present application is being examined under the pre-AIA first to invent provisions.

Response to Amendment

2. The amendment filed on April 09, 2015 cancelled no claims. No claims were amended and no new claims were added. Thus, the currently pending claims addressed below are claims 89-123.

Terminal Disclaimer

3. The terminal disclaimer filed on April 9, 2015 has been reviewed and accepted. As such the examiner withdraws the Double Patenting rejection of claims 89-123.

Claim Rejections - 35 USC § 101

The arguments filed on April 9, 2015 have overcome the 35 USC 101 rejection of claims 89-123 directed towards the invention being an abstract idea. Similar in nature to Abstract Idea Example 3 provided by the USPTO, while the individual steps of the claims are considered general purpose computing steps, the combination of steps as a whole provide an improvement to the technology of POS coupon validation and redemption by validating coupon at a location remote from the POS. The use of the remote location for coupon validation improves the technology by providing more efficient validation by eliminating the counting and clearing of paper for both retailers

and manufactures by clearing electronically. As such the financial settlements are completed more quickly. Remotely validating the coupons allows for coupon coding errors to be corrected immediately, improves the enforcement of expiration dates on coupons being processed by using a server that is remote from the POS, invalid coupons can be corrected immediately and reduces fraudulent coupon redemption by ensuring that each coupon may be redeemed only once (See Paragraphs [0042] through [0044]. As such the combination of steps as a whole improve the technology and amount to significantly more than an abstract idea. As such, the examiner hereby withdraws the rejection.

Allowable Subject Matter

4. Claims 89-123 are allowed.

5. The following is a statement of reasons for the indication of allowable subject matter: 12. Prior art was found that discloses scanning a coupon at a POS terminal, determining product code information of an item to be purchased and the coupon information of the coupon, transmitting the determined data through a network to a server for validation and redemption, validating the data at the server and transmitting coupon related information through the network to the POS terminal, upon successful redemption of the coupon transmitting redeemed coupon information to the ICN server which stores the information in a redeemed coupon database and generating a coupon redemption audit report which is transmitted to a manufacturer and handling payment from the manufacturer to the retailer for said coupon redemptions (Fajkowski: PGPUB

US 2005/0230473). However, the prior art does not disclose a situation in which the coupon information of a pending transaction is transmitted to a server that is remote from the retail store in order to obtain coupon validation for the pending transaction and once the validation of the coupon is received back at the POS terminal completing the pending transaction by successfully redeeming the coupon.

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to JOHN VAN BRAMER whose telephone number is (571)272-8198. The examiner can normally be reached on 6am - 4pm Monday through Thursday.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eric Stamber can be reached on (571) 272-6724. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/JOHN VAN BRAMER/
John Van Bramer
Primary Examiner, Art Unit 3622

Notice of References Cited	Application/Control No. 11/439,725	Applicant(s)/Patent Under Reexamination THIBEDEAU, RICHARD B.	
	Examiner JOHN VAN BRAMER	Art Unit 3622	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-2004/0107135	06-2004	Deatherage et al.	705/014
*	B	US-2005/0230473	10-2005	Fajkowski, Peter W.	235/383
*	C	US-2006/0038396	02-2006	Thompson et al.	283/067
*	D	US-2005/0182695	08-2005	Lubow et al.	705/028
*	E	US-2004/0019564	01-2004	Goldthwaite et al.	705/44
*	F	US-6,520,542	02-2003	Thompson et al.	283/51
*	G	US-2005/0230473	10-2005	Fajkowski, Peter W.	235/383
	H	US-			
	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N					
	O					
	P					
	Q					
	R					
	S					
	T					

NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	
	V	
	W	
	X	

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.

UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

BIB DATA SHEET

CONFIRMATION NO. 7228

SERIAL NUMBER	FILING or 371(c) DATE RULE	CLASS	GROUP ART UNIT	ATTORNEY DOCKET NO.
11/439,725	05/23/2006	705	3622	091480.0002

APPLICANTS

INVENTORS

Richard B. Thibedeau, Plainville, CT;

**** CONTINUING DATA ***************************

**** FOREIGN APPLICATIONS ***************************

**** IF REQUIRED, FOREIGN FILING LICENSE GRANTED **** ** SMALL ENTITY **
06/13/2006

Foreign Priority claimed ☐ Yes ☑ No 35 USC 119(a-d) conditions met ☐ Yes ☑ No Verified and Acknowledged /MIN SHIN/ Examiner's Signature	☐ Met after Allowance Initials	STATE OR COUNTRY	SHEETS DRAWINGS	TOTAL CLAIMS	INDEPENDENT CLAIMS
		CT	9	52	5

ADDRESS

THOMPSON HINE L.L.P.
10050 Innovation Drive
Suite 400
DAYTON, OH 45342-4934
UNITED STATES

TITLE

Intelligent coupon network

FILING FEE RECEIVED		
2264	FEES: Authority has been given in Paper No._____ to charge/credit DEPOSIT ACCOUNT No._____ for following:	☐ All Fees ☐ 1.16 Fees (Filing) ☐ 1.17 Fees (Processing Ext. of time) ☐ 1.18 Fees (Issue) ☐ Other _____ ☐ Credit

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	11439725	THIBEDEAU, RICHARD B.
	Examiner	Art Unit
	John Van Bramer	3688

CPC- SEARCHED		
Symbol	Date	Examiner
G06Q 0238	5/14/2015	JVB

CPC COMBINATION SETS - SEARCHED		
Symbol	Date	Examiner

US CLASSIFICATION SEARCHED			
Class	Subclass	Date	Examiner
705	14	9/9/2009	MS
705	14.38, 14.1, 14.11, 14.39, 14.66	5/14/2015	JVB

SEARCH NOTES		
Search Notes	Date	Examiner
EAST (USPAT, PGPUB, DERWENT, JPO, EPO)	9/9/2009	MS
East (all databases): (pos same coupon same validate) and (transaction same barcode) and (validate same remote)	5/14/2015	JVB
Google Scholar: remote coupon validation at a pos based on barcode transaction data	5/14/2015	JVB

INTERFERENCE SEARCH			
US Class/ CPC Symbol	US Subclass / CPC Group	Date	Examiner
705	14.38, 14.1, 14.11, 14.39, 14.66	5/14/2015	JVB

	/JOHN VAN BRAMER/ John Van Bramer Primary Examiner.Art Unit 3622

Quotient Ex. 1002
Page 26 of 470

Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	11439725	THIBEDEAU, RICHARD B.
	Examiner	**Art Unit**
	JOHN VAN BRAMER	3622

CPC							
Symbol						**Type**	**Version**
G06Q		30	/	02		F	2013-01-01
G06Q		30	/	0225		I	2013-01-01
G06Q		30	/	0238		I	2013-01-01
G06Q		30	/	0239		I	2013-01-01
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CPC Combination Sets							
Symbol					**Type**	**Set**	**Ranking**	**Version**
			/					
			/					

NONE		**Total Claims Allowed:**	
(Assistant Examiner)	(Date)	35	
/JOHN VAN BRAMER/ John Van Bramer Primary Examiner.Art Unit 3622 (Primary Examiner)	May 18, 20 (Date)	O.G. Print Claim(s) 1	O.G. Print Figure 1

Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	11439725	THIBEDEAU, RICHARD B.
	Examiner	**Art Unit**
	JOHN VAN BRAMER	3622

US ORIGINAL CLASSIFICATION		INTERNATIONAL CLASSIFICATION										
CLASS	SUBCLASS	CLAIMED					NON-CLAIMED					
705	14.38	G	0	6	Q	30 / 02 (2012.01.01)						

CROSS REFERENCE(S)					
CLASS	SUBCLASS (ONE SUBCLASS PER BLOCK)				
705	14.1	14.11	14.39	14.66	

NONE		Total Claims Allowed:	
(Assistant Examiner)	(Date)	35	
/JOHN VAN BRAMER/ John Van Bramer Primary Examiner.Art Unit 3622 (Primary Examiner)	May 18, 20 (Date)	O.G. Print Claim(s) 1	O.G. Print Figure 1

Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	11439725	THIBEDEAU, RICHARD B.
	Examiner	**Art Unit**
	JOHN VAN BRAMER	3622

☒ Claims renumbered in the same order as presented by applicant ☐ CPA ☒ T.D. ☐ R.1.47

Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original
1	89	17	105	33	121										
2	90	18	106	34	122										
3	91	19	107	35	123										
4	92	20	108												
5	93	21	109												
6	94	22	110												
7	95	23	111												
8	96	24	112												
9	97	25	113												
10	98	26	114												
11	99	27	115												
12	100	28	116												
13	101	29	117												
14	102	30	118												
15	103	31	119												
16	104	32	120												

NONE (Assistant Examiner)	(Date)	**Total Claims Allowed:** 35	
/JOHN VAN BRAMER/ John Van Bramer Primary Examiner.Art Unit 3622 (Primary Examiner)	May 18, 20 (Date)	O.G. Print Claim(s) 1	O.G. Print Figure 1

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	11439725	THIBEDEAU, RICHARD B.
	Examiner	**Art Unit**
	JOHN VAN BRAMER	3622

✓	Rejected	-	Cancelled	N	Non-Elected	A	Appeal
=	Allowed	÷	Restricted	I	Interference	O	Objected

☒ Claims renumbered in the same order as presented by applicant ☐ CPA ☒ T.D. ☐ R.1.47

CLAIM		DATE								
Final	Original	09/09/2009	05/14/2015							
	1	✓	-							
	2	✓	-							
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	35	✓	-							
	36	✓	-							

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CLAIM		DATE								
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	Examiner	**Art Unit**
	JOHN VAN BRAMER	3622

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CLAIM		DATE								
Final	Original	09/09/2009	05/14/2015							
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19	107		=							
20	108		=							

Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
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☒ Claims renumbered in the same order as presented by applicant ☐ CPA ☒ T.D. ☐ R.1.47

CLAIM		DATE								
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21	109		=							
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33	121		=							
34	122		=							
35	123		=							

Doc Code: DIST.E.FILE Document Description: Electronic Terminal Disclaimer - Filed	PTO/SB/25 PTO/SB/26 U.S. Patent and Trademark Office Department of Commerce

Electronic Petition Request	**TERMINAL DISCLAIMER TO OBVIATE A PROVISIONAL DOUBLE PATENTING REJECTION OVER A PENDING "REFERENCE" APPLICATION AND TERMINAL DISCLAIMER TO OBVIATE A DOUBLE PATENTING REJECTION OVER A "PRIOR" PATENT**
Application Number	11439725
Filing Date	23-May-2006
First Named Inventor	Richard Thibedeau
Attorney Docket Number	091480.0002
Title of Invention	Intelligent coupon network

☒ Filing of terminal disclaimer does not obviate requirement for response under 37 CFR 1.111 to outstanding Office Action

☒ This electronic Terminal Disclaimer is not being used for a Joint Research Agreement.

Owner	Percent Interest
Intelligent Clearing Network, Inc.	100 %

The owner(s) of percent interest listed above in the instant application hereby disclaims, except as provided below, the terminal part of the statutory term of any patent granted on the instant application which would extend beyond the expiration date of the full statutory term of any patent granted on pending reference Application Number(s)

13773704 filed on 02/22/2013

12283206 filed on 09/09/2008

13911175 filed on 06/06/2013

as the term of any patent granted on said reference application may be shortened by any terminal disclaimer filed prior to the grant of any patent on the pending reference application. The owner hereby agrees that any patent so granted on the instant application shall be enforceable only for and during such period that it and any patent granted on the reference application are commonly owned. This agreement runs with any patent granted on the instant application and is binding upon the grantee, its successors or assigns.

In making the above disclaimer, the owner does not disclaim the terminal part of any patent granted on the instant application that would extend to the expiration date of the full statutory term of any patent granted on said reference application, "as the term of any patent granted on said reference application may be shortened by any terminal disclaimer filed prior to the grant of any patent on the pending reference application," in the event that any such patent granted on the pending reference application: expires for failure to pay a maintenance fee, is held unenforceable, is found invalid by a court of competent jurisdiction, is statutorily disclaimed in whole or terminally disclaimed under 37 CFR 1.321, has all claims canceled by a reexamination certificate, is reissued, or is in any manner terminated prior to the expiration of its full statutory term as shortened by any terminal disclaimer filed prior to its grant.

The owner(s) with percent interest listed above in the instant application hereby disclaims, except as provided below, the terminal part of the statutory term of any patent granted on the instant application which would extend beyond the expiration date of the full statutory term of prior patent number(s)

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as the term of said prior patent is presently shortened by any terminal disclaimer. The owner hereby agrees that any patent so granted on the instant application shall be enforceable only for and during such period that it and the prior patent are commonly owned. This agreement runs with any patent granted on the instant application and is binding upon the grantee, its successors or assigns.

In making the above disclaimer, the owner does not disclaim the terminal part of the term of any patent granted on the instant application that would extend to the expiration date of the full statutory term of the prior patent, "as the term of said prior patent is presently shortened by any terminal disclaimer," in the event that said prior patent later:
- expires for failure to pay a maintenance fee;
- is held unenforceable;
- is found invalid by a court of competent jurisdiction;
- is statutorily disclaimed in whole or terminally disclaimed under 37 CFR 1.321;
- has all claims canceled by a reexamination certificate;
- is reissued; or
- is in any manner terminated prior to the expiration of its full statutory term as presently shortened by any terminal disclaimer.

(●) Terminal disclaimer fee under 37 CFR 1.20(d) is included with Electronic Terminal Disclaimer request.

( ) I certify, in accordance with 37 CFR 1.4(d)(4), that the terminal disclaimer fee under 37 CFR 1.20(d) required for this terminal disclaimer has already been paid in the above-identified application.

Applicants claims the following fee status:

(●) Small Entity

( ) Micro Entity

( ) Regular Undiscounted

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

THIS PORTION MUST BE COMPLETED BY THE SIGNATORY OR SIGNATORIES

I certify, in accordance with 37 CFR 1.4(d)(4) that I am:

(●) An attorney or agent registered to practice before the Patent and Trademark Office who is of record in this application

Registration Number 61743

( ) A sole inventor

( ) A joint inventor; I certify that I am authorized to sign this submission on behalf of all of the inventors as evidenced by the power of attorney in the application

( ) A joint inventor; all of whom are signing this request

Signature	/Brian D. Kenney/

Name	Brian D. Kenney

*Statement under 37 CFR 3.73(b) is required if terminal disclaimer is signed by the assignee (owner).
Form PTO/SB/96 may be used for making this certification. See MPEP § 324.

Electronic Patent Application Fee Transmittal

Application Number:	11439725
Filing Date:	23-May-2006
Title of Invention:	Intelligent coupon network
First Named Inventor/Applicant Name:	Richard B. Thibedeau
Filer:	Brian Douglas Kenney
Attorney Docket Number:	091480.0002

Filed as Small Entity

Filing Fees for Utility under 35 USC 111(a)

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Basic Filing:				
Statutory or Terminal Disclaimer	1814	1	160	160
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Extension-of-Time:				
Miscellaneous:				
			Total in USD ($)	**160**

Doc Code: DISQ.E.FILE
Document Description: Electronic Terminal Disclaimer – Approved

Application No.: 11439725

Filing Date: 23-May-2006

Applicant/Patent under Reexamination: Thibedeau

Electronic Terminal Disclaimer filed on April 9, 2015

☒ APPROVED

This patent is subject to a terminal disclaimer

☐ DISAPPROVED

Approved/Disapproved by: Electronic Terminal Disclaimer automatically approved by EFS-Web

U.S. Patent and Trademark Office

Electronic Acknowledgement Receipt

EFS ID:	22011607
Application Number:	11439725
International Application Number:	
Confirmation Number:	7228
Title of Invention:	Intelligent coupon network
First Named Inventor/Applicant Name:	Richard B. Thibedeau
Customer Number:	27805
Filer:	Brian Douglas Kenney
Filer Authorized By:	
Attorney Docket Number:	091480.0002
Receipt Date:	09-APR-2015
Filing Date:	23-MAY-2006
Time Stamp:	10:21:11
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Electronic Funds Transfer
Payment was successfully received in RAM	$160
RAM confirmation Number	9399
Deposit Account	
Authorized User	

The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows:

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Electronic Terminal Disclaimer-Filed	eTerminal-Disclaimer.pdf	37778 70d6c08bd5e17cff7e6ac57cf7e6c2c6d6526fa2	no	3
Warnings:					
Information:					
2	Fee Worksheet (SB06)	fee-info.pdf	30206 d467d389a1f4d2583e73a57cd7a3f290f285ef3a	no	2
Warnings:					
Information:					
		Total Files Size (in bytes):	67984		

This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.

New Applications Under 35 U.S.C. 111
If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

National Stage of an International Application under 35 U.S.C. 371
If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

New International Application Filed with the USPTO as a Receiving Office
If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.

Filed via EFS-Web
April 9, 2015

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of

Applicant	:	Intelligent Clearing Network, Inc.
Serial No.	:	11/439,725
Filed	:	May 23, 2006
Title	:	INTELLIGENT COUPON NETWORK
Docket	:	091480.00002
Examiner	:	Van Bramer, John W.
Art Unit	:	3622
Confirmation No.	:	7228

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

RESPONSE TO NON FINAL OFFICE ACTION

In response to the Office Action dated October 9, 2014, Applicant submits the following Response. The three-month statutory response period expired on January 9, 2015. Accordingly, Applicant has filed concurrently herewith a Petition for a Three-Month Extension of Time to extend the response period to April 9, 2015. Therefore, this Amendment is timely filed. It is not believed that any fees for any other extensions or for net addition of claims are required beyond those that may otherwise be provided for in documents accompanying this Response. However, if additional extensions of time are necessary to prevent abandonment of the above-referenced application, then such extensions of time are hereby petitioned under 37 C.F.R. 1.136(a), and any fees required there for (including fees for filing and net addition of claims) are hereby authorized to be charged to our Deposit Account No. 20-0809.

THE CLAIMS are reflected in the listing of claims which begins on page 3.

REMARKS: Remarks begin on page 12.

Quotient Ex. 1002
Page 43 of 470

AMENDMENTS TO THE CLAIMS:

This listing of the claims will replace all prior versions, and listings, of the claims in this application:

The Claims:

1-88. (Previously Canceled).

89. (Previously Presented) A computer-readable medium storing instructions executable by a processor to perform operations for processing coupons across a network, the operations comprising:

receiving, at a coupon processing server, a unique account identifier from a first point of sale terminal via a network, where the coupon processing server is configured to communicate with a plurality of point of sale terminals, where the unique account identifier was scanned at the first point-of-sale terminal which is located at a retail store and where the coupon processing server is at a location that is remote from the retail store;

in response to receiving the unique account identifier, determining whether at least one valid coupon is associated with the unique account identifier in a database of accounts;

in response to determining that at least one valid coupon is associated with the unique account identifier in the database of accounts, transmitting, from the coupon processing server, an indication of the at least one valid coupon to the first point of sale terminal via the network, wherein the indication includes the at least one valid coupon;

in response to receiving, at the coupon processing server from the first point of sale terminal, an indication of at least one redeemed coupon, updating the database of accounts and transmitting, from the coupon processing server to a manufacturer associated with the at least one redeemed coupon, an indication that the at least one redeemed coupon was redeemed against a purchased transaction,

where the at least one redeemed coupon is at least one of the at least one valid coupon.

90. (Previously Presented) The computer-readable medium of claim 89, where a valid coupon comprises a first coupon code portion and a second coupon code portion.

91. (Previously Presented) The computer-readable medium of claim 90, where the indication of the at least one valid coupon comprises the first coupon code portion but not the second coupon code portion and

the indication that the at least one redeemed coupon was redeemed comprises the second coupon code portion.

92. (Previously Presented) The computer-readable medium of claim 90, where the first coupon code portion comprises one of: a GS1 EAN/UPC Type 5 barcode, a GS1 128 barcode, and a GS1 Databar barcode and

where the second coupon code portion comprises a manufacture offer code.

93. (Previously Presented) The computer-readable medium of claim 89, where the indication of at least one redeemed coupon further comprises purchase transaction information, where the purchase transaction information comprises at least one of an identification of a product purchased, a time of the purchase transaction and a location of the purchase transaction.

94. (Previously Presented) The computer-readable medium of claim 93, where the indication that the at least one redeemed coupon was redeemed further comprises the purchase transaction information.

95. (Previously Presented) The computer-readable medium of claim 89, where the operations further comprise monitoring at least volume and traffic of redeemed coupons to identify abnormalities and to prevent coupon counterfeiting.

96. (Previously Presented) The computer-readable medium of claim 89, where determining whether at least one valid coupon is associated with the unique account identifier in the database of accounts comprises:

determining whether at least one associated coupon is associated with the unique account identifier in the database of accounts, and

for each associated coupon of the at least one associated coupon, determining whether the associated coupon has been previously redeemed and determining whether the associated coupon has expired,

where the associated coupon is determined to be a valid coupon in response to both determining that the associated coupon has not been previously redeemed and determining that the associated coupon has not expired.

97. (Previously Presented) The computer-readable medium of claim 89, where updating the database of accounts comprises deactivating the at least one redeemed coupon.

98. (Previously Presented) The computer-readable medium of claim 89, where the operations further comprise, in response to determining that no valid coupons are associated with the unique account identifier in the database of accounts, transmitting, from the coupon processing server, a "no coupons available" message to the first point of sale terminal via the network.

99. (Previously Presented) A computer-readable medium storing instructions executable by a processor to perform operations for processing coupons across a network, the operations comprising:

scanning, at a point-of-sale terminal located at a retail store, a unique account identifier;

during a purchase transaction, transmitting, from the point of sale terminal, the unique account identifier to a coupon processing server via a network, where the coupon processing server is configured to communicate with a plurality of point of sale terminals and where the coupon processing server is at a location that is remote from the retail store;

in response to transmitting the unique account identifier, receiving, at the point of sale terminal, an indication of whether at least one valid coupon is associated with the unique account identifier from the coupon processing server via the network, where a valid coupon is a coupon that has been validated by the coupon processing server and the indication includes the at least one valid coupon;

in response to receiving the indication that the at least one valid coupon is associated with the unique account identifier, the point of sale terminal completing the purchase transaction by validation of the at least one valid coupon against the purchased transaction; and

in response to the purchase transaction comprising a redemption of at least one of the at least one valid coupon, transmitting, from the point of sale terminal to the coupon processing server, an indication of the at least one redeemed coupon.

100. (Previously Presented) The computer-readable medium of claim 99, where a valid coupon comprises a first coupon code portion and a second coupon code portion.

101. (Previously Presented) The computer-readable medium of claim 100, where an indication of the at least one valid coupon comprises the first coupon code portion but not the second coupon code portion.

102. (Previously Presented) The computer-readable medium of claim 100, where the first coupon code portion comprises one of: a GS1 EAN/UPC Type 5 barcode, a GS1 128 barcode, and a GS1 Databar barcode and

where the second coupon code portion comprises a manufacture offer code.

103. (Previously Presented) The computer-readable medium of claim 99, where, when at least one valid coupon is associated with the unique account identifier, the indication of whether at least one valid coupon is associated with the unique account identifier comprises an indication of the at least one valid coupon.

104. (Previously Presented) The computer-readable medium of claim 99, where the indication of at least one redeemed coupon further comprises purchase transaction information, where the purchase transaction information comprises at least one of: an identification of a product purchased, a time of the purchase transaction and a location of the purchase transaction.

105. (Previously Presented) An apparatus, comprising a processor and a memory storing software, the processor is configured to, when executing the software, cause the apparatus to perform operations, the operations comprising:

to receive a unique account identifier from a first point of sale terminal via a network, where the apparatus is configured to communicate with a plurality of point of sale terminals, where the unique account identifier was scanned at the first point-of-sale terminal which is located at a retail store and where the apparatus is at a location that is remote from the retail store;

in response to receiving the unique account identifier, to determine whether at least one valid coupon is associated with the unique account identifier in a database of accounts;

in response to determining that at least one valid coupon is associated with the unique account identifier in the database of accounts, to transmit an indication of the at least one valid

coupon to the first point of sale terminal via the network, wherein the indication includes the at least one valid coupon;

in response to receiving, from the first point of sale terminal, an indication of at least one redeemed coupon, to update the database of accounts and to transmit, to a manufacturer associated with the at least one redeemed coupon, an indication that the at least one redeemed coupon was redeemed against a purchased transaction,

where the at least one redeemed coupon is at least one of the at least one valid coupon.

106. (Previously Presented) The apparatus of claim 105, where a valid coupon comprises a first coupon code portion and a second coupon code portion.

107. (Previously Presented) The apparatus of claim 106, where the indication of the at least one valid coupon comprises the first coupon code portion but not the second coupon code portion and

the indication that the at least one redeemed coupon was redeemed comprises the second coupon code portion.

108. (Previously Presented) The apparatus of claim 105, where the indication of at least one redeemed coupon further comprises purchase transaction information, where the purchase transaction information comprises at least one of an identification of a product purchased, a time of the purchase transaction and a location of the purchase transaction.

109. (Previously Presented) The apparatus of claim 108, where the indication that the at least one redeemed coupon was redeemed further comprises the purchase transaction information.

110. (Previously Presented) The apparatus of claim 105, where the operations further comprise to monitor at least volume and traffic of redeemed coupons to identify abnormalities and to prevent coupon counterfeiting.

111. (Previously Presented) The apparatus of claim 105, where, when determining whether at least one valid coupon is associated with the unique account identifier in the database of accounts, the operations further comprise:

to determine whether at least one associated coupon is associated with the unique account identifier in the database of accounts, and

for each associated coupon of the at least one associated coupon, to determine whether the associated coupon has been previously redeemed and to determine whether the associated coupon has expired,

where the associated coupon is determined to be a valid coupon in response to both

determining that the associated coupon has not been previously redeemed and determining that the associated coupon has not expired.

112. (Previously Presented) The apparatus of claim 105, where, when updating database of accounts, the operations further comprise to deactivate the at least one redeemed coupon.

113. (Previously Presented) An apparatus, comprising a processor and a memory storing software, the processor is configured to, when executing the software, cause the apparatus to perform operations, the operations comprising:

to scan a unique account identifier;

during a purchase transaction, to transmit the unique account identifier to a coupon processing server via a network, where the coupon processing server is configured to communicate with a plurality of point of sale terminals, where the apparatus is located at a retail store and where the coupon processing server is at a location that is remote from the retail store;

in response to transmitting the unique account identifier, to receive an indication of whether at least one valid coupon is associated with the unique account identifier from the coupon processing server via the network, where a valid coupon is a coupon that has been validated by the coupon processing server and the indication includes the at least one valid coupon;

in response to receiving at least one valid coupon at the point of sale terminal as an indication that at least one valid coupon is associated with the unique account identifier from the coupon processing server via the network, to complete the purchase transaction using the at least one valid coupon against the purchase transaction; and

in response to the purchase transaction comprising a redemption of at least one of the at least one valid coupon, to transmit, to the coupon processing server, an indication of the at least one redeemed coupon.

114. (Previously Presented) The apparatus of claim 113, where a valid coupon comprises a first coupon code portion and a second coupon code portion.

115. (Previously Presented) The apparatus of claim 114, where an indication of the at least one valid coupon comprises the first coupon code portion but not the second coupon code portion.

116. (Previously Presented) The apparatus of claim 113, where, when at least one valid coupon is associated with the unique account identifier, the indication of whether at least one valid coupon is associated with the unique account identifier comprises an indication of the at least one valid coupon.

117. (Previously Presented) The apparatus of claim 113, where the indication of at least one redeemed coupon further comprises purchase transaction information, where the purchase transaction information comprises at least one of: an identification of a product purchased, a time of the purchase transaction and a location of the purchase transaction.

118. (Previously Presented) An apparatus, comprising:

an input interface configured for receiving a unique account identifier from a first point of sale terminal via a network, where the apparatus is configured to communicate with a plurality of point of sale terminals, where the unique account identifier was scanned at the first point-of-sale terminal which is located at a retail store and where the apparatus is at a location that is remote from the retail store;

a processor configured for determining whether at least one valid coupon is associated with the unique account identifier in a database of accounts in response to receiving the unique account identifier;

an output interface configured for transmitting an indication of the at least one valid coupon to the first point of sale terminal via the network in response to determining that at least one valid coupon is associated with the unique account identifier in the database of accounts, wherein the indication includes the at least one valid coupon;

a server configured for updating the database of accounts and an internet connection for transmitting, to a manufacturer associated with the at least one redeemed coupon, an indication that the at least one redeemed coupon was redeemed, in response to receiving, from the first point of sale terminal, an indication of at least one redeemed coupon against a purchased transaction,

where the at least one redeemed coupon is at least one of the at least one valid coupon.

119. (Previously Presented) The apparatus of claim 118, where a valid coupon comprises a first coupon code portion and a second coupon code portion.

120. (Previously Presented) The apparatus of claim 119, where the indication of the at least one valid coupon comprises the first coupon code portion but not the second coupon code portion and

the indication that the at least one redeemed coupon was redeemed comprises the second coupon code portion.

121. (Previously Presented) An apparatus, comprising:

a first input interface configured for scanning a unique account identifier;

an output interface configured for transmitting, during a purchase transaction, the unique account identifier to a coupon processing server via a network, where the coupon processing server is configured to communicate with a plurality of point of sale terminals, where the apparatus is located at a retail store and where the coupon processing server is at a location that is remote from the retail store;

a point of sale terminal configured for receiving an indication of whether at least one valid coupon is associated with the unique account identifier from the coupon processing server via the network in response to transmitting the unique account identifier, where a valid coupon is a coupon that has been validated by the coupon processing server and the indication includes the at least one valid coupon;

the point of sale terminal configured for completing the purchase transaction using the at least one valid coupon against the purchase transaction in response to receiving the indication

that at least one valid coupon is associated with the unique account identifier from the coupon processing server via the network; and

the output interface configured for transmitting, to the coupon processing server, an indication of the at least one redeemed coupon in response to the purchase transaction comprising a redemption of at least one of the at least one valid coupon.

122. (Previously Presented) The apparatus of claim 121, where a valid coupon comprises a first coupon code portion and a second coupon code portion.

123. (Previously Presented) The apparatus of claim 122, where an indication of the at least one valid coupon comprises the first coupon code portion but not the second coupon code portion

Quotient Ex. 1002
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REMARKS/ARGUMENTS

Review and reconsideration of the claims are respectfully requested. No new claims have been added. Claims 89-123 remain in this application, with claims 89, 99, 105, 113, 118, and 121 being independent. Applicants believe the pending claims are in proper condition for allowance. Review and reconsideration of the claims are respectfully requested.

A. Examiner Interview

Applicants respectfully thank the Examiner for conducting a telephonic interview on February 25, 2015 with Applicants' attorneys Megan D. Dortenzo and Brian D. Kenney. During the interview, the *2014 Interim Guidance on Patent Subject Matter Eligibility*, published in the *Federal Register* on December 16, 2014 ("Interim Guidance"), and Example 3 of the Abstract Idea Examples issued by the United States Patent and Trademark Office were generally discussed. Example 3 was further discussed as being analogous to the subject application, however, no specific agreement was reached.

B. Nonstatutory Double Patenting

Claims 89-123 are provisionally rejected on the ground of nonstatutory double patenting as being unpatentable over claims 1-6, 8-51, 54, 55, and 57-60 of copending Application No. 12/283,206; claims 38-57 of copending Application No. 13/773,704; and claims 1-20 of copending Application No. 13/911,175. Claims 89-123 also are rejected on the ground of nonstatutory double patenting as being unpatentable over claims 1-37 of U.S. Patent No. 8,386,309.

In response for claims 89-123, Applicants submit herewith an e-Terminal Disclaimer in compliance with 37 CFR 1.321, along with the required fee. Accordingly, Applicants respectfully contend that these rejections are moot for claims 89-123 and should be withdrawn, and that the pending claims are in proper condition for allowance.

C. Claim Rejections under 35 U.S.C. 101

Applicants appreciate the indication that claims 89-123 would be allowable but for the 35 U.S.C. § 101 rejection. Applicants respectfully traverse the § 101 rejection and respectfully

submit that claims 89-123 are directed to statutory subject matter because the claims amount to significantly more than an alleged abstract idea, as further described below.

The Interim Guidance provides a subject matter eligibility analysis for products and processes that is to be used during examination for evaluating whether a claim is drawn to patent-eligible subject matter. *Federal Register*, Vol. 79 No. 241, December 16, 2014 at pp. 74621-74625. In this analysis, it is first determined (*see* Interim Guidance, Step 1) whether the claims are directed to one of the four statutory categories of patent-eligible subject matter (*i.e.*, process, machine, manufacture, or composition of matter) and if so, whether they are directed to one of the judicially recognized exceptions (*see* Interim Guidance, Step 2A). A claim is directed to a judicial exception when a law of nature, a natural phenomenon, or an abstract idea is recited in the claim. The Office has correctly concluded that the claims are directed to one of the four statutory categories of patent-eligible subject matter, but has concluded that the claims are directed to an abstract idea, which is one of the judicially recognized exceptions. According to the Office:

> The claim(s) is/are directed to the abstract idea validating coupons during the purchase transaction which is a fundamental economic practice. The additional element(s) or combination of elements in the claim(s) other than the abstract idea per se amount(s) to no more than: either mere instructions to implement the idea on a computer, and/or recitation of generic computer structure that serves to perform generic computer functions that are well-understood, routine, and conventional activities previously known to the pertinent industry. Viewed as a whole, these additional claim element(s) do not provide meaningful limitation(s) to transform the abstract idea into patent eligible application of the abstract idea such that the claim(s) amounts to significantly more than the abstract idea itself. Therefore, the claim(s) are rejected under 35 U.S.C. 101 as being directed to non-statutory subject matter.

See Non-Final Office Action, October 9, 2014, pp. 5-6. Thus, the Office concludes that the claims are directed to the abstract idea of validating coupons during a purchase transaction.1

However, even if the claims are taken to involve the abstract idea identified by the Office of validating coupons during a purchase transaction, Applicants believe the claims are directed to significantly more than the abstract idea because they show an improvement to the coupon validation technology field, as further described below. If a claim as a whole recites

1 Applicants do not agree with the Office's conclusion that the claims are directed to an abstract idea.

significantly more than the exception itself, the claim is patent-eligible and the analysis is complete (*see* Interim Guidance, Step 2B).

Coupon validation historically included distribution of coupons to consumers through mail by the local postal system, in newspapers, and manual distribution at retail stores (*see* paragraph 0002 of the Specification). The retail stores would accept the coupons when a consumer would make a purchase of a manufacturer's product. The retail store would then forward the physical coupons for coupon processing (*see* paragraph 00014 of the Specification). Typically, this manual process of validating coupons took weeks or months and the process was plagued with inaccuracies and inefficiencies, including fraudulent coupons, coupons redeemed without a purchase, manual handling, long validation cycle times, and identification of expired coupons and fraudulent coupons long after the consumer received the coupon's benefit (*see* paragraphs 00031-00035 of the Specification).

At best, the prior art coupon validation systems or methods may be applied at a single store location. For example, the prior art coupon systems where all the components are located at the retail store require the digital coupons (*e.g.*, the coupon definitions) to be pre-loaded in every single store location and to be validated locally at the retail store location. *See* U.S. Patent No. 7,240,843 for a prior art example. In this arrangement, the local system does not prevent fraud from occuring because coupon activity at each local retail store location is not monitored by a central server, *e.g.*, an in-store system does not include central monitoring from a remote server that can monitor coupon transactions (volume/traffic) to prevent store personnel and/or others from fraudulently redeeming coupons for personnel gain, to meet or exceed sales goals, and the like (*see* paragraph 00032 of the Specification).

In the instant application, the inventors have improved upon previous coupon validation systems and methods by developing improved systems and methods that include, at a minimum, coupon processing servers that are at a remote location relative to the retail stores. Further, the digital coupons (*e.g.*, coupon definitions) may be pre-loaded and may be validated at the remote coupon processing server location (*see* paragraph 00031 of the Specification) The remote server provides additional significant improvements over the prior art. For example, a remote coupon processing server may monitor in real time the redeemed coupon volume/traffic to prevent fraud by retail store personnel. *Id.* Further, the remote server eliminates the requirement of defining

digital coupons in every store location, instead, the digital coupons can be defined, edited, and/or corrected in real time in a centralized database at the remote processing server so that each retail store has instant access, *e.g.*, corrected coupon coding errors can be instantly accessed by each retail store that is connected to the remote coupon processing server (*see* paragraph 00031 of the Specification).

Independent claims 89, 99, 105, 113, 118, and 121 are not individually presented here in the remarks, but are listed in this response on pp. 3-11. These independent claims each include a limitation having a coupon processing server (or an apparatus) at a location that is remote from a retail store.

The Supreme Court identified a number of considerations for determining whether a claim with additional elements amounts to significantly more than the judicial exception itself. *Alice Corp. Pty. Ltd. v. CLS Bank Int'l*, 573 U.S. __, 134 S. Ct. 2347 (2014). Limitations that may be enough to qualify as "significantly more" when recited in a claim with a judicial exception include improvements to another technology or technical field. *Id.* at 2359. Applicants believe the claims are directed to significantly more than the abstract idea of validating coupons because the claims show an improvement to another technology or technical field, *i.e.*, an improvement to the coupon validation technology field. (*See* Step 2B.) The claims are expressly directed to systems or methods including "a coupon processing server" (claims 89, 99, 113, and 121) or an "apparatus" (claims 105 and 118) that is at a location that is "remote from the retail store."

A system or method having a coupon processing server or apparatus that is remote from the retail store is clearly significantly more than a mere instruction to implement the abstract idea on a computer or recitation of generic computer structure to perform generic computer functions, as the Office alleges. Rather than being a mere computer implementation of the alleged abstract idea or recitation of generic computer structure that performs generic computer functions, the claims are directed to an improvement of processing coupons across a network and, specifically, to processing coupons in systems or methods that include coupon processing servers that are remote from retail stores.

The claims further recite additional elements, both individually and as an ordered combination, that amount to significantly more than the abstract idea of validating coupons, rendering the claims patent-eligible and as having an inventive concept. Independent claims 89, 99, 105, 113, 118, and 121 improve on the abstract idea of validating coupons by reciting: a coupon processing server (claims 89, 99, 113 and 121) or an apparatus (claims 105 and 118) receiving a unique account identifier from a point-of-sale terminal at a retail store where the coupon processing server or apparatus is remote from the retail store, determining whether a valid coupon is associated with the unique account identifier, transmitting from the coupon processing server (or the apparatus) to the point-of-sale terminal an indication of at least one valid coupon, and receiving at the coupon processing server (or the apparatus) from the point of sale terminal an indication of at least one redeemed coupon. (Example support for these improvements can be found in paragraphs 00016 and 00021 of the Specification.) These additional steps tie the abstract idea (validating coupons) to the remote coupon processing server's ability to remotely receive and process unique account identifiers and to remotely process and send indications of valid coupons. Further, these additional steps tie the abstract idea (validating coupons) to the point of sale terminal's ability to receive an indication of at least one coupon and to send an indication of at least one redeemed coupon. These steps add meaningful limitations to the abstract idea of validating coupons and therefore add significantly more to the abstract idea than mere computer implementation or recitation of generic computer structure that serves to perform generic computer functions as evidenced, for example, by the reduction or elimination of fraud and by the increased efficiency of coupon definition, editing, and/or correction (*see* paragraphs 00031 and 00032 of the Specification).

The independent claims, when each taken as a whole, do not simply describe the alleged abstract idea of validating coupons, but each combines the step of receiving a unique account identifier at a coupon processing server (or apparatus) from a point-of-sale terminal at a retail store (where the coupon processing server or apparatus is remote from the retail store) with the steps of determining whether a valid coupon is associated with the unique account identifier, transmitting from the coupon processing server or from the apparatus to the point-of-sale terminal an indication of at least one valid coupon, and receiving at the coupon processing server or at the apparatus from the point of sale terminal an indication of at least one redeemed coupon.

By this, these independent claims go beyond mere computer implementation or recitation of generic computer structure that serves to perform generic computer functions.

Further, viewing the claim elements as an ordered combination, the steps recited above for independent claims 89, 99, 105, 113, 118, and 121 improve the technology of processing coupons across a network. For example, the methods and systems covered by independent claims 89, 99, 105, 113, 118, and 121 include the following technology improvements: identification of abnormal transaction volumes from retail stores across the network to prevent retail store personnel fraud (*see* paragraph 00032 of the Specification), the remote processing server or apparatus can return an indication of "no coupons" to the point of sale location (*see* paragraph 00028 of the Specification), redemption information is sent to the remote coupon processing server, including for example the product redeemed coupon code, the retailer location, the identification of the point of sale terminal, and the time of the purchase (*see* paragraph 00028 of the Specification), and the coupon processing server may generate a report to the manufacturer in order to provide timely market intelligence (*see* paragraph 00028 of the Specification). Further technological improvements include: better validation because the expiration dates are enforced by the coupon processing server (*see* paragraph 00031 of the Specification), real time reporting of coupon redemptions (*see* paragraph 00031 of the Specification), and prevention of coupon redemption without a sale of the corresponding product (*see* paragraph 00032 of the Specification). Unlike the invention in *Alice*, the independent claims of the instant application are not merely limiting the abstract idea to a computer environment by simply performing the idea on a computer, but rather the independent claims are an innovation in computer technology, namely the technology of coupon validation where coupons are processed across a network, which in this case reflects an improvement in another technology. Taking the additional claim elements individually, and in combination, each independent claim as a whole amounts to significantly more than the abstract idea of coupon validation. Therefore, these independent claims each recite patent eligible subject matter.

Applicants note that the claims of the present application are similar to Example 3 of the Abstract Idea Examples issued by the United States Patent and Trademark Office. In Example 3, the claim was found to recite additional limitations which amount to more than an abstract idea. The Example 3 claim was found to recite the steps of "comparing the blue noise mask to a gray

scale image to transform the gray scale image to a binary image array and converting the binary image array into a half-toned image." As previously described, the claimed methods and systems of the present application improve many aspects of coupon validation across a network. Therefore, the independent claims of the subject application, as in Example 3, should be found to reflect an improvement in another technology, namely, processing coupons across a network. Therefore, similar to the reasoning stated in Example 3, claims 89-123 recite patent eligible subject matter.

Pre-emption of a field by a claim to an abstract idea was a serious concern of the Supreme Court in *Alice*. The Supreme Court emphasized that the "concern that drives this exclusionary principle is one of pre-emption. *Alice*, 134 S. Ct. at 2353. The Court does not want to allow an inventor to "effectively grant a monopoly over an abstract idea." *Id.* Further, an invention is not rendered ineligible for patent simply because it involves an abstract concept. *Alice*, 134 S. Ct. at 2354. The Supreme Court further explained how it is important to distinguish between patents that claim the building blocks of human ingenuity and those that integrate the building blocks into something more, thereby transforming them into a patent-eligible invention, which poses no risk to pre-emption, and therefore remain eligible for the monopoly granted under our patent laws. *Id.* In the present case, the Applicants' claims do not pre-empt the field of coupon validation because they provide improvements (*i.e.*, significantly more) in the technological field of coupon validation.

Applicants respectfully contend that independent claims 89, 99, 105, 113, 118, and 121 are in proper condition for allowance. Furthermore, Applicants respectfully contend that claims 90-98, 100-104, 106-112, 114-117, and 122-123 depend directly or indirectly from independent claims 89, 99, 105, 113, 118, and 121, respectively, which are in proper condition for allowance as discussed above. It is well established in patent law that allowance of a parent or base claim as patentable, normally results in allowance of a claim dependent upon that patent claim. (*See* Donald S. Chisum, Chisum on Patents § 7.04[2]). Therefore, Applicants respectfully contend that claims 90-98, 100-104, 106-112, 114-117, and 122-123 that depend from allowable independent claims 89, 99, 105, 113, 118, and 121, respectively, are also in proper condition for allowance.

D. Conclusion

All of the stated grounds of rejection have been properly traversed, accommodated, or rendered moot. Applicants respectfully request that the Examiner reconsider all presently outstanding rejections, and that they be withdrawn. Applicants believe that a full and complete response has been made to the outstanding Office Action and, as such, Applicants respectfully submit that all pending claims are in condition for allowance. If the Examiner believes, for any reason, that personal communication will expedite prosecution of this application, the Examiner is invited to telephone or email the undersigned at the numbers provided.

If additional fees are deemed necessary, such fees are hereby authorized to be charged to our Deposit Account No. 20-0809.

Respectfully submitted,

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Electronic Patent Application Fee Transmittal

Application Number:	11439725
Filing Date:	23-May-2006
Title of Invention:	Intelligent coupon network
First Named Inventor/Applicant Name:	Richard B. Thibedeau
Filer:	Brian Douglas Kenney
Attorney Docket Number:	091480.0002

Filed as Small Entity

Filing Fees for Utility under 35 USC 111(a)

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Basic Filing:				
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
Extension-of-Time:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Extension - 3 months with $0 paid	2253	1	700	700
Miscellaneous:				
			Total in USD ($)	**700**

Electronic Acknowledgement Receipt

EFS ID:	22011818
Application Number:	11439725
International Application Number:	
Confirmation Number:	7228
Title of Invention:	Intelligent coupon network
First Named Inventor/Applicant Name:	Richard B. Thibedeau
Customer Number:	27805
Filer:	Brian Douglas Kenney
Filer Authorized By:	
Attorney Docket Number:	091480.0002
Receipt Date:	09-APR-2015
Filing Date:	23-MAY-2006
Time Stamp:	10:36:22
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Electronic Funds Transfer
Payment was successfully received in RAM	$700
RAM confirmation Number	9524
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Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Applicant Arguments/Remarks Made in an Amendment	Response_to_OA_dated_10_9_14_re_725.pdf	328564 b629e23821a4e78802b46883d076778f6d0c2610	no	19
Warnings:					
Information:					
2	Fee Worksheet (SB06)	fee-info.pdf	30398 4544e473c4d2dbd05997cf5f02e7fc5106bb0696	no	2
Warnings:					
Information:					
		Total Files Size (in bytes):	358962		

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New Applications Under 35 U.S.C. 111
If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

National Stage of an International Application under 35 U.S.C. 371
If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

New International Application Filed with the USPTO as a Receiving Office
If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.

PTO/SB/06 (09-11)
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PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875	Application or Docket Number 11/439,725	Filing Date 05/23/2006	☐ To be Mailed

ENTITY: ☐ LARGE ☒ SMALL ☐ MICRO

APPLICATION AS FILED – PART I

FOR	(Column 1) NUMBER FILED	(Column 2) NUMBER EXTRA	RATE ($)	FEE ($)
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A	
☐ SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A	N/A	
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	minus 20 =	*	X $ =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*	X $ =	
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $310 ($155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).			
☐ MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))				
* If the difference in column 1 is less than zero, enter "0" in column 2.			TOTAL	

APPLICATION AS AMENDED – PART II

AMENDMENT **04/09/2015**

	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	RATE ($)	ADDITIONAL FEE ($)
Total (37 CFR 1.16(i))	* 35	Minus	** 56	= 0	X $40 =	0
Independent (37 CFR 1.16(h))	* 6	Minus	***9	= 0	X $210 =	0
☐ Application Size Fee (37 CFR 1.16(s))						
☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))						
					TOTAL ADD'L FEE	0

AMENDMENT

	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	RATE ($)	ADDITIONAL FEE ($)
Total (37 CFR 1.16(i))	*	Minus	**	=	X $ =	
Independent (37 CFR 1.16(h))	*	Minus	***	=	X $ =	
☐ Application Size Fee (37 CFR 1.16(s))						
☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))						
					TOTAL ADD'L FEE	

* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.
** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".
*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".
The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.

LIE
/GLORIA ANTHONY/

This collection of information is required by 37 CFR 1.16. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**
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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
11/439,725	05/23/2006	Richard B. Thibedeau	091480.0002	7228

27805 7590 10/09/2014

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EXAMINER	
VAN BRAMER, JOHN W	

ART UNIT	PAPER NUMBER
3622	

NOTIFICATION DATE	DELIVERY MODE
10/09/2014	ELECTRONIC

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

ipdocket@thompsonhine.com

Office Action Summary	Application No. 11/439,725	Applicant(s) THIBEDEAU, RICHARD B.	
	Examiner JOHN VAN BRAMER	Art Unit 3622	AIA (First Inventor to File) Status No

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTHS FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☒ Responsive to communication(s) filed on *August 22,2014*.

☐ A declaration(s)/affidavit(s) under **37 CFR 1.130(b)** was/were filed on _____.

2a)☐ This action is **FINAL**. 2b)☒ This action is non-final.

3)☐ An election was made by the applicant in response to a restriction requirement set forth during the interview on _____; the restriction requirement and election have been incorporated into this action.

4)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims*

5)☒ Claim(s) *89-123* is/are pending in the application.

5a) Of the above claim(s) _____ is/are withdrawn from consideration.

6)☐ Claim(s) _____ is/are allowed.

7)☒ Claim(s) *89-123* is/are rejected.

8)☐ Claim(s) _____ is/are objected to.

9)☐ Claim(s) _____ are subject to restriction and/or election requirement.

* If any claims have been determined allowable, you may be eligible to benefit from the **Patent Prosecution Highway** program at a participating intellectual property office for the corresponding application. For more information, please see http://www.uspto.gov/patents/init_events/pph/index.jsp or send an inquiry to PPHfeedback@uspto.gov.

Application Papers

10)☐ The specification is objected to by the Examiner.

11)☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.

Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

Certified copies:

a)☐ All b)☐ Some** c)☐ None of the:

1.☐ Certified copies of the priority documents have been received.

2.☐ Certified copies of the priority documents have been received in Application No. _____.

3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

** See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) ☐ Notice of References Cited (PTO-892)

2) ☐ Information Disclosure Statement(s) (PTO/SB/08a and/or PTO/SB/08b) Paper No(s)/Mail Date _____.

3) ☐ Interview Summary (PTO-413) Paper No(s)/Mail Date. _____ .

4) ☐ Other: _____.

DETAILED ACTION

1. The present application is being examined under the pre-AIA first to invent provisions.

Response to Amendment

2. The amendment filed on August 22, 2014 cancelled claims 68-88. Claims 89, 99, 105, 113, 118 and 121 were amended and no new claims were added. Thus, the currently pending claims addressed below are claims 89-123.

Double Patenting

3. The nonstatutory double patenting rejection is based on a judicially created doctrine grounded in public policy (a policy reflected in the statute) so as to prevent the unjustified or improper timewise extension of the "right to exclude" granted by a patent and to prevent possible harassment by multiple assignees. A nonstatutory double patenting rejection is appropriate where the claims at issue are not identical, but at least one examined application claim is not patentably distinct from the reference claim(s) because the examined application claim is either anticipated by, or would have been obvious over, the reference claim(s). See, e.g., *In re Berg*, 140 F.3d 1428, 46 USPQ2d 1226 (Fed. Cir. 1998); *In re Goodman*, 11 F.3d 1046, 29 USPQ2d 2010 (Fed. Cir. 1993); *In re Longi*, 759 F.2d 887, 225 USPQ 645 (Fed. Cir. 1985); *In re Van Ornum*, 686 F.2d 937, 214 USPQ 761 (CCPA 1982); *In re Vogel*, 422 F.2d 438, 164 USPQ 619 (CCPA 1970); and *In re Thorington*, 418 F.2d 528, 163 USPQ 644 (CCPA 1969).

A timely filed terminal disclaimer in compliance with 37 CFR 1.321(c) or 1.321(d) may be used to overcome an actual or provisional rejection based on a nonstatutory double patenting ground provided the reference application or patent either is shown to be commonly owned with this application, or claims an invention made as a result of activities undertaken within the scope of a joint research agreement. A terminal disclaimer must be signed in compliance with 37 CFR 1.321(b).

The USPTO internet Web site contains terminal disclaimer forms which may be used. Please visit http://www.uspto.gov/forms/. The filing date of the application will determine what form should be used. A web-based eTerminal Disclaimer may be filled out completely online using web-screens. An eTerminal Disclaimer that meets all requirements is auto-processed and approved immediately upon submission. For more information about eTerminal Disclaimers, refer to http://www.uspto.gov/patents/process/file/efs/guidance/eTD-info-I.jsp.

4. Claims 89-123 are provisionally rejected on the ground of nonstatutory double patenting over claims 1-6, 8-51, 54, 55, and 57-60 of copending Application No. 12/283206; claims 38-57 of copending Application No. 13/773704; and claims 1-20 of copending Application No. 13/911175. This is a provisional double patenting rejection because the patentably indistinct claims have not in fact been patented.

The subject matter claimed in the instant application is fully disclosed in the referenced copending application and would be covered by any patent granted on that copending application since the referenced copending application and the instant application are claiming common subject matter, as follows: A POS terminal at a retail

store that receives and transmits coupon or incentive information to an ICN server that is remote from the retail store, the ICN server processes the coupon or incentive information, validates the coupon or incentive and notifies the POS terminal of the validation during a customer transaction, additionally secondary coupon or incentives may be presented.

Furthermore, there is no apparent reason why applicant would be prevented from presenting claims corresponding to those of the instant application in the other copending application. See *In re Schneller*, 397 F.2d 350, 158 USPQ 210 (CCPA 1968). See also MPEP § 804.

5. Claims 89-123 are rejected on the ground of nonstatutory double patenting over claims 1-37 of U.S. Patent No. 8,386,309 since the claims, if allowed, would improperly extend the “right to exclude” already granted in the patent.

The subject matter claimed in the instant application is fully disclosed in the patent and is covered by the patent since the patent and the application are claiming common subject matter, as follows: A POS terminal at a retail store that receives and transmits coupon or incentive information to an ICN server that is remote from the retail store, the ICN server processes the coupon or incentive information, validates the coupon or incentive and notifies the POS terminal of the validation during a customer transaction, additionally secondary coupon or incentives may be presented.

Furthermore, there is no apparent reason why applicant was prevented from presenting claims corresponding to those of the instant application during prosecution of

the application which matured into a patent. See *In re Schneller*, 397 F.2d 350, 158 USPQ 210 (CCPA 1968). See also MPEP § 804.

Claim Rejections - 35 USC § 101

6. 35 U.S.C. 101 reads as follows:

> Whoever invents or discovers any new and useful process, machine, manufacture, or composition of matter, or any new and useful improvement thereof, may obtain a patent therefor, subject to the conditions and requirements of this title.

7. The amendment filed on August 22, 2014 has cancelled Claims 68-88 and as such have overcome the 35 U.S.C. 101 rejection of said claims. Thus, the examiner withdraws the rejection.

Claims 89-123 are rejected under 35 U.S.C. 101 because the claimed invention is directed to non-statutory subject matter because the claim(s) as a whole, considering all claim elements both individually and in combination, do not amount to significantly more than an abstract idea. The claim(s) is/are directed to the abstract idea validating coupons during a purchase transaction which is a fundamental economic practice. The additional element(s) or combination of elements in the claim(s) other than the abstract idea per se amount(s) to no more than: either mere instructions to implement the idea on a computer, and/or recitation of generic computer structure that serves to perform generic computer functions that are well-understood, routine, and conventional activities previously known to the pertinent industry. Viewed as a whole, these additional claim element(s) do not provide

meaningful limitation(s) to transform the abstract idea into a patent eligible application of the abstract idea such that the claim(s) amounts to significantly more than the abstract idea itself. Therefore, the claim(s) are rejected under 35 U.S.C. 101 as being directed to non-statutory subject matter.

Claim Rejections - 35 USC § 112

8. The amendment filed on August 22, 2014 has overcome the rejection of Claims 118-123 under 35 U.S.C. 112(b) or 35 U.S.C. 112 (pre-AIA), second paragraph raised in the Office Action dated May 23, 2014 which was directed towards "means for" language". Thus, the examiner hereby withdraws the rejection.

9. The amendment filed on August 22, 2014 has overcome the rejection of Claims 99-104, 113-117, and 121-123 under 35 U.S.C. 112(b) or 35 U.S.C. 112 (pre-AIA), second paragraph, directed towards the clarity of the claim language. Thus, the examiner hereby withdraws the rejection.

10. The amendment filed on August 22, 2014 has overcome the rejection of Claims 89-98, 105-112, and 118-120 under 35 U.S.C. 112(b) or 35 U.S.C. 112 (pre-AIA), second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which the inventor or a joint inventor, or for pre-AIA the applicant regards as the invention. Thus, the examiner hereby withdraws the rejection.

Possible Allowable Subject Matter

11. Claims 89-123 appear to contain allowable subject matter if the applicant is able to overcome the Double Patenting rejection and the 35 USC 101 rejection above without significantly altering and/or broadening the scope of the claims.

12. Prior art was found that discloses scanning a coupon at a POS terminal, determining product code information of an item to be purchased and the coupon information of the coupon, transmitting the determined data through a network to a server for validation and redemption, validating the data at the server and transmitting coupon related information through the network to the POS terminal, upon successful redemption of the coupon transmitting redeemed coupon information to the ICN server which stores the information in a redeemed coupon database and generating a coupon redemption audit report which is transmitted to a manufacturer and handling payment from the manufacturer to the retailer for said coupon redemptions (Fajkowski: PGPUB US 2005/0230473). However, the prior art does not disclose a situation in which the coupon information of a pending transaction is transmitted to a server that is remote from the retail store in order to obtain coupon validation for the pending transaction and once the validation of the coupon is received back at the POS terminal completing the pending transaction by successfully redeeming the coupon.

Response to Arguments

13. Applicant's arguments filed August 22, 2014 have been fully considered but they are not persuasive. Applicant's arguments are directed toward the newly proposed claims and as such have been addressed in the Office Action above.

Conclusion

14. Any inquiry concerning this communication or earlier communications from the examiner should be directed to JOHN VAN BRAMER whose telephone number is (571)272-8198. The examiner can normally be reached on 6am - 4pm Monday through Thursday.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eric Stamber can be reached on (571) 272-6724. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/JOHN VAN BRAMER/
John Van Bramer
Primary Examiner, Art Unit 3622

Filed via EFS-Web
August 22, 2014

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of

Applicant	:	Intelligent Clearing Network, Inc.
Serial No.	:	11/439,725
Filed	:	May 23, 2006
Title	:	INTELLIGENT COUPON NETWORK
Docket	:	091480.00002
Examiner	:	Van Bramer, John W.
Art Unit	:	3622
Confirmation No.	:	7228

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

AMENDMENT AND
RESPONSE TO NON FINAL OFFICE ACTION

In response to the Office Action dated May 23, 2014, Applicant submits the following Amendment and Response.

It is not believed that extensions of time or fees for net addition of claims are required beyond those that may otherwise be provided for in documents accompanying this Response. However, if additional extensions of time are necessary to prevent abandonment of the above-referenced application, then such extensions of time are hereby petitioned under 37 C.F.R. 1.136(a), and any fees required there for (including fees for filing and net addition of claims) are hereby authorized to be charged to our Deposit Account No. 20-0809.

Kindly enter the following amendments as follows:

IN THE CLAIMS: Amendments to the claims begin on page 3.

REMARKS: Remarks begin on page 12.

Quotient Ex. 1002
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AMENDMENTS TO THE CLAIMS:

This listing of the claims will replace all prior versions, and listings, of the claims in this application:

The Claims:

1-67 (Previously Canceled).

68 - 88 (Canceled).

89. (Currently Amended) A computer-readable medium storing instructions executable by a processor to perform operations for processing coupons across a network, the operations comprising:

receiving, at a coupon processing server, a unique account identifier from a first point of sale terminal via a network, where the coupon processing server is configured to communicate with a plurality of point of sale terminals, where the unique account identifier was scanned at the first point-of-sale terminal which is located at a retail store and where the coupon processing server is at a location that is remote from the retail store;

in response to receiving the unique account identifier, determining whether at least one valid coupon is associated with the unique account identifier in a database of accounts;

in response to determining that at least one valid coupon is associated with the unique account identifier in the database of accounts, transmitting, from the coupon processing server, an indication of the at least one valid coupon to the first point of sale terminal via the network, wherein the indication includes the at least one valid coupon;

in response to receiving, at the coupon processing server from the first point of sale terminal, an indication of at least one redeemed coupon, updating the database of accounts and transmitting, from the coupon processing server to a manufacturer associated with the at least one redeemed coupon, an indication that the at least one redeemed coupon was redeemed against a purchased transaction,

where the at least one redeemed coupon is at least one of the at least one valid coupon.

90. (Previously Presented) The computer-readable medium of claim 89, where a valid coupon comprises a first coupon code portion and a second coupon code portion.

91. (Previously Presented) The computer-readable medium of claim 90, where the indication of the at least one valid coupon comprises the first coupon code portion but not the second coupon code portion and

the indication that the at least one redeemed coupon was redeemed comprises the second coupon code portion.

92. (Previously Presented) The computer-readable medium of claim 90, where the first coupon code portion comprises one of: a GS1 EAN/UPC Type 5 barcode, a GS1 128 barcode, and a GS1 Databar barcode and

where the second coupon code portion comprises a manufacture offer code.

93. (Previously Presented) The computer-readable medium of claim 89, where the indication of at least one redeemed coupon further comprises purchase transaction information, where the purchase transaction information comprises at least one of an identification of a product purchased, a time of the purchase transaction and a location of the purchase transaction.

94. (Previously Presented) The computer-readable medium of claim 93, where the indication that the at least one redeemed coupon was redeemed further comprises the purchase transaction information.

95. (Previously Presented) The computer-readable medium of claim 89, where the operations further comprise monitoring at least volume and traffic of redeemed coupons to identify abnormalities and to prevent coupon counterfeiting.

96. (Previously Presented) The computer-readable medium of claim 89, where determining whether at least one valid coupon is associated with the unique account identifier in the database of accounts comprises:

determining whether at least one associated coupon is associated with the unique account identifier in the database of accounts, and

for each associated coupon of the at least one associated coupon, determining whether the associated coupon has been previously redeemed and determining whether the associated coupon has expired,

where the associated coupon is determined to be a valid coupon in response to both determining that the associated coupon has not been previously redeemed and determining that the associated coupon has not expired.

97. (Previously Presented) The computer-readable medium of claim 89, where updating the database of accounts comprises deactivating the at least one redeemed coupon.

98. (Previously Presented) The computer-readable medium of claim 89, where the operations further comprise, in response to determining that no valid coupons are associated with the unique account identifier in the database of accounts, transmitting, from the coupon processing server, a "no coupons available" message to the first point of sale terminal via the network.

99. (Currently Amended) A computer-readable medium storing instructions executable by a processor to perform operations for processing coupons across a network, the operations comprising:

scanning, at a point-of-sale terminal located at a retail store, a unique account identifier;

during a purchase transaction, transmitting, from the point of sale terminal, the unique account identifier to a coupon processing server via a network, where the coupon processing server is configured to communicate with a plurality of point of sale terminals and where the coupon processing server is at a location that is remote from the retail store;

in response to transmitting the unique account identifier, receiving, at the point of sale terminal, an indication of whether at least one valid coupon is associated with the unique account identifier from the coupon processing server via the network, where a valid coupon is a coupon that has been validated by the coupon processing server and the indication includes the at least one valid coupon;

in response to receiving the indication that the at least one valid coupon is associated with the unique account identifier, the point of sale terminal completing the purchase transaction ~~using~~ by validation of the at least one valid coupon against the purchased transaction; and

in response to the purchase transaction comprising a redemption of at least one of the at least one valid coupon, transmitting, from the point of sale terminal to the coupon processing server, an indication of the at least one redeemed coupon.

100. (Previously Presented) The computer-readable medium of claim 99, where a valid coupon comprises a first coupon code portion and a second coupon code portion.

101. (Previously Presented) The computer-readable medium of claim 100, where an indication of the at least one valid coupon comprises the first coupon code portion but not the second coupon code portion.

102. (Previously Presented) The computer-readable medium of claim 100, where the first coupon code portion comprises one of: a GS1 EAN/UPC Type 5 barcode, a GS1 128 barcode, and a GS1 Databar barcode and

where the second coupon code portion comprises a manufacture offer code.

103. (Previously Presented) The computer-readable medium of claim 99, where, when at least one valid coupon is associated with the unique account identifier, the indication of whether at least one valid coupon is associated with the unique account identifier comprises an indication of the at least one valid coupon.

104. (Previously Presented) The computer-readable medium of claim 99, where the indication of at least one redeemed coupon further comprises purchase transaction information, where the purchase transaction information comprises at least one of: an identification of a product purchased, a time of the purchase transaction and a location of the purchase transaction.

105. (Currently Amended) An apparatus, comprising a processor and a memory storing software, the processor is configured to, when executing the software, cause the apparatus to perform operations, the operations comprising:

to receive a unique account identifier from a first point of sale terminal via a network, where the apparatus is configured to communicate with a plurality of point of sale terminals, where the unique account identifier was scanned at the first point-of-sale terminal which is located at a retail store and where the apparatus is at a location that is remote from the retail store;

in response to receiving the unique account identifier, to determine whether at least one valid coupon is associated with the unique account identifier in a database of accounts;

in response to determining that at least one valid coupon is associated with the unique account identifier in the database of accounts, to transmit an indication of the at least one valid

coupon to the first point of sale terminal via the network, wherein the indication includes the at least one valid coupon;

in response to receiving, from the first point of sale terminal, an indication of at least one redeemed coupon, to update the database of accounts and to transmit, to a manufacturer associated with the at least one redeemed coupon, an indication that the at least one redeemed coupon was redeemed against a purchased transaction,

where the at least one redeemed coupon is at least one of the at least one valid coupon.

106. (Previously Presented) The apparatus of claim 105, where a valid coupon comprises a first coupon code portion and a second coupon code portion.

107. (Previously Presented) The apparatus of claim 106, where the indication of the at least one valid coupon comprises the first coupon code portion but not the second coupon code portion and

the indication that the at least one redeemed coupon was redeemed comprises the second coupon code portion.

108. (Previously Presented) The apparatus of claim 105, where the indication of at least one redeemed coupon further comprises purchase transaction information, where the purchase transaction information comprises at least one of an identification of a product purchased, a time of the purchase transaction and a location of the purchase transaction.

109. (Previously Presented) The apparatus of claim 108, where the indication that the at least one redeemed coupon was redeemed further comprises the purchase transaction information.

110. (Previously Presented) The apparatus of claim 105, where the operations further comprise to monitor at least volume and traffic of redeemed coupons to identify abnormalities and to prevent coupon counterfeiting.

111. (Previously Presented) The apparatus of claim 105, where, when determining whether at least one valid coupon is associated with the unique account identifier in the database of accounts, the operations further comprise:

to determine whether at least one associated coupon is associated with the unique account identifier in the database of accounts, and

for each associated coupon of the at least one associated coupon, to determine whether the associated coupon has been previously redeemed and to determine whether the associated coupon has expired,

where the associated coupon is determined to be a valid coupon in response to both

determining that the associated coupon has not been previously redeemed and determining that the associated coupon has not expired.

112. (Previously Presented) The apparatus of claim 105, where, when updating database of accounts, the operations further comprise to deactivate the at least one redeemed coupon.

113. (Currently Amended) An apparatus, comprising a processor and a memory storing software, the processor is configured to, when executing the software, cause the apparatus to perform operations, the operations comprising:

to scan a unique account identifier;

during a purchase transaction, to transmit the unique account identifier to a coupon processing server via a network, where the coupon processing server is configured to communicate with a plurality of point of sale terminals, where the apparatus is located at a retail store and where the coupon processing server is at a location that is remote from the retail store;

in response to transmitting the unique account identifier, to receive an indication of whether at least one valid coupon is associated with the unique account identifier from the coupon processing server via the network, where a valid coupon is a coupon that has been validated by the coupon processing server and the indication includes the at least one valid coupon;

in response to receiving at least one valid coupon at the point of sale terminal as an indication that at least one valid coupon is associated with the unique account identifier from the coupon processing server via the network, to complete the purchase transaction using the at least one valid coupon against the purchase transaction; and

in response to the purchase transaction comprising a redemption of at least one of the at least one valid coupon, to transmit, to the coupon processing server, an indication of the at least one redeemed coupon.

114. (Previously Presented) The apparatus of claim 113, where a valid coupon comprises a first coupon code portion and a second coupon code portion.

115. (Previously Presented) The apparatus of claim 114, where an indication of the at least one valid coupon comprises the first coupon code portion but not the second coupon code portion.

116. (Previously Presented) The apparatus of claim 113, where, when at least one valid coupon is associated with the unique account identifier, the indication of whether at least one valid coupon is associated with the unique account identifier comprises an indication of the at least one valid coupon.

117. (Previously Presented) The apparatus of claim 113, where the indication of at least one redeemed coupon further comprises purchase transaction information, where the purchase transaction information comprises at least one of: an identification of a product purchased, a time of the purchase transaction and a location of the purchase transaction.

118. (Currently Amended) An apparatus, comprising:

~~means~~ an input interface configured for receiving a unique account identifier from a first point of sale terminal via a network, where the apparatus is configured to communicate with a plurality of point of sale terminals, where the unique account identifier was scanned at the first point-of-sale terminal which is located at a retail store and where the apparatus is at a location that is remote from the retail store;

~~means~~ a processor configured for determining whether at least one valid coupon is associated with the unique account identifier in a database of accounts in response to receiving the unique account identifier;

~~means~~ an output interface configured for transmitting an indication of the at least one valid coupon to the first point of sale terminal via the network in response to determining that at least one valid coupon is associated with the unique account identifier in the database of accounts, wherein the indication includes the at least one valid coupon;

~~means~~ a server configured for updating the database of accounts and ~~means~~ an internet connection for transmitting, to a manufacturer associated with the at least one redeemed coupon, an indication that the at least one redeemed coupon was redeemed, in response to receiving, from the first point of sale terminal, an indication of at least one redeemed coupon against a purchased transaction,

where the at least one redeemed coupon is at least one of the at least one valid coupon.

119. (Previously Presented) The apparatus of claim 118, where a valid coupon comprises a first coupon code portion and a second coupon code portion.

120. (Previously Presented) The apparatus of claim 119, where the indication of the at least one valid coupon comprises the first coupon code portion but not the second coupon code portion and

the indication that the at least one redeemed coupon was redeemed comprises the second coupon code portion.

121. (Currently Amended) An apparatus, comprising:

~~means~~ a first input interface configured for scanning a unique account identifier;

~~means~~ an output interface configured for transmitting, during a purchase transaction, the unique account identifier to a coupon processing server via a network, where the coupon processing server is configured to communicate with a plurality of point of sale terminals, where the apparatus is located at a retail store and where the coupon processing server is at a location that is remote from the retail store;

~~means~~ a point of sale terminal configured for receiving an indication of whether at least one valid coupon is associated with the unique account identifier from the coupon processing server via the network in response to transmitting the unique account identifier, where a valid coupon is a coupon that has been validated by the coupon processing server and the indication includes the at least one valid coupon;

~~means~~ the point of sale terminal configured for completing the purchase transaction using the at least one valid coupon against the purchase transaction in response to receiving ~~an~~ the

indication that at least one valid coupon is associated with the unique account identifier from the coupon processing server via the network; and

~~means~~ the output interface configured for transmitting, to the coupon processing server, an indication of the at least one redeemed coupon in response to the purchase transaction comprising a redemption of at least one of the at least one valid coupon.

122. (Previously Presented) The apparatus of claim 121, where a valid coupon comprises a first coupon code portion and a second coupon code portion.

123. (Previously Presented) The apparatus of claim 122, where an indication of the at least one valid coupon comprises the first coupon code portion but not the second coupon code portion

REMARKS/ARGUMENTS

Review and reconsideration of the claims are respectfully requested. Claims 89, 99, 105, 113, 118, and 121 have been amended, and that none of the amendments introduce new matter. No new claims have been added and claims 68-88 have been cancelled. Claims 89-123 remain in this application, with claims 89, 99, 105, 113, 118, and 121 being independent. Applicant believes the pending claims are in proper condition for allowance. Review and reconsideration of the claims are respectfully requested.

A. Nonstatutory Double Patenting

Claims 68-123 are provisionally rejected on the ground of nonstatutory double patenting as being unpatentable over claims 1-6, 8-51, 54, 55, and 57-60 of copending Application No. 12/283,206; claims 38-57 of copending Application No. 13/773,704; and claims 1-20 of copending Application No. 13/911,175. Claims 68-123 also are rejected on the ground of nonstatutory double patenting as being unpatentable over claims 1-37 of U.S. Patent No. 8,386,309.

Claims 68-88 have been cancelled. Therefore, Applicant respectfully contends that the nonstatutory double patenting rejections for claims 68-88 have been rendered moot and request that these rejections be withdrawn.

In response for claims 89-123, Applicant submits herewith an e-Terminal Disclaimer in compliance with 37 CFR 1.321, along with the required fee. Accordingly, Applicant respectfully contends that these rejections are moot for claims 89-123 and should be withdrawn, and that the pending claims are in proper condition for allowance.

B. Claim Rejections under 35 U.S.C. 101

Claims 68-88 are rejected under 35 U.S.C. 101 as being directed to non-statutory subject matter. Claims 68-88 have been cancelled. Accordingly, Applicant respectfully contends that the §101 rejection has been rendered moot and should be withdrawn.

C. Claim Rejections under 35 U.S.C. 112, sixth paragraph

The Examiner rejected claims 118-123 for invoking 35 U.S.C. 112, sixth paragraph, and asserted that the written description fails to disclose the corresponding structure, material, or acts of the claimed function. Although Applicants respectfully disagree with the Examiner's rejection, Applicants have amended independent claims 118 and 121 so that the claim limitations no longer invoke 35 U.S.C. 112, sixth paragraph. Support for Applicants amendments can be found at least in paragraphs [0025]-[0032] of the subject Application.

Furthermore, Applicants respectfully contend that claims 119-120 and 122-123 depend directly or indirectly from independent claims 118 and 121, respectfully, which are in proper condition for allowance as discussed above. It is well established in patent law that allowance of a parent or base claim as patentable, normally results in allowance of a claim dependent upon that patent claim. (*See* Donald S. Chisum, Chisum on Patents § 7.04[2]). Therefore, Applicant respectfully contends that claims 119-120 and 122-123 that depend from allowable independent claims 118 and 121, respectfully, are also in proper condition for allowance.

D. Claim Rejections under 35 U.S.C. 112, second paragraph

Claims 68-70, 81-88, 99-104, 113-117, and 121-123 are rejected under 35 U.S.C. 112(b) or 35 U.S.C. 112 (pre-AIA), second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which the inventor or a joint inventor, or for pre-AIA the applicant regards as the invention.

Claims 68-88 have been cancelled. Accordingly, Applicant respectfully contends that this §112 rejection with respect to claims 68-70 and 81-88 has been rendered moot and should be withdrawn for these claims.

Regarding claims 99-104, 113-117, and 121-123, the Examiner rejected independent claims 99, 113, and 121 because it is unclear to the Examiner "how the POS terminal is able to use the valid coupon since [] the valid coupon is in a database of accounts at the coupon processing server and the POS only received an indication of a valid coupon." Further, the

Examiner explains that it is unclear "how a determination of validity is occurring." (Office Action, p. 9). In response, independent claims 99, 113, and 121 have been amended to clarify that the "indication of a valid coupon" received by a point of sale terminal "includes a valid coupon," and that the point of sale terminal completes the purchase transaction by validating the received valid coupon "against the purchased transaction." Accordingly, the independent claims clearly state that the point of sale terminal receives at least one valid coupon and uses that valid coupon to complete the purchase transaction and redeem the valid coupon.

Applicant respectfully contends that the amendments to independent claims 99, 113, and 121 provide the proper clarity as to the claimed invention and place these claims in proper condition for allowance. Furthermore, Applicants respectfully contend that claims 100-104, 114-117, and 122-123 depend directly or indirectly from independent claims 99, 113, and 121, respectfully, which are in proper condition for allowance as discussed above. It is well established in patent law that allowance of a parent or base claim as patentable, normally results in allowance of a claim dependent upon that patent claim. (*See* Donald S. Chisum, Chisum on Patents § 7.04[2]). Therefore, Applicant respectfully contends that claims 100-104, 114-117, and 122-123 that depend from allowable independent claims 99, 113, and 121, respectfully, are also in proper condition for allowance.

Further, the Examiner rejected claims 71-80, 89-98, 105-112, and 118-120 under 35 U.S.C. 112(b) or 35 U.S.C. 112 (pre-AIA), second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which the inventor or a joint inventor, or for pre-AIA the applicant regards as the invention. As discussed above, claims 68-88 have been cancelled. Therefore, Applicant respectfully contends that the §112 rejection with respect to claims 71-80 has been rendered moot and should be withdrawn for these claims.

The Examiner rejected independent claims 89, 105, and 118 because the Examiner was unclear "as to how a determination of validity is occuring." (Office Action, p. 10). In response, independent claims 89, 105, and 118 have been amended to clarify that the "indication of a valid coupon" received by a point of sale terminal "includes a valid coupon," and that the point of sale terminal completes the purchase transaction by validating the received valid coupon "against the purchased transaction." Accordingly, the independent claims clearly state that the point of sale

terminal receives at least one valid coupon and uses that valid coupon to complete the purchase transaction and redeem the valid coupon.

Applicant respectfully contends that the amendments to independent claims 89, 105, and 118 provide the proper clarity as to the claimed invention and place these claims in proper condition for allowance. Furthermore, Applicants respectfully contend that claims 90-98, 106-112, and 119-120 depend directly or indirectly from independent claims 89, 105, and 118, respectfully, which are in proper condition for allowance as discussed above. It is well established in patent law that allowance of a parent or base claim as patentable, normally results in allowance of a claim dependent upon that patent claim. (*See* Donald S. Chisum, Chisum on Patents § 7.04[2]). Therefore, Applicant respectfully contends that claims 90-98, 106-112, and 119-120 that depend from allowable independent claims 89, 105, and 118, respectfully, are also in proper condition for allowance.

Accordingly, Applicant respectfully contends that all §112 rejections have been rendered moot, placing all pending claims in proper condition for allowance. Applicant respectfully requests that these rejections be withdrawn and the application be allowed to pass to issuance.

E. Pending Claims In Proper Condition of Allowance

Applicant respectfully asserts that the pending claims, as amended herein, are statutory subject matter and in proper condition for allowance because, at a minimum, they are an improvement to a technology field. *See Alice Corp. Pty. Ltd. v. CLS Bank Int'l, et al.,* 573 U.S. ____ (2014); *In re Beauregard*, 53 F.3d 1583 (Fed. Cir. 1995). Therefore, the pending claims recite patent-eligible subject matter.

F. Conclusion

All of the stated grounds of objection and rejection have been properly traversed, accommodated, or rendered moot. Applicant respectfully requests that the Examiner reconsider all presently outstanding objections and rejections, and that they be withdrawn. Applicant believes that a full and complete response has been made to the outstanding Office Action and,

as such, Applicant respectfully submits that all pending claims are in condition for allowance. If the Examiner believes, for any reason, that personal communication will expedite prosecution of this application, the Examiner is invited to telephone or email the undersigned at the numbers provided.

If additional fees are deemed necessary, such fees are hereby authorized to be charged to our Deposit Account No. 20-0809.

Respectfully submitted,

/Brian D. Kenney, Reg. No. 61,743/
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Registration No. 61,743
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Dated: August 22, 2014

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Electronic Acknowledgement Receipt

EFS ID:	19941840
Application Number:	11439725
International Application Number:	
Confirmation Number:	7228
Title of Invention:	Intelligent coupon network
First Named Inventor/Applicant Name:	Richard B. Thibedeau
Customer Number:	27805
Filer:	Brian Douglas Kenney
Filer Authorized By:	
Attorney Docket Number:	091480.0002
Receipt Date:	22-AUG-2014
Filing Date:	23-MAY-2006
Time Stamp:	15:24:17
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Applicant Arguments/Remarks Made in an Amendment	OA_Response.pdf	319619 71dd72ae6146059c14477c43fd271ac807a47947	no	16

Warnings:	
Information:	

Total Files Size (in bytes):	319619

This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.

New Applications Under 35 U.S.C. 111
If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

National Stage of an International Application under 35 U.S.C. 371
If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

New International Application Filed with the USPTO as a Receiving Office
If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.

PTO/SB/06 (09-11)
Approved for use through 1/31/2014. OMB 0651-0032
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PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875	Application or Docket Number 11/439,725	Filing Date 05/23/2006	☐ To be Mailed

ENTITY: ☐ LARGE ☒ SMALL ☐ MICRO

APPLICATION AS FILED – PART I

	(Column 1)	(Column 2)		
FOR	NUMBER FILED	NUMBER EXTRA	RATE ($)	FEE ($)
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A	
☐ SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A	N/A	
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	minus 20 =	*	X $ =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*	X $ =	
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $310 ($155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).			
☐ MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))				
* If the difference in column 1 is less than zero, enter "0" in column 2.			TOTAL	

APPLICATION AS AMENDED – PART II

		(Column 1)		(Column 2)	(Column 3)		
AMENDMENT	08/22/2014	CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE ($)	ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	* 35	Minus	** 56	= 0	X $40 =	0
	Independent (37 CFR 1.16(h))	* 6	Minus	***9	= 0	X $210 =	0
	☐ Application Size Fee (37 CFR 1.16(s))						
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))						
						TOTAL ADD'L FEE	0

		(Column 1)		(Column 2)	(Column 3)		
AMENDMENT		CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE ($)	ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	*	Minus	**	=	X $ =	
	Independent (37 CFR 1.16(h))	*	Minus	***	=	X $ =	
	☐ Application Size Fee (37 CFR 1.16(s))						
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))						
						TOTAL ADD'L FEE	

* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.
** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".
*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".
The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.

LIE
/SUSAN FORD/

This collection of information is required by 37 CFR 1.16. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**
If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
11/439,725	05/23/2006	Richard B. Thibedeau	091480.0002	7228

27805 7590 05/23/2014

THOMPSON HINE L.L.P.
10050 Innovation Drive
Suite 400
DAYTON, OH 45342-4934

EXAMINER	
VAN BRAMER, JOHN W	

ART UNIT	PAPER NUMBER
3622	

NOTIFICATION DATE	DELIVERY MODE
05/23/2014	ELECTRONIC

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

ipdocket@thompsonhine.com

Office Action Summary	Application No. 11/439,725	Applicant(s) THIBEDEAU, RICHARD B.	
	Examiner JOHN VAN BRAMER	Art Unit 3622	AIA (First Inventor to File) Status No

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE *3* MONTHS FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☒ Responsive to communication(s) filed on *10/31/2011 and 12/21/2012*.

☐ A declaration(s)/affidavit(s) under **37 CFR 1.130(b)** was/were filed on _____.

2a)☐ This action is **FINAL**. 2b)☒ This action is non-final.

3)☐ An election was made by the applicant in response to a restriction requirement set forth during the interview on _____; the restriction requirement and election have been incorporated into this action.

4)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims*

5)☒ Claim(s) *68-123* is/are pending in the application.

5a) Of the above claim(s) _____ is/are withdrawn from consideration.

6)☐ Claim(s) _____ is/are allowed.

7)☒ Claim(s) *68-123* is/are rejected.

8)☐ Claim(s) _____ is/are objected to.

9)☐ Claim(s) _____ are subject to restriction and/or election requirement.

* If any claims have been determined allowable, you may be eligible to benefit from the **Patent Prosecution Highway** program at a participating intellectual property office for the corresponding application. For more information, please see http://www.uspto.gov/patents/init_events/pph/index.jsp or send an inquiry to PPHfeedback@uspto.gov.

Application Papers

10)☐ The specification is objected to by the Examiner.

11)☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.

Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

Certified copies:

a)☐ All b)☐ Some** c)☐ None of the:

1.☐ Certified copies of the priority documents have been received.

2.☐ Certified copies of the priority documents have been received in Application No. _____.

3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

** See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) ☐ Notice of References Cited (PTO-892)

2) ☒ Information Disclosure Statement(s) (PTO/SB/08a and/or PTO/SB/08b) Paper No(s)/Mail Date *120611*.

3) ☐ Interview Summary (PTO-413) Paper No(s)/Mail Date. _____ .

4) ☐ Other: _____.

DETAILED ACTION

1. The present application is being examined under the pre-AIA first to invent provisions.

Continued Examination Under 37 CFR 1.114

2. A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on October 21, 2011 has been entered.

Response to Amendment

3. The amendment filed on October 31, 2011 cancelled all previous claims (claims 1-67) and added new claims 68-123. The supplemental amendment filed on December 21, 2012 amended claims 68, 71, 81, 89, 99, 105, 113, 118, and 121. No claims were cancelled and no new claims were added. Thus, the currently pending claims addressed below are claims 68-123.

Double Patenting

4. The nonstatutory double patenting rejection is based on a judicially created doctrine grounded in public policy (a policy reflected in the statute) so as to prevent the

unjustified or improper timewise extension of the "right to exclude" granted by a patent and to prevent possible harassment by multiple assignees. A nonstatutory double patenting rejection is appropriate where the claims at issue are not identical, but at least one examined application claim is not patentably distinct from the reference claim(s) because the examined application claim is either anticipated by, or would have been obvious over, the reference claim(s). See, e.g., *In re Berg*, 140 F.3d 1428, 46 USPQ2d 1226 (Fed. Cir. 1998); *In re Goodman*, 11 F.3d 1046, 29 USPQ2d 2010 (Fed. Cir. 1993); *In re Longi*, 759 F.2d 887, 225 USPQ 645 (Fed. Cir. 1985); *In re Van Ornum*, 686 F.2d 937, 214 USPQ 761 (CCPA 1982); *In re Vogel*, 422 F.2d 438, 164 USPQ 619 (CCPA 1970); and *In re Thorington*, 418 F.2d 528, 163 USPQ 644 (CCPA 1969).

A timely filed terminal disclaimer in compliance with 37 CFR 1.321(c) or 1.321(d) may be used to overcome an actual or provisional rejection based on a nonstatutory double patenting ground provided the reference application or patent either is shown to be commonly owned with this application, or claims an invention made as a result of activities undertaken within the scope of a joint research agreement. A terminal disclaimer must be signed in compliance with 37 CFR 1.321(b).

The USPTO internet Web site contains terminal disclaimer forms which may be used. Please visit http://www.uspto.gov/forms/. The filing date of the application will determine what form should be used. A web-based eTerminal Disclaimer may be filled out completely online using web-screens. An eTerminal Disclaimer that meets all requirements is auto-processed and approved immediately upon submission. For more

information about eTerminal Disclaimers, refer to

http://www.uspto.gov/patents/process/file/efs/guidance/eTD-info-I.jsp.

5. Claims 68-123 are provisionally rejected on the ground of nonstatutory double patenting over claims 1-6, 8-51, 54, 55, and 57-60 of copending Application No. 12/283206; claims 38-57 of copending Application No. 13/773704; and claims 1-20 of copending Application No. 13/911175. This is a provisional double patenting rejection because the patentably indistinct claims have not in fact been patented.

The subject matter claimed in the instant application is fully disclosed in the referenced copending application and would be covered by any patent granted on that copending application since the referenced copending application and the instant application are claiming common subject matter, as follows: A POS terminal at a retail store that receives and transmits coupon or incentive information to an ICN server that is remote from the retail store, the ICN server processes the coupon or incentive information, validates the coupon or incentive and notifies the POS terminal of the validation during a customer transaction, additionally secondary coupon or incentives may be presented.

Furthermore, there is no apparent reason why applicant would be prevented from presenting claims corresponding to those of the instant application in the other copending application. See *In re Schneller*, 397 F.2d 350, 158 USPQ 210 (CCPA 1968). See also MPEP § 804.

6. Claims 68-123 are rejected on the ground of nonstatutory double patenting over claims 1-37 of U.S. Patent No. 8,386,309 since the claims, if allowed, would improperly extend the "right to exclude" already granted in the patent.

The subject matter claimed in the instant application is fully disclosed in the patent and is covered by the patent since the patent and the application are claiming common subject matter, as follows: A POS terminal at a retail store that receives and transmits coupon or incentive information to an ICN server that is remote from the retail store, the ICN server processes the coupon or incentive information, validates the coupon or incentive and notifies the POS terminal of the validation during a customer transaction, additionally secondary coupon or incentives may be presented.

Furthermore, there is no apparent reason why applicant was prevented from presenting claims corresponding to those of the instant application during prosecution of the application which matured into a patent. See *In re Schneller*, 397 F.2d 350, 158 USPQ 210 (CCPA 1968). See also MPEP § 804.

Claim Rejections - 35 USC § 101

7. 35 U.S.C. 101 reads as follows:

> Whoever invents or discovers any new and useful process, machine, manufacture, or composition of matter, or any new and useful improvement thereof, may obtain a patent therefor, subject to the conditions and requirements of this title.

8. Claims 68-88 are rejected under 35 U.S.C. 101 because the claimed invention is directed to non-statutory subject matter. Based upon consideration of all of the relevant factors with respect to the claim as a whole, claims 68-88 are held to claim an abstract

idea, and are therefore rejected as ineligible subject matter under 35 U. S. C. § 101. The rationale for finding is explained below.

Factors Weighing Against Eligibility:

- Insufficient recitation of a machine or transformation.
- Involvement of machine, or transformation, with the steps is merely nominally, insignificantly, or tangentially related to the performance of the steps, e. g., displaying, is merely insignificant extra solution activity.
- Machine is generically recited such that it covers any machine capable of performing the claimed step(s).
- Machine is merely an object on which the method operates.

9. Independent claims 68, 71, and 81 are drawn to a method; however, the method steps do not recite, require, or indicate implementation by a particular machine, and furthermore, even if a machine were deemed to be used, the particular machine does not impose a meaningful limit on the claim scope since it does not involve activity that is more than insignificant extra-solution activity. Claims 68, 71 and 81, are drawn to method steps of scanning a unique identifier, transmitting the unique identifier, receiving the unique identifier, determining whether a valid coupon is associated with the unique identifier, transmitting an indication of the valid coupon, receiving the indication, completing the purchase transaction, transmitting an indication of the redeemed coupon, updating the database, and transmitting an indication that the redeemed coupon was redeemed. However, it is apparent that several of these steps could be performed by a person rather than a machine (such as determining whether a valid

coupon is associated with the unique identifier, completing the purchase transaction, and updating the database), and some steps are extra-solution activity (such as scanning a unique identifier, transmitting the unique identifier, receiving the unique identifier, transmitting an indication of the valid coupon, receiving the indication, transmitting an indication of the redeemed coupon, and transmitting an indication that the redeemed coupon was redeemed). Since the claim also does not recite or indicate physical transformation of an article, claims 68, 71 and 81 are directed to non-statutory subject matter.

Although the Supreme Court indicates that the machine-or-transformation test is not the sole test, the Court also indicates that this "test is a useful and important clue, an investigative tool, for determining whether some claimed inventions are processes under §101." See Bilski v. Kappos, 560 U.S. ___, (slip op. at page 8), 130 SCt 3218, 95 USPQ2d 1001, 1007 (2010).

Claims 69, 70, 72-80, and 82-88 depend from claim 68, 71 and 81and do not cure the deficiencies set forth above. As such, claims 69, 70, 72-80, and 82-88 are also rejected for being directed to non-statutory subject matter.

Claim Rejections - 35 USC § 112

10. The following is a quotation of 35 U.S.C. 112(b):
(b) CONCLUSION.—The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the inventor or a joint inventor regards as the invention.

The following is a quotation of 35 U.S.C. 112 (pre-AIA), second paragraph:
The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.

11. Claims 118-123 are rejected under 35 U.S.C. 112(b) or 35 U.S.C. 112 (pre-AIA), second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which the inventor or a joint inventor, or for pre-AIA the applicant regards as the invention.

12. Claim elements “means for receiving”, “means for determining”, “means for transmitting”, “means for updating”, “means for scanning”, “means for completing” are limitations that invokes 35 U.S.C. 112, sixth paragraph. However, the written description fails to disclose the corresponding structure, material, or acts for the claimed function.

Applicant may:

(a) Amend the claim so that the claim limitation will no longer be interpreted as a limitation under 35 U.S.C. 112, sixth paragraph; or

(b) Amend the written description of the specification such that it expressly recites what structure, material, or acts perform the claimed function without introducing any new matter (35 U.S.C. 132(a)).

If applicant is of the opinion that the written description of the specification already implicitly or inherently discloses the corresponding structure, material, or acts so that one of ordinary skill in the art would recognize what structure, material, or acts perform the claimed function, applicant should clarify the record by either:

(a) Amending the written description of the specification such that it expressly recites the corresponding structure, material, or acts for performing the claimed function and clearly links or associates the structure, material, or acts to the claimed function, without introducing any new matter (35 U.S.C. 132(a)); or

(b) Stating on the record what the corresponding structure, material, or acts, which are implicitly or inherently set forth in the written description of the specification, perform the claimed function. For more information, see 37 CFR 1.75(d) and MPEP §§ 608.01(o) and 2181.

13. Claims 68-70, 81-88, 99-104, 113-117, and 121-123 are rejected under 35 U.S.C. 112(b) or 35 U.S.C. 112 (pre-AIA), second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which the inventor or a joint inventor, or for pre-AIA the applicant regards as the invention. Independent claims 68, 81, 99, 113 and 121 recite receiving a unique account identifier at a coupon processing server that is remote from the retail store and then determining whether at least one valid coupon is associated with the unique account identifier, transmitting an indication of a valid coupon to the POS terminal and completing the purchase transaction using the valid coupon. It is unclear how the POS terminal is able to use the valid coupon since it the valid coupon is in a database of accounts at the coupon processing server and the POS only received an indication of a valid coupon. Furthermore, the examiner is confused as to how a determination of validity is occurring. Is the applicant intending to claim that the coupon processing server is determining all coupon that are associated with the unique identifier that have yet to expire and are thus valid, or is the applicant intending to claim that the coupon processing server has somehow received information regarding the products of the current transaction and determine that the coupon is valid based on the products being

purchased. If the former, then it appears that any coupon associated with the unique identifier is used in completing the transaction and thus the customer received discounts based on product for which they have not purchased. If the latter, then it is unclear how the coupon processing server is able to be aware of the products involved in the transaction. Claims 69, 70, 82-88, 100-104, 114-117, 122, and 123 are rejected based on dependency.

14. Claims 71-80, 89-98, 105-112, and 118-120 are rejected under 35 U.S.C. 112(b) or 35 U.S.C. 112 (pre-AIA), second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which the inventor or a joint inventor, or for pre-AIA the applicant regards as the invention. Independent claims 71, 89, 105 and 118 recite determining whether a valid coupon is associated with the unique account identifier in a database of accounts. The examiner is confused as to how a determination of validity is occurring. Is the applicant intending to claim that the coupon processing server is determining all coupon that are associated with the unique identifier that have yet to expire and are thus valid, or is the applicant intending to claim that the coupon processing server has somehow received information regarding the products of the current transaction and determine that the coupon is valid based on the products being purchased. If the former, then it appears that any coupon associated with the unique identifier is used in completing the transaction and thus the customer received discounts based on product for which they have not purchased. If the latter, then it is unclear how the coupon processing server is able to be aware of the products involved in the transaction. Furthermore, the claim recites transmitting, from the coupon

processing server, an indication of the valid coupon to a POS. As such, only an indication of a valid coupon is transmitted. Then the applicant claims receiving, at the coupon processing server from the POS an indication of a redeemed coupon. However, the applicant claims “where the at least one redeemed coupon is at least one of the at least one valid coupon”. It is unclear how this is possible since the "at least one valid coupon” is in a database at the coupon processing server which only transmits and “indication of the at least one valid coupon” to the POS and the “at least one redeemed coupon” is at the POS which transmits an “indication of at least one redeemed coupon”. Since the applicant is not claiming the transmission of the actual valid coupon and redeemed coupon, but instead claiming merely an indication of the valid coupon and redeemed coupon is transmitted, the examiner is unclear of one can be the other and visa verse. Claims 72-80, 90-98, 106-112, 119 and 120 are rejected by virtue of dependency.

Possible Allowable Subject Matter

15. Claims 68-123 appear to contain allowable subject matter if the applicant is able to overcome the 35 USC 101 and 35 USC 112 rejections above without significantly altering and/or broadening the scope of the claims.

16. Prior art was found that discloses scanning a coupon at a POS terminal, determining product code information of an item to be purchased and the coupon information of the coupon, transmitting the determined data through a network to a

server for validation and redemption, validating the data at the server and transmitting coupon related information through the network to the POS terminal, upon successful redemption of the coupon transmitting redeemed coupon information to the ICN server which stores the information in a redeemed coupon database and generating a coupon redemption audit report which is transmitted to a manufacturer and handling payment from the manufacturer to the retailer for said coupon redemptions (Fajkowski: PGPUB US 2005/0230473). However, the prior art does not disclose a situation in which the coupon information of a pending transaction is transmitted to a server that is remote from the retail store in order to obtain coupon validation for the pending transaction and once the validation of the coupon is received back at the POS terminal completing the pending transaction by successfully redeeming the coupon.

Response to Arguments

17. Applicant's arguments filed October 31, 2011 and December 21, 2012 have been fully considered but they are not persuasive. Applicant's arguments are directed toward the newly proposed claims and as such have been addressed in the Office Action above.

Conclusion

18. Any inquiry concerning this communication or earlier communications from the examiner should be directed to JOHN VAN BRAMER whose telephone number is

(571)272-8198. The examiner can normally be reached on 6am - 4pm Monday through Thursday.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eric Stamber can be reached on (571) 272-6724. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/JOHN VAN BRAMER/
John Van Bramer
Primary Examiner, Art Unit 3622

INFORMATION DISCLOSURE CITATION FORM FOR PATENT APPLICATION (FORM PTO-1449) (Substitute)	Docket No.: 068A.0001.U1(US) Serial No.: 11/439,725 Applicant(s): R. Thibedeau Filing Date: 05/23/2006 Group: 3622

U.S. PATENT DOCUMENTS

Examiner Initials	Document Number (Number-Kind Code)	Publication Date (MM-DD-YYYY)	Name of Patentee or Applicant	Class	Sub-class
	US- 7,240,843	07/2007	Paul et al	235	472.01

OPAP IAP23 DEC 0 6 2011 PATENT & TRADEMARK OFFICE

FOREIGN PATENT DOCUMENTS

Examiner Initials	Document Number (Country Code-Number-Kind Code)	Publication Date (MM-DD-YYYY)	Name Of Patentee of Applicant	Translation? Yes/No/n/a

OTHER DOCUMENTS (Author (Capitalize), Title, Date, Pages, Etc., if known)

Examiner's Signature: /John Van Bramer/ Date Considered: 05/19/2014

Initial if reference was considered, whether or not citation is in conformance with MPEP. Mark through citation if not considered. Include a copy of this citation form with your next correspondence to the Applicant(s).

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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
11/439,725	05/23/2006	Richard B. Thibedeau	091480.0002

CONFIRMATION NO. 7228

POA ACCEPTANCE LETTER

27805
THOMPSON HINE L.L.P.
10050 Innovation Drive
Suite 400
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OC000000064959029

Date Mailed: 11/18/2013

NOTICE OF ACCEPTANCE OF POWER OF ATTORNEY

This is in response to the Power of Attorney filed 11/12/2013.

The Power of Attorney in this application is accepted. Correspondence in this application will be mailed to the above address as provided by 37 CFR 1.33.

/afessehaye/

Office of Data Management, Application Assistance Unit (571) 272-4000, or (571) 272-4200, or 1-888-786-0101

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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
11/439,725	05/23/2006	Richard B. Thibedeau	068A.0001.U1(US)

CONFIRMATION NO. 7228

POWER OF ATTORNEY NOTICE

29683
HARRINGTON & SMITH
4 RESEARCH DRIVE, Suite 202
SHELTON, CT 06484-6212

OC000000064958951

Date Mailed: 11/18/2013

NOTICE REGARDING CHANGE OF POWER OF ATTORNEY

This is in response to the Power of Attorney filed 11/12/2013.

- The Power of Attorney to you in this application has been revoked by the assignee who has intervened as provided by 37 CFR 3.71. Future correspondence will be mailed to the new address of record(37 CFR 1.33).

/afessehaye/

Office of Data Management, Application Assistance Unit (571) 272-4000, or (571) 272-4200, or 1-888-786-0101

PTO/SB/81 (01-09)
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POWER OF ATTORNEY OR REVOCATION OF POWER OF ATTORNEY WITH A NEW POWER OF ATTORNEY AND CHANGE OF CORRESPONDENCE ADDRESS

Application Number	11/439,725
Filing Date	May 23, 2006
First Named Inventor	Richard B. Thibedeau
Title	Intelligent Coupon Network
Art Unit	3623
Examiner Name	John W. Van Bramer
Attorney Docket Number	091460.00002

I hereby revoke all previous powers of attorney given in the above-identified application.

☐ A Power of Attorney is submitted herewith.

OR

☒ I hereby appoint Practitioner(s) associated with the following Customer Number as my/our attorney(s) or agent(s) to prosecute the application identified above, and to transact all business in the United States Patent and Trademark Office connected therewith:

27805

OR

☐ I hereby appoint Practitioner(s) named below as my/our attorney(s) or agent(s) to prosecute the application identified above, and to transact all business in the United States Patent and Trademark Office connected therewith:

Practitioner(s) Name	Registration Number

Please recognize or change the correspondence address for the above-identified application to:

☒ The address associated with the above-mentioned Customer Number.

OR

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OR

☐	Firm or Individual Name				
Address					
City		State		Zip	
Country					
Telephone		Email			

I am the:

☐ Applicant/Inventor.

OR

☒ Assignee of record of the entire interest. See 37 CFR 3.71.
Statement under 37 CFR 3.73(b) (Form PTO/SB/96) submitted herewith or filed on _____

SIGNATURE of Applicant or Assignee of Record

Signature	Richard Thibedeau	Date	6/25/2013
Name	Richard B. Thibedeau	Telephone	860-577-9111
Title and Company	CEO - Intelligent Coupon Network, LLC		

NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below*.

☐ *Total of _____ forms are submitted.

This collection of information is required by 37 CFR 1.31, 1.32 and 1.33. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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Electronic Acknowledgement Receipt

EFS ID:	17372384
Application Number:	11439725
International Application Number:	
Confirmation Number:	7228
Title of Invention:	Intelligent coupon network
First Named Inventor/Applicant Name:	Richard B. Thibedeau
Customer Number:	29683
Filer:	Megan Dowd Dortenzo/Juan Arias
Filer Authorized By:	Megan Dowd Dortenzo
Attorney Docket Number:	068A.0001.U1(US)
Receipt Date:	12-NOV-2013
Filing Date:	23-MAY-2006
Time Stamp:	10:19:02
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1		11439725.pdf	639379 415b58a9cd876b4f30c970d51498fba124f85cf5	yes	2

	Multipart Description/PDF files in .zip description		
	Document Description	**Start**	**End**
	Assignee showing of ownership per 37 CFR 3.73.	1	1
	Power of Attorney	2	2
Warnings:			
Information:			
	Total Files Size (in bytes):	639379	

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New Applications Under 35 U.S.C. 111
If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

National Stage of an International Application under 35 U.S.C. 371
If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

New International Application Filed with the USPTO as a Receiving Office
If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.

PTO/SB/96 (07-09)
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STATEMENT UNDER 37 CFR 3.73(b)

Applicant/Patent Owner: Intelligent Coupon Network, LLC

Application No./Patent No.: 11/439,725 Filed/Issue Date: May 23, 2006

Titled: INTELLIGENT COUPON NETWORK

Intelligent Coupon Network, a Limited Liability Company
(Name of Assignee) (Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. [X] the assignee of the entire right, title, and interest in;

2. [ ] an assignee of less than the entire right, title, and interest in
(The extent (by percentage) of its ownership interest is _____ %); or

3. [ ] the assignee of an undivided interest in the entirety of (a complete assignment from one of the joint inventors was made)

the patent application/patent identified above, by virtue of either:

A. [X] An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel 020481, Frame 0196, or for which a copy therefore is attached.

OR

B. [ ] A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as follows:

1. From: _____ To: _____
The document was recorded in the United States Patent and Trademark Office at
Reel _____, Frame _____, or for which a copy thereof is attached.

2. From: _____ To: _____
The document was recorded in the United States Patent and Trademark Office at
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3. From: _____ To: _____
The document was recorded in the United States Patent and Trademark Office at
Reel _____, Frame _____, or for which a copy thereof is attached.

[ ] Additional documents in the chain of title are listed on a supplemental sheet(s).

[ ] As required by 37 CFR 3.73(b)(1)(i), the documentary evidence of the chain of title from the original owner to the assignee was, or concurrently is being, submitted for recordation pursuant to 37 CFR 3.11.

[NOTE: A separate copy (i.e., a true copy of the original assignment document(s)) must be submitted to Assignment Division in accordance with 37 CFR Part 3, to record the assignment in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

Richard Thibedeau — 6/25/2012
Signature — Date

Richard B. Thibedeau — CEO
Printed or Typed Name — Title

This collection of information is required by 37 CFR 3.73(b). This information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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IFW

IN THE U.S. PATENT AND TRADEMARK OFFICE

In re U.S. Patent Application of:

APPLICANTS: Thibedeau, Richard

SERIAL NO.: 11/439,725 FILING DATE: May 23, 2006

EXAMINER: Van Bramer, John ART UNIT: 3622

ATTORNEY'S DOCKET NO.: 068A.0001.U1 (US)

TITLE: INTELLIGENT COUPON NETWORK

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

Supplemental Amendment

Sir:

This paper is herewith filed in response to the Amendment with Request for Continued Examination mailed on October 26, 2011 and the Advisory Action mailed on October 06, 2011 for the above-captioned U.S. Patent Application.

Please amend the application as shown on the following sheets.

AMENDMENTS TO THE CLAIMS:

This listing of the claims will replace all prior versions, and listings, of the claims in this application:

The Claims:

1-67. (Canceled).

68. **(Currently Amended)** A method comprising:

scanning, at a point-of-sale terminal located at a retail store, a unique account identifier;

during a purchase transaction, transmitting, from **[[a]]** the point of sale terminal, **[[a]]** the unique account identifier to a coupon processing server via a network, where the coupon processing server is at a location that is remote from the retail store;

receiving, at the coupon processing server, the unique account identifier, where the coupon processing server is configured to communicate with a plurality of point of sale terminals;

in response to receiving the unique account identifier, determining whether at least one valid coupon is associated with the unique account identifier in a database of accounts;

in response to determining that at least one valid coupon is associated with the unique account identifier in the database of accounts, transmitting, from the coupon processing server, an indication of the at least one valid coupon to the point of sale terminal via the network;

receiving, at the point of sale terminal, the indication of the at least one valid coupon;

in response to receiving the indication of the at least one valid coupon, completing the purchase transaction using the at least one valid coupon;

in response to the purchase transaction comprising a redemption of at least one of the at least one valid coupon, transmitting, from the point of sale terminal to the coupon processing server, an indication of the at least one redeemed coupon;

in response to receiving the indication of the at least one redeemed coupon, updating the database of accounts and transmitting, from the coupon processing server to a manufacturer associated with the at least one redeemed coupon, an indication that the at least one redeemed coupon was redeemed.

69. (Previously Presented) The method of claim 68, where a valid coupon comprises a first coupon code portion and a second coupon code portion.

70. (Previously Presented) The method of claim 69, where the indication of the at least one valid coupon comprises the first coupon code portion but not the second coupon code portion and

the indication that the at least one redeemed coupon was redeemed comprises the second coupon code portion.

71. **(Currently Amended)** A method comprising:

receiving, at a coupon processing server, a unique account identifier from a first point of sale terminal via a network, where the coupon processing server is configured to communicate with a plurality of point of sale terminals, where the unique account identifier was scanned at the first point-of-sale terminal which is located at a retail store and where the coupon processing server is at a location that is remote from the retail store;

in response to receiving the unique account identifier, determining whether at least one valid coupon is associated with the unique account identifier in a database of accounts;

in response to determining that at least one valid coupon is associated with the unique account identifier in the database of accounts, transmitting, from the coupon processing server, an indication of the at least one valid coupon to the first point of sale terminal via the network;

in response to receiving, at the coupon processing server from the first point of sale terminal, an indication of at least one redeemed coupon, updating the database of accounts and transmitting, from the coupon processing server to a manufacturer associated with the at least one redeemed coupon, an indication that the at least one redeemed coupon was redeemed,

where the at least one redeemed coupon is at least one of the at least one valid coupon.

72. (Previously Presented) The method of claim 71, where a valid coupon comprises a first coupon code portion and a second coupon code portion.

73. (Previously Presented) The method of claim 72, where the indication of the at least one valid coupon comprises the first coupon code portion but not the second coupon code portion and

the indication that the at least one redeemed coupon was redeemed comprises the second coupon code portion.

74. (Previously Presented) The method of claim 72, where the first coupon code portion comprises one of: a GS1 EAN/UPC Type 5 barcode, a GS1 128 barcode, and a GS1 Databar barcode and

where the second coupon code portion comprises a manufacture offer code.

75. (Previously Presented) The method of claim 71, where the indication of at least one redeemed coupon further comprises purchase transaction information, where the purchase transaction information comprises at least one of an identification of a product purchased, a time of the purchase transaction and a location of the purchase transaction.

76. (Previously Presented) The method of claim 75, where the indication that the at least one redeemed coupon was redeemed further comprises the purchase transaction information.

77. (Previously Presented) The method of claim 71, further comprising monitoring at least volume and traffic of redeemed coupons to identify abnormalities and to prevent coupon counterfeiting.

78. (Previously Presented) The method of claim 71, where determining whether at least one valid coupon is associated with the unique account identifier in the database of accounts comprises:

determining whether at least one associated coupon is associated with the unique account identifier in the database of accounts, and

for each associated coupon of the at least one associated coupon, determining whether the associated coupon has been previously redeemed and determining whether the associated coupon has expired,

where the associated coupon is determined to be a valid coupon in response to both determining that the associated coupon has not been previously redeemed and determining that the associated coupon has not expired.

79. (Previously Presented) The method of claim 71, where updating the database of accounts comprises deactivating the at least one redeemed coupon.

80. (Previously Presented) The method of claim 71, further comprising in response to determining that no valid coupons are associated with the unique account identifier in the database of accounts, transmitting, from the coupon processing server, a "no coupons available" message to the first point of sale terminal via the network.

81. **(Currently Amended)** A method comprising:

scanning, at a point-of-sale terminal located at a retail store, a unique account identifier;

during a purchase transaction, transmitting, from **[[a]]** the point of sale terminal, **[[a]]** the unique account identifier to a coupon processing server via a network, where the coupon processing server is configured to communicate with a plurality of point of sale terminals and where the coupon processing server is at a location that is remote from the retail store;

in response to transmitting the unique account identifier, receiving, at the point of sale terminal, an indication of whether at least one valid coupon is associated with the unique account identifier from the coupon processing server via the network, where a valid coupon is a coupon that has been validated by the coupon processing server;

in response to receiving the indication that at least one valid coupon is associated with the unique account identifier, completing the purchase transaction using the at least one valid coupon; and

in response to the purchase transaction comprising a redemption of at least one of the at least one valid coupon, transmitting, from the point of sale terminal to the coupon processing server, an indication of the at least one redeemed coupon.

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82. (Previously Presented) The method of claim 81, further comprising receiving the unique account identifier using at least one of: a radio frequency identifier reader, an optical scanner and a magnetic reader.

83. (Previously Presented) The method of claim 81, where a valid coupon comprises a first coupon code portion and a second coupon code portion.

84. (Previously Presented) The method of claim 83, where an indication of the at least one valid coupon comprises the first coupon code portion but not the second coupon code portion.

85. (Previously Presented) The method of claim 83, where the first coupon code portion comprises one of: a GS1 EAN/UPC Type 5 barcode, a GS1 128 barcode, and a GS1 Databar barcode and

where the second coupon code portion comprises a manufacture offer code.

86. (Previously Presented) The method of claim 81, where, when at least one valid coupon is associated with the unique account identifier, the indication of whether at least one valid coupon is associated with the unique account identifier comprises an indication of the at least one valid coupon.

87. (Previously Presented) The method of claim 81, where the indication of at least one redeemed coupon further comprises purchase transaction information, where the purchase transaction information comprises at least one of: an identification of a product purchased, a time of the purchase transaction and a location of the purchase transaction.

88. (Previously Presented) The method of claim 81, where the indication of whether at least one valid coupon is associated with the unique account identifier comprises a "no coupons available" message.

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89. **(Currently Amended)** A computer-readable medium storing instructions executable by a processor to perform operations for processing coupons across a network, the operations comprising:

receiving, at a coupon processing server, a unique account identifier from a first point of sale terminal via a network, where the coupon processing server is configured to communicate with a plurality of point of sale terminals, where the unique account identifier was scanned at the first point-of-sale terminal which is located at a retail store and where the coupon processing server is at a location that is remote from the retail store;

in response to receiving the unique account identifier, determining whether at least one valid coupon is associated with the unique account identifier in a database of accounts;

in response to determining that at least one valid coupon is associated with the unique account identifier in the database of accounts, transmitting, from the coupon processing server, an indication of the at least one valid coupon to the first point of sale terminal via the network;

in response to receiving, at the coupon processing server from the first point of sale terminal, an indication of at least one redeemed coupon, updating the database of accounts and transmitting, from the coupon processing server to a manufacturer associated with the at least one redeemed coupon, an indication that the at least one redeemed coupon was redeemed,

where the at least one redeemed coupon is at least one of the at least one valid coupon.

90. (Previously Presented) The computer-readable medium of claim 89, where a valid coupon comprises a first coupon code portion and a second coupon code portion.

91. (Previously Presented) The computer-readable medium of claim 90, where the indication of the at least one valid coupon comprises the first coupon code portion but not the second coupon code portion and

the indication that the at least one redeemed coupon was redeemed comprises the second coupon code portion.

92. (Previously Presented) The computer-readable medium of claim 90, where the first coupon code portion comprises one of: a GS1 EAN/UPC Type 5 barcode, a GS1 128 barcode, and a GS1 Databar barcode and

where the second coupon code portion comprises a manufacture offer code.

93. (Previously Presented) The computer-readable medium of claim 89, where the indication of at least one redeemed coupon further comprises purchase transaction information, where the purchase transaction information comprises at least one of an identification of a product purchased, a time of the purchase transaction and a location of the purchase transaction.

94. (Previously Presented) The computer-readable medium of claim 93, where the indication that the at least one redeemed coupon was redeemed further comprises the purchase transaction information.

95. (Previously Presented) The computer-readable medium of claim 89, where the operations further comprise monitoring at least volume and traffic of redeemed coupons to identify abnormalities and to prevent coupon counterfeiting.

96. (Previously Presented) The computer-readable medium of claim 89, where determining whether at least one valid coupon is associated with the unique account identifier in the database of accounts comprises:

determining whether at least one associated coupon is associated with the unique account identifier in the database of accounts, and

for each associated coupon of the at least one associated coupon, determining whether the associated coupon has been previously redeemed and determining whether the associated coupon has expired,

where the associated coupon is determined to be a valid coupon in response to both determining that the associated coupon has not been previously redeemed and determining that the associated coupon has not expired.

97. (Previously Presented) The computer-readable medium of claim 89, where updating the database of accounts comprises deactivating the at least one redeemed coupon.

98. (Previously Presented) The computer-readable medium of claim 89, where the operations further comprise, in response to determining that no valid coupons are associated with the unique account identifier in the database of accounts, transmitting, from the coupon processing server, a "no coupons available" message to the first point of sale terminal via the network.

99. **(Currently Amended)** A computer-readable medium storing instructions executable by a processor to perform operations for processing coupons across a network, the operations comprising:

scanning, at a point-of-sale terminal located at a retail store, a unique account identifier;

during a purchase transaction, transmitting, from **[[a]]** the point of sale terminal, **[[a]]** the unique account identifier to a coupon processing server via a network, where the coupon processing server is configured to communicate with a plurality of point of sale terminals and where the coupon processing server is at a location that is remote from the retail store;

in response to transmitting the unique account identifier, receiving, at the point of sale terminal, an indication of whether at least one valid coupon is associated with the unique account identifier from the coupon processing server via the network, where a valid coupon is a coupon that has been validated by the coupon processing server;

in response to receiving the indication that at least one valid coupon is associated with the unique account identifier, completing the purchase transaction using the at least one valid coupon; and

in response to the purchase transaction comprising a redemption of at least one of the at least one valid coupon, transmitting, from the point of sale terminal to the coupon processing server, an indication of the at least one redeemed coupon.

100. (Previously Presented) The computer-readable medium of claim 99, where a valid coupon comprises a first coupon code portion and a second coupon code portion.

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101. (Previously Presented) The computer-readable medium of claim 100, where an indication of the at least one valid coupon comprises the first coupon code portion but not the second coupon code portion.

102. (Previously Presented) The computer-readable medium of claim 100, where the first coupon code portion comprises one of: a GS1 EAN/UPC Type 5 barcode, a GS1 128 barcode, and a GS1 Databar barcode and

where the second coupon code portion comprises a manufacture offer code.

103. (Previously Presented) The computer-readable medium of claim 99, where, when at least one valid coupon is associated with the unique account identifier, the indication of whether at least one valid coupon is associated with the unique account identifier comprises an indication of the at least one valid coupon.

104. (Previously Presented) The computer-readable medium of claim 99, where the indication of at least one redeemed coupon further comprises purchase transaction information, where the purchase transaction information comprises at least one of: an identification of a product purchased, a time of the purchase transaction and a location of the purchase transaction.

105. **(Currently Amended)** An apparatus, comprising a processor and a memory storing software, the processor is configured to, when executing the software, cause the apparatus to perform operations, the operations comprising:

to receive a unique account identifier from a first point of sale terminal via a network, where the apparatus is configured to communicate with a plurality of point of sale terminals, where the unique account identifier was scanned at the first point-of-sale terminal which is located at a retail store and where the apparatus is at a location that is remote from the retail store;

in response to receiving the unique account identifier, to determine whether at least one valid coupon is associated with the unique account identifier in a database of accounts;

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in response to determining that at least one valid coupon is associated with the unique account identifier in the database of accounts, to transmit an indication of the at least one valid coupon to the first point of sale terminal via the network;

in response to receiving, from the first point of sale terminal, an indication of at least one redeemed coupon, to update the database of accounts and to transmit, to a manufacturer associated with the at least one redeemed coupon, an indication that the at least one redeemed coupon was redeemed,

where the at least one redeemed coupon is at least one of the at least one valid coupon.

106. (Previously Presented) The apparatus of claim 105, where a valid coupon comprises a first coupon code portion and a second coupon code portion.

107. (Previously Presented) The apparatus of claim 106, where the indication of the at least one valid coupon comprises the first coupon code portion but not the second coupon code portion and

the indication that the at least one redeemed coupon was redeemed comprises the second coupon code portion.

108. (Previously Presented) The apparatus of claim 105, where the indication of at least one redeemed coupon further comprises purchase transaction information, where the purchase transaction information comprises at least one of an identification of a product purchased, a time of the purchase transaction and a location of the purchase transaction.

109. (Previously Presented) The apparatus of claim 108, where the indication that the at least one redeemed coupon was redeemed further comprises the purchase transaction information.

110. (Previously Presented) The apparatus of claim 105, where the operations further comprise to monitor at least volume and traffic of redeemed coupons to identify abnormalities and to prevent coupon counterfeiting.

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111. (Previously Presented) The apparatus of claim 105, where, when determining whether at least one valid coupon is associated with the unique account identifier in the database of accounts, the operations further comprise:

to determine whether at least one associated coupon is associated with the unique account identifier in the database of accounts, and

for each associated coupon of the at least one associated coupon, to determine whether the associated coupon has been previously redeemed and to determine whether the associated coupon has expired,

where the associated coupon is determined to be a valid coupon in response to both determining that the associated coupon has not been previously redeemed and determining that the associated coupon has not expired.

112. (Previously Presented) The apparatus of claim 105, where, when updating database of accounts, the operations further comprise to deactivate the at least one redeemed coupon.

113. (**Currently Amended**) An apparatus, comprising a processor and a memory storing software, the processor is configured to, when executing the software, cause the apparatus to perform operations, the operations comprising:

to scan a unique account identifier;

during a purchase transaction, to transmit **[[a]]** the unique account identifier to a coupon processing server via a network, where the coupon processing server is configured to communicate with a plurality of point of sale terminals, where the apparatus is located at a retail store and where the coupon processing server is at a location that is remote from the retail store;

in response to transmitting the unique account identifier, to receive an indication of whether at least one valid coupon is associated with the unique account identifier from the coupon processing server via the network, where a valid coupon is a coupon that has been validated by the coupon processing server;

in response to receiving an indication that at least one valid coupon is associated with the unique account identifier from the coupon processing server via the network, to complete the purchase transaction using the at least one valid coupon; and

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in response to the purchase transaction comprising a redemption of at least one of the at least one valid coupon, to transmit, to the coupon processing server, an indication of the at least one redeemed coupon.

114. (Previously Presented) The apparatus of claim 113, where a valid coupon comprises a first coupon code portion and a second coupon code portion.

115. (Previously Presented) The apparatus of claim 114, where an indication of the at least one valid coupon comprises the first coupon code portion but not the second coupon code portion.

116. (Previously Presented) The apparatus of claim 113, where, when at least one valid coupon is associated with the unique account identifier, the indication of whether at least one valid coupon is associated with the unique account identifier comprises an indication of the at least one valid coupon.

117. (Previously Presented) The apparatus of claim 113, where the indication of at least one redeemed coupon further comprises purchase transaction information, where the purchase transaction information comprises at least one of: an identification of a product purchased, a time of the purchase transaction and a location of the purchase transaction.

118. **(Currently Amended)** An apparatus, comprising:

means for receiving a unique account identifier from a first point of sale terminal via a network, where the apparatus is configured to communicate with a plurality of point of sale terminals, where the unique account identifier was scanned at the first point-of-sale terminal which is located at a retail store and where the apparatus is at a location that is remote from the retail store;

means for determining whether at least one valid coupon is associated with the unique account identifier in a database of accounts in response to receiving the unique account identifier;

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means for transmitting an indication of the at least one valid coupon to the first point of sale terminal via the network in response to determining that at least one valid coupon is associated with the unique account identifier in the database of accounts;

means for updating the database of accounts and means for transmitting, to a manufacturer associated with the at least one redeemed coupon, an indication that the at least one redeemed coupon was redeemed, in response to receiving, from the first point of sale terminal, an indication of at least one redeemed coupon,

where the at least one redeemed coupon is at least one of the at least one valid coupon.

119. (Previously Presented) The apparatus of claim 118, where a valid coupon comprises a first coupon code portion and a second coupon code portion.

120. (Previously Presented) The apparatus of claim 119, where the indication of the at least one valid coupon comprises the first coupon code portion but not the second coupon code portion and

the indication that the at least one redeemed coupon was redeemed comprises the second coupon code portion.

121. **(Currently Amended)** An apparatus, comprising:

means for scanning a unique account identifier;

means for transmitting, during a purchase transaction, **[[a]]** the unique account identifier to a coupon processing server via a network, where the coupon processing server is configured to communicate with a plurality of point of sale terminals, where the apparatus is located at a retail store and where the coupon processing server is at a location that is remote from the retail store;

means for receiving an indication of whether at least one valid coupon is associated with the unique account identifier from the coupon processing server via the network in response to transmitting the unique account identifier, where a valid coupon is a coupon that has been validated by the coupon processing server;

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means for completing the purchase transaction using the at least one valid coupon in response to receiving an indication that at least one valid coupon is associated with the unique account identifier from the coupon processing server via the network; and

means for transmitting, to the coupon processing server, an indication of the at least one redeemed coupon in response to the purchase transaction comprising a redemption of at least one of the at least one valid coupon.

122. (Previously Presented) The apparatus of claim 121, where a valid coupon comprises a first coupon code portion and a second coupon code portion.

123. (Previously Presented) The apparatus of claim 122, where an indication of the at least one valid coupon comprises the first coupon code portion but not the second coupon code portion.

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Remarks

In the present application, claims 68-123 are pending. Claims 1-67 have been previously canceled.

Amendment to the Claims

Claims 68, 71, 81, 89, 99, 105, 113, 118 and 121 are amended. Support for these clarifying amendments may be found throughout the specification, for example the claims as originally filed; pages 6-7, paragraph [00014] ("a coupon card may be read by a card reader 102 at a retail store or other establishment"); and pages 8-9, paragraph [00016] ("the POS terminal software may establish a communications link with a server, such as the retailer's server 106 or other computing device, and transmit the account number on the coupon card over the store's real time communication line to the centralized database of a coupon processing computer, such as an Intelligent Coupon Network server 114").

No new matter is added.

The Applicants believe that this application is in condition for allowance. As such, early and favorable action is respectfully solicited.

Respectfully submitted:

12/17/12

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Name of Person Making Deposit

12/17/2012
Date

PTO/SB/06 (07-06)
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PATENT APPLICATION FEE DETERMINATION RECORD

Substitute for Form PTO-875

Application or Docket Number	Filing Date	☐ To be Mailed
11/439,725	05/23/2006	

APPLICATION AS FILED – PART I

FOR	(Column 1) NUMBER FILED	(Column 2) NUMBER EXTRA	SMALL ENTITY ☒ RATE ($)	SMALL ENTITY ☒ FEE ($)	OR	OTHER THAN SMALL ENTITY RATE ($)	OTHER THAN SMALL ENTITY FEE ($)
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A			N/A	
☐ SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A	N/A			N/A	
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A			N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	minus 20 =	*	X $ =		OR	X $ =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*	X $ =			X $ =	
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $250 ($125 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).						
☐ MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))							
* If the difference in column 1 is less than zero, enter "0" in column 2.			TOTAL			TOTAL	

APPLICATION AS AMENDED – PART II

AMENDMENT 12/21/2012	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	SMALL ENTITY RATE ($)	SMALL ENTITY ADDITIONAL FEE ($)	OR	OTHER THAN SMALL ENTITY RATE ($)	OTHER THAN SMALL ENTITY ADDITIONAL FEE ($)
Total (37 CFR 1.16(i))	* 56	Minus	** 56	= 0	X $31 =	0	OR	X $ =	
Independent (37 CFR 1.16(h))	* 9	Minus	***9	= 0	X $125 =	0	OR	X $ =	
☐ Application Size Fee (37 CFR 1.16(s))									
☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							OR		
					TOTAL ADD'L FEE	0	OR	TOTAL ADD'L FEE	

AMENDMENT	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	RATE ($)	ADDITIONAL FEE ($)	OR	RATE ($)	ADDITIONAL FEE ($)
Total (37 CFR 1.16(i))	*	Minus	**	=	X $ =		OR	X $ =	
Independent (37 CFR 1.16(h))	*	Minus	***	=	X $ =		OR	X $ =	
☐ Application Size Fee (37 CFR 1.16(s))									
☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							OR		
					TOTAL ADD'L FEE		OR	TOTAL ADD'L FEE	

* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.

** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".

*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".

The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.

Legal Instrument Examiner:
/William Phillips/

This collection of information is required by 37 CFR 1.16. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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OPAP IAP23 DEC 0 6 2011 PATENT & TRADEMARK OFFICE

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application No.: 11/439,725 Confirmation No.: 7228

Aplicant(s): Richard Thibedeau

Filed: 05/23/2006

Art Unit: 3688

Examiner: Van Bramer, John

Title: Intelligent Coupon Network

Attorney Docket No.: 068A.0001.U1(US)

Customer No.: 29683

Commissioner For Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Information Disclosure Statement

(37 C.F.R. §1.97(b))

Sir:

The following information is being disclosed to the U.S. Patent and Trademark Office as information that may be material to the examination of the above-identified patent application.

Applicant's Attorney is aware of the document listed on the enclosed Form PTO-1449.

The filing of this Statement is not to be construed as a representation that a search has been made regarding the claimed invention (37 C.F.R. §1.97(g)) or that no other possible material information exists. In addition, the filing of this Statement is not to be construed to be an admission that the

information cited in the Statement is, or is considered to be, material to Patentability (37 C.F.R. §1.97(h)).

Respectfully submitted,

12/01/11

Ricardo Ochoa (Reg. No. 61,545) Date

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Attorneys at Law, LLC
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Shelton, CT 06484-6212
203-925-9400

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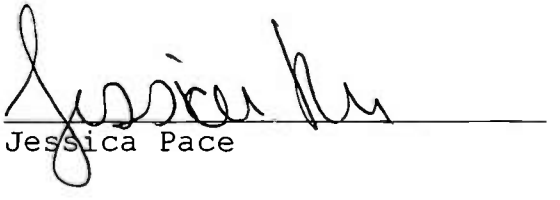
12.1.2011

Date

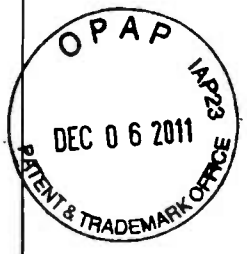


Jessica Pace

INFORMATION DISCLOSURE CITATION FORM FOR PATENT APPLICATION (FORM PTO-1449) (Substitute)	Docket No.: 068A.0001.U1(US) Serial No.: 11/439,725 Applicant(s): R. Thibedeau Filing Date: 05/23/2006 Group: 3622

U.S. PATENT DOCUMENTS

Examiner Initials	Document Number (Number-Kind Code)	Publication Date (MM-DD-YYYY)	Name of Patentee or Applicant	Class	Sub-class
	US- 7,240,843	07/2007	Paul et al	235	472.01



FOREIGN PATENT DOCUMENTS

Examiner Initials	Document Number (Country Code-Number-Kind Code)	Publication Date (MM-DD-YYYY)	Name Of Patentee of Applicant	Translation? Yes/No/n/a

OTHER DOCUMENTS (Author (Capitalize), Title, Date, Pages, Etc., if known)

Examiner's Signature:	Date Considered:

Initial if reference was considered, whether or not citation is in conformance with MPEP. Mark through citation if not considered. Include a copy of this citation form with your next correspondence to the Applicant(s).

OPAP
OCT 3 1 2011
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PATENT & TRADEMARK OFFICE

1 fm 1 RCE

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Request For Continued Examination (RCE) Transmittal

Address to:
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Application Number	11/439,725
Filing Date	May 23, 2006
First Named Inventor	Thibedeau, Richard
Art Unit	3622
Examiner Name	Van Bramer, John
Attorney Docket Number	068A.0001.U1(US)

This is a Request for Continued Examination (RCE) under 37 CFR 1.114 of the above-identified application.
Request for Continued Examination (RCE) practice under 37 CFR 1.114 does not apply to any utility or plant application filed prior to June 8, 1995, or to any design application. See Instruction Sheet for RCEs (not to be submitted to the USPTO) on page 2.

1. Submission required under 37 CFR 1.114 Note: If the RCE is proper, any previously filed unentered amendments and amendments enclosed with the RCE will be entered in the order in which they were filed unless applicant instructs otherwise. If applicant does not wish to have any previously filed unentered amendment(s) entered, applicant must request non-entry of such amendment(s).

a. ☐ Previously submitted. If a final Office action is outstanding, any amendments filed after the final Office action may be considered as a submission even if this box is not checked.
   i. ☐ Consider the arguments in the Appeal Brief or Reply Brief previously filed on _____
   ii. ☐ Other _____

b. ☒ Enclosed
   i. ☒ Amendment/Reply
   ii. ☐ Affidavit(s)/Declaration(s)
   iii. ☐ Information Disclosure Statement (IDS)
   iv. ☒ Other **Petition for Extension of Time**

2. Miscellaneous
   a. ☐ Suspension of action on the above-identified application is requested under 37 CFR 1.103(c) for a period of _____ months. (Period of suspension shall not exceed 3 months; Fee under 37 CFR 1.17(i) required)
   b. ☐ Other _____

3. Fees The RCE fee under 37 CFR 1.17(e) is required by 37 CFR 1.114 when the RCE is filed.
   a. ☒ The Director is hereby authorized to charge the following fees, any underpayment of fees, or credit any overpayments to Deposit Account No. **50-1924**.
      i. ☒ RCE fee required under 37 CFR 1.17(e)
      ii. ☒ Extension of time fee (37 CFR 1.136 and 1.17)
      iii. ☐ Other _____
   b. ☐ Check in the amount of $ _____ enclosed
   c. ☐ Payment by credit card (Form PTO-2038 enclosed)

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT REQUIRED

Signature		Date	10/26/11
Name (Print / Type)	Ricardo Ochoa	Registration No.	61,545

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Signature			
Name (Print / Type)	Elaine F. Mian	Date	10/26/2011

This collection of information is required by 37 CFR 1.114. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing the burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: **Mail Stop RCE, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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10/31/2011 EEKUBAY1 00000018 501924 11439725
01 FC:2801 465.00 DA

PETITION FOR EXTENSION OF TIME UNDER 37 CFR 1.136(a) (Small Entity)	Docket No. 068A.0001.U1(US)

In Re Application Of: **Richard Thibedeau**

OPAP IAP11 OCT 31 2011 PATENT & TRADEMARK OFFICE

Application No.	Filing Date	Examiner	Customer No.	Group Art Unit	Confirmation No.
11/439,725	May 23, 2006	Van Bramer, John	29683	3622	

Invention: **Intelligent Coupon Network**

COMMISSIONER FOR PATENTS:

This is a request under the provisions of 37 CFR 1.136(a) to extend the period for filing a response to the Office Action of 10/6/2011 (Date) in the above-identified application.

The requested extension is as follows (check time period desired):

☒ One month ☐ Two months ☐ Three months ☐ Four months ☐ Five months

from: 10/6/2011 (Date) until: 10/27/2011 (Date)

☒ Applicant claims small entity status. See 37 CFR 1.27

The fee for the extension of time is $75 and is to be paid as follows:

☐ A check in the amount of the fee is enclosed.

☒ The Director is hereby authorized to charge any fees which may be required, or credit any overpayment, to Deposit Account No. 50-1924

☒ If an additional extension of time is required, please consider this a petition therefor and charge any additional fees which may be required to Deposit Account No. 50-1924

☐ Payment by credit card. Form PTO-2038 is attached.

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

Signature

Dated: 10/26/11

Ricardo Ochoa (Reg. No. 61,545)
Harrington & Smith, Attorneys At Law, LLC
4 Research Drive
Shelton, CT 06484-6212

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Signature of Person Mailing Correspondence

Elaine F. Mian

Typed or Printed Name of Person Mailing Correspondence

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cc:

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OCT 3 1 2011
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PATENT & TRADEMARK OFFICE

IN THE U.S. PATENT AND TRADEMARK OFFICE

In re U.S. Patent Application of:

APPLICANTS: Thibedeau, Richard

SERIAL NO.: 11/439,725 FILING DATE: May 23, 2006

EXAMINER: Van Bramer, John ART UNIT: 3622

ATTORNEY'S DOCKET NO.: 068A.0001.U1 (US)

TITLE: INTELLIGENT COUPON NETWORK

Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Amendment with Request for Continued Examination

Sir:

This paper is herewith filed in response to the Advisory Action mailed on October 06, 2011 and the Examiner's Final Office Action mailed on April 27, 2011 for the above-captioned U.S. Patent Application. As such, appended hereto is a petition for a one month extension of time. Please charge $150.00 to deposit account no.: 50-1924 for the required fee. However, should the undersigned attorney be mistaken, please consider this a petition for any extension of time that may be required to maintain the pendency of this Patent Application, and charge deposit account no.: 50-1924 for any fee deficiency. Attached is a Request for Continued Examination (RCE) and the appropriate fees.

Please amend the application as shown on the following sheets.

AMENDMENTS TO THE CLAIMS:

This listing of the claims will replace all prior versions, and listings, of the claims in this application:

The Claims:

1-67. **(Canceled)**.

68. **(New)** A method comprising:

during a purchase transaction, transmitting, from a point of sale terminal, a unique account identifier to a coupon processing server via a network;

receiving, at the coupon processing server, the unique account identifier, where the coupon processing server is configured to communicate with a plurality of point of sale terminals;

in response to receiving the unique account identifier, determining whether at least one valid coupon is associated with the unique account identifier in a database of accounts;

in response to determining that at least one valid coupon is associated with the unique account identifier in the database of accounts, transmitting, from the coupon processing server, an indication of the at least one valid coupon to the point of sale terminal via the network;

receiving, at the point of sale terminal, the indication of the at least one valid coupon;

in response to receiving the indication of the at least one valid coupon, completing the purchase transaction using the at least one valid coupon;

in response to the purchase transaction comprising a redemption of at least one of the at least one valid coupon, transmitting, from the point of sale terminal to the coupon processing server, an indication of the at least one redeemed coupon;

in response to receiving the indication of the at least one redeemed coupon, updating the database of accounts and transmitting, from the coupon processing server to a manufacturer associated with the at least one redeemed coupon, an indication that the at least one redeemed coupon was redeemed.

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69. **(New)** The method of claim 68, where a valid coupon comprises a first coupon code portion and a second coupon code portion.

70. **(New)** The method of claim 69, where the indication of the at least one valid coupon comprises the first coupon code portion but not the second coupon code portion and

the indication that the at least one redeemed coupon was redeemed comprises the second coupon code portion.

71. **(New)** A method comprising:

receiving, at a coupon processing server, a unique account identifier from a first point of sale terminal via a network, where the coupon processing server is configured to communicate with a plurality of point of sale terminals;

in response to receiving the unique account identifier, determining whether at least one valid coupon is associated with the unique account identifier in a database of accounts;

in response to determining that at least one valid coupon is associated with the unique account identifier in the database of accounts, transmitting, from the coupon processing server, an indication of the at least one valid coupon to the first point of sale terminal via the network;

in response to receiving, at the coupon processing server from the first point of sale terminal, an indication of at least one redeemed coupon, updating the database of accounts and transmitting, from the coupon processing server to a manufacturer associated with the at least one redeemed coupon, an indication that the at least one redeemed coupon was redeemed,

where the at least one redeemed coupon is at least one of the at least one valid coupon.

72. **(New)** The method of claim 71, where a valid coupon comprises a first coupon code portion and a second coupon code portion.

73. **(New)** The method of claim 72, where the indication of the at least one valid coupon comprises the first coupon code portion but not the second coupon code portion and

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the indication that the at least one redeemed coupon was redeemed comprises the second coupon code portion.

74. **(New)** The method of claim 72, where the first coupon code portion comprises one of: a GS1 EAN/UPC Type 5 barcode, a GS1 128 barcode, and a GS1 Databar barcode and

where the second coupon code portion comprises a manufacture offer code.

75. **(New)** The method of claim 71, where the indication of at least one redeemed coupon further comprises purchase transaction information, where the purchase transaction information comprises at least one of an identification of a product purchased, a time of the purchase transaction and a location of the purchase transaction.

76. **(New)** The method of claim 75, where the indication that the at least one redeemed coupon was redeemed further comprises the purchase transaction information.

77. **(New)** The method of claim 71, further comprising monitoring at least volume and traffic of redeemed coupons to identify abnormalities and to prevent coupon counterfeiting.

78. **(New)** The method of claim 71, where determining whether at least one valid coupon is associated with the unique account identifier in the database of accounts comprises:

determining whether at least one associated coupon is associated with the unique account identifier in the database of accounts, and

for each associated coupon of the at least one associated coupon, determining whether the associated coupon has been previously redeemed and determining whether the associated coupon has expired,

where the associated coupon is determined to be a valid coupon in response to both determining that the associated coupon has not been previously redeemed and determining that the associated coupon has not expired.

79. **(New)** The method of claim 71, where updating the database of accounts comprises deactivating the at least one redeemed coupon.

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80. **(New)** The method of claim 71, further comprising in response to determining that no valid coupons are associated with the unique account identifier in the database of accounts, transmitting, from the coupon processing server, a "no coupons available" message to the first point of sale terminal via the network.

81. **(New)** A method comprising:

during a purchase transaction, transmitting, from a point of sale terminal, a unique account identifier to a coupon processing server via a network, where the coupon processing server is configured to communicate with a plurality of point of sale terminals;

in response to transmitting the unique account identifier, receiving, at the point of sale terminal, an indication of whether at least one valid coupon is associated with the unique account identifier from the coupon processing server via the network;

in response to receiving the indication that at least one valid coupon is associated with the unique account identifier, completing the purchase transaction using the at least one valid coupon; and

in response to the purchase transaction comprising a redemption of at least one of the at least one valid coupon, transmitting, from the point of sale terminal to the coupon processing server, an indication of the at least one redeemed coupon.

82. **(New)** The method of claim 81, further comprising receiving the unique account identifier using at least one of: a radio frequency identifier reader, an optical scanner and a magnetic reader.

83. **(New)** The method of claim 81, where a valid coupon comprises a first coupon code portion and a second coupon code portion.

84. **(New)** The method of claim 83, where an indication of the at least one valid coupon comprises the first coupon code portion but not the second coupon code portion.

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85. (New) The method of claim 83, where the first coupon code portion comprises one of: a GS1 EAN/UPC Type 5 barcode, a GS1 128 barcode, and a GS1 Databar barcode and

where the second coupon code portion comprises a manufacture offer code.

86. (New) The method of claim 81, where, when at least one valid coupon is associated with the unique account identifier, the indication of whether at least one valid coupon is associated with the unique account identifier comprises an indication of the at least one valid coupon.

87. (New) The method of claim 81, where the indication of at least one redeemed coupon further comprises purchase transaction information, where the purchase transaction information comprises at least one of: an identification of a product purchased, a time of the purchase transaction and a location of the purchase transaction.

88. (New) The method of claim 81, where the indication of whether at least one valid coupon is associated with the unique account identifier comprises a "no coupons available" message.

89. (New) A computer-readable medium storing instructions executable by a processor to perform operations for processing coupons across a network, the operations comprising:

receiving, at a coupon processing server, a unique account identifier from a first point of sale terminal via a network, where the coupon processing server is configured to communicate with a plurality of point of sale terminals;

in response to receiving the unique account identifier, determining whether at least one valid coupon is associated with the unique account identifier in a database of accounts;

in response to determining that at least one valid coupon is associated with the unique account identifier in the database of accounts, transmitting, from the coupon processing server, an indication of the at least one valid coupon to the first point of sale terminal via the network;

in response to receiving, at the coupon processing server from the first point of sale terminal, an indication of at least one redeemed coupon, updating the database of accounts

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and transmitting, from the coupon processing server to a manufacturer associated with the at least one redeemed coupon, an indication that the at least one redeemed coupon was redeemed,

where the at least one redeemed coupon is at least one of the at least one valid coupon.

90. **(New)** The computer-readable medium of claim 89, where a valid coupon comprises a first coupon code portion and a second coupon code portion.

91. **(New)** The computer-readable medium of claim 90, where the indication of the at least one valid coupon comprises the first coupon code portion but not the second coupon code portion and

the indication that the at least one redeemed coupon was redeemed comprises the second coupon code portion.

92. **(New)** The computer-readable medium of claim 90, where the first coupon code portion comprises one of: a GS1 EAN/UPC Type 5 barcode, a GS1 128 barcode, and a GS1 Databar barcode and

where the second coupon code portion comprises a manufacture offer code.

93. **(New)** The computer-readable medium of claim 89, where the indication of at least one redeemed coupon further comprises purchase transaction information, where the purchase transaction information comprises at least one of an identification of a product purchased, a time of the purchase transaction and a location of the purchase transaction.

94. **(New)** The computer-readable medium of claim 93, where the indication that the at least one redeemed coupon was redeemed further comprises the purchase transaction information.

95. **(New)** The computer-readable medium of claim 89, where the operations further comprise monitoring at least volume and traffic of redeemed coupons to identify abnormalities and to prevent coupon counterfeiting.

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96. **(New)** The computer-readable medium of claim 89, where determining whether at least one valid coupon is associated with the unique account identifier in the database of accounts comprises:

determining whether at least one associated coupon is associated with the unique account identifier in the database of accounts, and

for each associated coupon of the at least one associated coupon, determining whether the associated coupon has been previously redeemed and determining whether the associated coupon has expired,

where the associated coupon is determined to be a valid coupon in response to both determining that the associated coupon has not been previously redeemed and determining that the associated coupon has not expired.

97. **(New)** The computer-readable medium of claim 89, where updating the database of accounts comprises deactivating the at least one redeemed coupon.

98. **(New)** The computer-readable medium of claim 89, where the operations further comprise, in response to determining that no valid coupons are associated with the unique account identifier in the database of accounts, transmitting, from the coupon processing server, a "no coupons available" message to the first point of sale terminal via the network.

99. **(New)** A computer-readable medium storing instructions executable by a processor to perform operations for processing coupons across a network, the operations comprising:

during a purchase transaction, transmitting, from a point of sale terminal, a unique account identifier to a coupon processing server via a network, where the coupon processing server is configured to communicate with a plurality of point of sale terminals;

in response to transmitting the unique account identifier, receiving, at the point of sale terminal, an indication of whether at least one valid coupon is associated with the unique account identifier from the coupon processing server via the network;

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in response to receiving the indication that at least one valid coupon is associated with the unique account identifier, completing the purchase transaction using the at least one valid coupon; and

in response to the purchase transaction comprising a redemption of at least one of the at least one valid coupon, transmitting, from the point of sale terminal to the coupon processing server, an indication of the at least one redeemed coupon.

100. **(New)** The computer-readable medium of claim 99, where a valid coupon comprises a first coupon code portion and a second coupon code portion.

101. **(New)** The computer-readable medium of claim 100, where an indication of the at least one valid coupon comprises the first coupon code portion but not the second coupon code portion.

102. **(New)** The computer-readable medium of claim 100, where the first coupon code portion comprises one of: a GS1 EAN/UPC Type 5 barcode, a GS1 128 barcode, and a GS1 Databar barcode and

where the second coupon code portion comprises a manufacture offer code.

103. **(New)** The computer-readable medium of claim 99, where, when at least one valid coupon is associated with the unique account identifier, the indication of whether at least one valid coupon is associated with the unique account identifier comprises an indication of the at least one valid coupon.

104. **(New)** The computer-readable medium of claim 99, where the indication of at least one redeemed coupon further comprises purchase transaction information, where the purchase transaction information comprises at least one of: an identification of a product purchased, a time of the purchase transaction and a location of the purchase transaction.

105. **(New)** An apparatus, comprising a processor and a memory storing software, the processor is configured to, when executing the software, cause the apparatus to perform operations, the operations comprising:

to receive a unique account identifier from a first point of sale terminal via a network, where the apparatus is configured to communicate with a plurality of point of sale terminals;

in response to receiving the unique account identifier, to determine whether at least one valid coupon is associated with the unique account identifier in a database of accounts;

in response to determining that at least one valid coupon is associated with the unique account identifier in the database of accounts, to transmit an indication of the at least one valid coupon to the first point of sale terminal via the network;

in response to receiving, from the first point of sale terminal, an indication of at least one redeemed coupon, to update the database of accounts and to transmit, to a manufacturer associated with the at least one redeemed coupon, an indication that the at least one redeemed coupon was redeemed,

where the at least one redeemed coupon is at least one of the at least one valid coupon.

106. **(New)** The apparatus of claim 105, where a valid coupon comprises a first coupon code portion and a second coupon code portion.

107. **(New)** The apparatus of claim 106, where the indication of the at least one valid coupon comprises the first coupon code portion but not the second coupon code portion and

the indication that the at least one redeemed coupon was redeemed comprises the second coupon code portion.

108. **(New)** The apparatus of claim 105, where the indication of at least one redeemed coupon further comprises purchase transaction information, where the purchase transaction information comprises at least one of an identification of a product purchased, a time of the purchase transaction and a location of the purchase transaction.

109. **(New)** The apparatus of claim 108, where the indication that the at least one redeemed coupon was redeemed further comprises the purchase transaction information.

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110. **(New)** The apparatus of claim 105, where the operations further comprise to monitor at least volume and traffic of redeemed coupons to identify abnormalities and to prevent coupon counterfeiting.

111. **(New)** The apparatus of claim 105, where, when determining whether at least one valid coupon is associated with the unique account identifier in the database of accounts, the operations further comprise:

to determine whether at least one associated coupon is associated with the unique account identifier in the database of accounts, and

for each associated coupon of the at least one associated coupon, to determine whether the associated coupon has been previously redeemed and to determine whether the associated coupon has expired,

where the associated coupon is determined to be a valid coupon in response to both determining that the associated coupon has not been previously redeemed and determining that the associated coupon has not expired.

112. **(New)** The apparatus of claim 105, where, when updating database of accounts, the operations further comprise to deactivate the at least one redeemed coupon.

113. **(New)** An apparatus, comprising a processor and a memory storing software, the processor is configured to, when executing the software, cause the apparatus to perform operations, the operations comprising:

during a purchase transaction, to transmit a unique account identifier to a coupon processing server via a network, where the coupon processing server is configured to communicate with a plurality of point of sale terminals;

in response to transmitting the unique account identifier, to receive an indication of whether at least one valid coupon is associated with the unique account identifier from the coupon processing server via the network;

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in response to receiving an indication that at least one valid coupon is associated with the unique account identifier from the coupon processing server via the network, to complete the purchase transaction using the at least one valid coupon; and

in response to the purchase transaction comprising a redemption of at least one of the at least one valid coupon, to transmit, to the coupon processing server, an indication of the at least one redeemed coupon.

114. **(New)** The apparatus of claim 113, where a valid coupon comprises a first coupon code portion and a second coupon code portion.

115. **(New)** The apparatus of claim 114, where an indication of the at least one valid coupon comprises the first coupon code portion but not the second coupon code portion.

116. **(New)** The apparatus of claim 113, where, when at least one valid coupon is associated with the unique account identifier, the indication of whether at least one valid coupon is associated with the unique account identifier comprises an indication of the at least one valid coupon.

117. **(New)** The apparatus of claim 113, where the indication of at least one redeemed coupon further comprises purchase transaction information, where the purchase transaction information comprises at least one of: an identification of a product purchased, a time of the purchase transaction and a location of the purchase transaction.

118. **(New)** An apparatus, comprising:

means for receiving a unique account identifier from a first point of sale terminal via a network, where the apparatus is configured to communicate with a plurality of point of sale terminals;

means for determining whether at least one valid coupon is associated with the unique account identifier in a database of accounts in response to receiving the unique account identifier;

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means for transmitting an indication of the at least one valid coupon to the first point of sale terminal via the network in response to determining that at least one valid coupon is associated with the unique account identifier in the database of accounts;

means for updating the database of accounts and means for transmitting, to a manufacturer associated with the at least one redeemed coupon, an indication that the at least one redeemed coupon was redeemed, in response to receiving, from the first point of sale terminal, an indication of at least one redeemed coupon,

where the at least one redeemed coupon is at least one of the at least one valid coupon.

119. **(New)** The apparatus of claim 118, where a valid coupon comprises a first coupon code portion and a second coupon code portion.

120. **(New)** The apparatus of claim 119, where the indication of the at least one valid coupon comprises the first coupon code portion but not the second coupon code portion and

the indication that the at least one redeemed coupon was redeemed comprises the second coupon code portion.

121. **(New)** An apparatus, comprising:

means for transmitting, during a purchase transaction, a unique account identifier to a coupon processing server via a network, where the coupon processing server is configured to communicate with a plurality of point of sale terminals;

means for receiving an indication of whether at least one valid coupon is associated with the unique account identifier from the coupon processing server via the network in response to transmitting the unique account identifier;

means for completing the purchase transaction using the at least one valid coupon in response to receiving an indication that at least one valid coupon is associated with the unique account identifier from the coupon processing server via the network; and

means for transmitting, to the coupon processing server, an indication of the at least one redeemed coupon in response to the purchase transaction comprising a redemption of at least one of the at least one valid coupon.

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122. **(New)** The apparatus of claim 121, where a valid coupon comprises a first coupon code portion and a second coupon code portion.

123. **(New)** The apparatus of claim 122, where an indication of the at least one valid coupon comprises the first coupon code portion but not the second coupon code portion.

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Remarks

In the present application, claims 1-5, 11-33, 35-37, 40-42, 44-50 and 53-67 are pending. Claims 1-5, 11-33, 35-37, 40-42, 44-50 and 53-67 are rejected. Claims 6-10, 33-48, 51-52 and 63-67 have been previously canceled.

Amendment to the Claims

Claims 1-67 are canceled without prejudice or disclaimer.

Claims 68-123 are newly added. Support for these claims may be found throughout the specification, for example, the claims as previously presented; pages 6-7, paragraph [00014] ("The central component of a POS terminal is the processor than executes software application(s). The POS terminal may include a processor, memory, input/output interface circuitry, and the software application(s) to reformat coupon information in an appropriate digital form. The retail store server may record the coupon information and may transmit it to server 114, such as an ICN server, via a network 120. The server includes a processor and input/output interfaces, as needed, and may be implemented as a microprocessor based device, a main frame, a stand alone computer, or a network of computing devices"); pages 19-20, paragraph [00029] ("Embodiments of the method of the invention may be implemented through instructions, stored on a computer-readable medium on a data storage device, which when executed by a computing device, cause the computing device to perform the designated operations").

No new matter is added.

Regarding newly added claim 68, which recites:

> "A method comprising:
> during a purchase transaction, transmitting, from a point of sale terminal, a unique account identifier to a coupon processing server via a network;
> receiving, at the coupon processing server, the unique account identifier, **where the coupon processing server is configured to communicate with a plurality of point of sale terminals**;
> in response to receiving the unique account identifier, determining whether at least one valid coupon is associated with the unique account identifier in a database of accounts;
> in response to determining that at least one valid coupon is associated with the unique account identifier in the database of accounts, transmitting, from

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the coupon processing server, an indication of the at least one valid coupon to the point of sale terminal via the network;

receiving, at the point of sale terminal, the indication of the at least one valid coupon;

in response to receiving the indication of the at least one valid coupon, completing the purchase transaction using the at least one valid coupon;

in response to the purchase transaction comprising a redemption of at least one of the at least one valid coupon, transmitting, from the point of sale terminal to the coupon processing server, an indication of the at least one redeemed coupon;

in response to receiving the indication of the at least one redeemed coupon, updating the database of accounts and transmitting, from the coupon processing server to a manufacturer associated with the at least one redeemed coupon, an indication that the at least one redeemed coupon was redeemed" (emphasis added).

The Examiner has rejected claims 1-5, 11-29, 31-32, 49-50 and 53-62 under 35 U.S.C. § 102(e) as anticipated by Fajkowski (U.S. Patent Publication No. 2005/0230473), herein Fajkowski. The Applicant includes the following comments to clearly distinguish the claimed invention over the art cited by the Examiner.

For a claim to be anticipated, each and every non-inherent limitation **must be disclosed** in a single reference, in accordance with MPEP Section 2131.

As disclosed, Fajkowski uses smart card technology to capture, store, deliver and retrieve coupon data and cash register transaction data. The coupon card is defined by Fajkowski as being comprised of a microprocessor, random access memory, a scanner, and communications port. While Fajkowski discloses "coupons which will be ready for immediate use" (see paragraph [0010]), the "immediate use" of Fajkowski is not analogous to "determining whether at least one valid coupon is associated with the unique account identifier in a database of accounts" by a "coupon processing server" "during a purchase transaction" at a "point of sale terminal" as claimed. Fajkowski describes the "periphery device" is used to "place directly onto the coupon card" the "coupon... for immediate use". Thus, this would also require the "periphery device" to subsequently access the "coupon card" to retrieve the "coupon... for immediate use" placed there.

Additionally, the system of Fajkowski describes the installation of hardware (e.g., the periphery devices) between the cash register and the consumer which would be cost prohibitive to install (see paragraphs [0010]-[0011]). These periphery devices transfer coupon data stored in the coupon card **to the periphery device** and cash register transaction data from the cash register **to the periphery device**. The "**periphery device** will compare the data received from the cash register and the bar codes on the coupon card to **determine what coupons are redeemable** against the consumer's purchases" and any redeemable coupon data is transferred **from the periphery device** to the cash register for redemption in the conventional manner.

This is in sharp contrast to the system described in the instant application where no additional in-store, in-the-lane hardware is required to transfer stored coupon data or cash register transaction data. The coupon data is transmitted to the point of sale terminal **from a coupon processing server**. Thus, the "a unique account identifier" in the instant application is transferred **to a remote server** and coupon data is sent back to the point of sale terminal via the same network for real time redemption during the purchase transaction.

Additionally, as claimed, the "coupon processing server" is "configured to communicate with a plurality of point of sale terminals".

Regarding paragraph [0087] of Fajkowski which describes "the establishment of an instant rebate system", it is noted that Fajkowski clearly describes that the "local servers 200" "would be accessible by the periphery devices 100" in order to "compare the purchases made to the rebate information stored in local server 200". Thus, the "instant rebate system" is also handled by the "periphery device". Thus, the "local server 200" is not disclosed as handling "redemption and validation" procedures. Clearly, this does not disclose or suggest that the "the coupon processing server is configured to communicate with a plurality of point of sale terminals". Rather, as noted above, Fajkowski teaches the "periphery device 100" handles the operation of comparing "the purchases made to the rebate information".

As noted, the "periphery device 100" is disclosed as handling many decisions, for example, "what coupons are redeemable", if coupons in a series "have been previously redeemed" and/or comparing "the purchases made to the rebate information". However, there

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is no disclosure or suggestion that the "periphery device 100" is "figured to communicate with a plurality of point of sale terminals".

Additionally, as the "periphery device 100" handles these actions, it is unclear how Fajkowski is interpreted to teach an "the coupon processing server is configured to communicate with a plurality of point of sale terminals". Rather, Fajkowski teaches "coupons" being stored in a "coupon card" of a "customer". Clearly, the "periphery device" of Fajkowski is not analogous to a "coupon processing server".

As Fajkowski does not disclose or suggest "the coupon processing server is configured to communicate with a plurality of point of sale terminals" as in claim 68, Fajkowski does not anticipate claim 68. For at least this reason, claim 68 is in condition for allowance.

As newly added claims 71, 81, 89, 99, 105, 113, 118 and 121 recite similar language to that discussed above with reference to claim 68; claims 71, 81, 89, 99, 105, 113, 118 and 121 are likewise in condition for allowance. Newly added claims 69-,70, 72-80, 82-88, 90-98, 100-104, 106-112, 114-117, 119-120 and 122-123 depend upon claims 68, 71, 81, 89, 99, 105, 113, 118 and 121. For at least this reason, they are likewise in condition for allowance.

For the foregoing reasons, the Applicant believes that each and every issue raised by the Examiner has been adequately addressed and that this application is in condition for allowance. As such, early and favorable action is respectfully solicited.

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Respectfully submitted:

10/26/11

Ricardo Ochoa

Date

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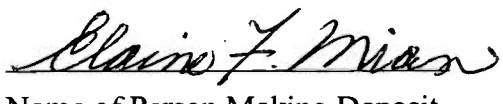

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PATENT APPLICATION FEE DETERMINATION RECORD

Substitute for Form PTO-875

Application or Docket Number	Filing Date	☐ To be Mailed
11/439,725	05/23/2006	

APPLICATION AS FILED – PART I

FOR	(Column 1) NUMBER FILED	(Column 2) NUMBER EXTRA	SMALL ENTITY ☒ RATE ($)	SMALL ENTITY ☒ FEE ($)	OR	OTHER THAN SMALL ENTITY RATE ($)	OTHER THAN SMALL ENTITY FEE ($)
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A			N/A	
☐ SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A	N/A			N/A	
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A			N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	minus 20 =	*	X $ =		OR	X $ =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*	X $ =			X $ =	
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $250 ($125 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).						
☐ MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))							
* If the difference in column 1 is less than zero, enter "0" in column 2.			TOTAL			TOTAL	

APPLICATION AS AMENDED – PART II

AMENDMENT	10/31/2011	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	SMALL ENTITY RATE ($)	SMALL ENTITY ADDITIONAL FEE ($)	OR	OTHER THAN SMALL ENTITY RATE ($)	OTHER THAN SMALL ENTITY ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	* 56	Minus	** 56	= 0	X $30 =	0	OR	X $ =	
	Independent (37 CFR 1.16(h))	* 9	Minus	***9	= 0	X $125 =	0	OR	X $ =	
	☐ Application Size Fee (37 CFR 1.16(s))									
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							OR		
						TOTAL ADD'L FEE	0	OR	TOTAL ADD'L FEE	

AMENDMENT		(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	RATE ($)	ADDITIONAL FEE ($)	OR	RATE ($)	ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	*	Minus	**	=	X $ =		OR	X $ =	
	Independent (37 CFR 1.16(h))	*	Minus	***	=	X $ =		OR	X $ =	
	☐ Application Size Fee (37 CFR 1.16(s))									
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							OR		
						TOTAL ADD'L FEE		OR	TOTAL ADD'L FEE	

* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.

** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".

*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".

The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.

Legal Instrument Examiner:
/VENICE WILLIAMS/

This collection of information is required by 37 CFR 1.16. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
11/439,725	05/23/2006	Richard B. Thibedeau	068A.0001.U1(US)	7228

29683 7590 10/06/2011

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EXAMINER	
VAN BRAMER, JOHN W	
ART UNIT	**PAPER NUMBER**
3622	
MAIL DATE	**DELIVERY MODE**
10/06/2011	PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Advisory Action Before the Filing of an Appeal Brief	**Application No.** 11/439,725	**Applicant(s)** THIBEDEAU, RICHARD B.	
	Examiner JOHN VAN BRAMER	**Art Unit** 3622	

--The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

THE REPLY FILED 20 June 2011 FAILS TO PLACE THIS APPLICATION IN CONDITION FOR ALLOWANCE.

1. ☒ The reply was filed after a final rejection, but prior to or on the same day as filing a Notice of Appeal. To avoid abandonment of this application, applicant must timely file one of the following replies: (1) an amendment, affidavit, or other evidence, which places the application in condition for allowance; (2) a Notice of Appeal (with appeal fee) in compliance with 37 CFR 41.31; or (3) a Request for Continued Examination (RCE) in compliance with 37 CFR 1.114. The reply must be filed within one of the following time periods:
   a) ☐ The period for reply expires _____months from the mailing date of the final rejection.
   b) ☒ The period for reply expires on: (1) the mailing date of this Advisory Action, or (2) the date set forth in the final rejection, whichever is later. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of the final rejection.
   Examiner Note: If box 1 is checked, check either box (a) or (b). ONLY CHECK BOX (b) WHEN THE FIRST REPLY WAS FILED WITHIN TWO MONTHS OF THE FINAL REJECTION. See MPEP 706.07(f).

Extensions of time may be obtained under 37 CFR 1.136(a). The date on which the petition under 37 CFR 1.136(a) and the appropriate extension fee have been filed is the date for purposes of determining the period of extension and the corresponding amount of the fee. The appropriate extension fee under 37 CFR 1.17(a) is calculated from: (1) the expiration date of the shortened statutory period for reply originally set in the final Office action; or (2) as set forth in (b) above, if checked. Any reply received by the Office later than three months after the mailing date of the final rejection, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

NOTICE OF APPEAL

2. ☐ The Notice of Appeal was filed on _____. A brief in compliance with 37 CFR 41.37 must be filed within two months of the date of filing the Notice of Appeal (37 CFR 41.37(a)), or any extension thereof (37 CFR 41.37(e)), to avoid dismissal of the appeal. Since a Notice of Appeal has been filed, any reply must be filed within the time period set forth in 37 CFR 41.37(a).

AMENDMENTS

3. ☐ The proposed amendment(s) filed after a final rejection, but prior to the date of filing a brief, will not be entered because
   (a) ☐ They raise new issues that would require further consideration and/or search (see NOTE below);
   (b) ☐ They raise the issue of new matter (see NOTE below);
   (c) ☐ They are not deemed to place the application in better form for appeal by materially reducing or simplifying the issues for appeal; and/or
   (d) ☐ They present additional claims without canceling a corresponding number of finally rejected claims.
   NOTE: _____. (See 37 CFR 1.116 and 41.33(a)).
4. ☐ The amendments are not in compliance with 37 CFR 1.121. See attached Notice of Non-Compliant Amendment (PTOL-324).
5. ☐ Applicant's reply has overcome the following rejection(s): _____.
6. ☐ Newly proposed or amended claim(s) _____ would be allowable if submitted in a separate, timely filed amendment canceling the non-allowable claim(s).
7. ☒ For purposes of appeal, the proposed amendment(s): a) ☐ will not be entered, or b) ☐ will be entered and an explanation of how the new or amended claims would be rejected is provided below or appended.
   The status of the claim(s) is (or will be) as follows:
   Claim(s) allowed: _____.
   Claim(s) objected to: _____.
   Claim(s) rejected: *1-5,11-32,49,50 and 53-62*.
   Claim(s) withdrawn from consideration: _____.

AFFIDAVIT OR OTHER EVIDENCE

8. ☐ The affidavit or other evidence filed after a final action, but before or on the date of filing a Notice of Appeal will not be entered because applicant failed to provide a showing of good and sufficient reasons why the affidavit or other evidence is necessary and was not earlier presented. See 37 CFR 1.116(e).
9. ☐ The affidavit or other evidence filed after the date of filing a Notice of Appeal, but prior to the date of filing a brief, will not be entered because the affidavit or other evidence failed to overcome all rejections under appeal and/or appellant fails to provide a showing a good and sufficient reasons why it is necessary and was not earlier presented. See 37 CFR 41.33(d)(1).
10. ☐ The affidavit or other evidence is entered. An explanation of the status of the claims after entry is below or attached.

REQUEST FOR RECONSIDERATION/OTHER

11. ☒ The request for reconsideration has been considered but does NOT place the application in condition for allowance because: See Continuation Sheet.
12. ☐ Note the attached Information *Disclosure Statement*(s). (PTO/SB/08) Paper No(s). _____
13. ☒ Other: See Continuation Sheet.

/John Van Bramer/
John Van Bramer
Primary Examiner, Art Unit 3622

Continuation of 11. does NOT place the application in condition for allowance because: The applicant argues that Fajkowski does not provide real time execution in regaurds to redemption data. The examiner disagrees the periphery device is connected to a local server, the local server provides the immediate use coupons during a transaction as well as real time instant rebates during a transaction. The periodic updates are done from the central clearing house to the local server. However, the local server is disclosed as communitcating in real time the periphery device for providing the claimed limitations. See Fajkowski Paragraphs [0010]-[0013]; [0084]-[0085]; and [0087]. The applicant appears confused how Fajkowski teaches the manufacturer related inforamtion is not used iin coupon redemption. Fajkowski teaches coupon redemption is based upon the coupon bar code and the product bar code. The manufacture related information is used for reporting the coupon redemptions to the manufacturer. The applicant appears to have difficulty understanding which disclosures in Fajkowski the examiner is equating to the claimed invention. The POS terminal claimed is the cash register disclosed in Fajkowski, the coupon processing server claimed is the periphery device, the centralized database claimed is the database in the local server. The local server communicate with the peripher device during transactions. The central clearinghouse is discloses as communicating periodically with the local server. This is why immediate use coupons and instant rebates are able to be provided. The clearinghouse transmitts this information periodically to the local server. The local server stores this information and during a transaction the periphery device and or cash register communicate in real time to the local server to check for immediate use coupons and/or instant rebates...

Continuation of 13. Other: The amendment filed June 28,2011 and hereby entered cancelled claims 33-48, 51, 52, and 63-67, thus the currently pending claims are claims 5,11-32,49,50 and 53-62. The amendment filed June 28, 2011 has overcome the claim objection of claims 2-5, 11-24, 26-32, 37-37, 40-42, 44-48, 63, 64, and 67 raised in the Office Action dated April 27, 2011 by either cancelling or amending the claims .

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IN THE U.S. PATENT AND TRADEMARK OFFICE

In re U.S. Patent Application of:

APPLICANTS: Thibedeau, Richard

SERIAL NO.: 11/439,725 FILING DATE: May 23, 2006

EXAMINER: Van Bramer, John ART UNIT: 3622

ATTORNEY'S DOCKET NO.: 068A.0001.U1 (US)

TITLE: INTELLIGENT COUPON NETWORK

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Response to Office Action
And Interview Summary

Sir:

This paper is herewith filed in response to the Examiner's Final Office Action mailed on April 27, 2011 for the above-captioned U.S. Patent Application. This paper is deemed to be filed **within two months of the date of the Final Office Action** and no petition or fee for an extension of time is required. However, should the undersigned attorney be mistaken, please consider this a petition for any extension of time that may be required to maintain the pendency of this Patent Application, and charge deposit account no.: 50-1924 for any fee deficiency.

Please amend the application as shown on the following sheets.

AMENDMENTS TO THE CLAIMS:

This listing of the claims will replace all prior versions, and listings, of the claims in this application:

The Claims:

1. (**Currently Amended**) A system for redeeming coupons, comprising:

a network;

a Point-of-Sale (POS) terminal configured to communicate via the network; and

a coupon processing server configured to communicate via the network, the coupon processing server configured to access a centralized database, the centralized database configured to store customer identification information and one or more coupon codes associated with the customer identification information, each of the coupon codes comprising coupon related information and manufacturer related information, the manufacturer related information is not used in coupon redemption but is configured as information to be sent to a manufacturer after coupon redemption, the coupon related information is configured to be sent to the POS terminal for coupon redemption;

the POS terminal configured to transmit the customer identification information from a customer identification card read at the POS terminal, the POS terminal configured to transmit the customer identification information to the coupon processing server via the network, the coupon processing server configured to retrieve the coupon related information from the centralized database that is assigned to the customer identification information and transmit the retrieved coupon related information to the POS terminal via the network in real time, the coupon related information including at least one of a product number system character, manufacture number, family code, and value code.

2. (**Currently Amended**) **[[A]]** The system as in claim 1, further comprising a retailer's server through which the POS terminal is configured to communicate via the network to the coupon processing server.

3. **(Currently Amended) [[A]]** The system as in claim 2, wherein the coupon processing server is an Intelligent Coupon Network (ICN) server, further comprising a manufacturer's server communicatively coupled to the ICN server.

4. **(Currently Amended) [[A]]** The system as in claim 3, the system further comprising the customer identification card, wherein the customer identification information of the customer identification card is contained in a Magnetic Ink Character Recognition strip on the customer identification card.

5. **(Currently Amended) [[A]]** The system as in claim 3, the system further comprising the customer identification card, wherein the customer identification card is a radio frequency identification (RFID) card.

6-10. (Canceled).

11. **(Currently Amended) [[A]]** The system as in claim 1, wherein the coupon processing server tabulates raw data of coupon processing transactions for a manufacturer.

12. **(Currently Amended) [[A]]** The system as in claim 11, wherein the coupon processing server provides the tabulated data to the manufacturer in the form of reports.

13. **(Currently Amended) [[A]]** The system as in claim 1, further comprising a card reader coupled to the POS terminal, the card reader configured to read the customer identification card.

14. **(Currently Amended) [[A]]** The system as in claim 1, wherein the network is the World Wide Web.

15. **(Currently Amended) [[A]]** The system as in claim 1, wherein the network is an internet.

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16. **(Currently Amended) [[A]]** The system as in claim 13, the system further comprising the customer identification card, wherein the customer identification card is a one-time-use coupon card.

17. **(Currently Amended) [[A]]** The system as in claim 13, the system further comprising the customer identification card, wherein the customer identification card is a radio frequency data communication (RFDC) card.

18. **(Currently Amended) [[A]]** The system as in claim 1, the system further comprising the customer identification card, wherein the customer identification card is distributed by a manufacturer of consumer package goods (CPG).

19. **(Currently Amended) [[A]]** The system as in claim 13, wherein the card reader non-optically reads the customer identification card.

20. **(Currently Amended) [[A]]** The system as in claim 13, wherein the card reader optically reads the customer identification card.

21. **(Currently Amended) [[A]]** The system as in claim 20, wherein the customer identification card comprises an optically scannable bar code that is optically read.

22. **(Currently Amended) [[A]]** The system as in claim 1, wherein the POS terminal is configured to transmit additional coupon related information to the coupon processing server upon successful redemption of a coupon.

23. **(Currently Amended) [[A]]** The system as in claim 22, wherein the additional coupon related information comprises identification information from **[[the]]** a product purchased and retailer identification information.

24. **(Currently Amended) [[A]]** The system as in claim 23, the additional coupon related information and the corresponding manufacturer related information being used by the

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coupon processing server to generate a report to the manufacturer whose product was purchased through redemption of [[the]] a GS1 coupon code retrieved by the customer identification card.

25. (**Currently Amended**) A method for processing coupons, comprising:

reading customer identification information from a customer identification card at a Point-of-Sale (POS) terminal;

transmitting the customer identification information from the POS terminal through a network to a coupon processing server;

the coupon processing server configured to validate the customer identification information, prior to retrieving from a centralized database, coupon related information from one or more coupon codes assigned to the customer identification information; and

transmitting the customer identification information from the coupon processing server through the network to the POS terminal in real time, each of the one or more coupon codes comprising coupon related information and manufacturer related information, the manufacture related information being transmitted to a manufacturer's server after coupon redemption.

26. (**Currently Amended**) [[A]] The method as in claim 25, further comprising the POS terminal redeeming a corresponding coupon and transmitting coupon redemption information to the coupon processing server.

27. (**Currently Amended**) [[A]] The method as in claim 26, further comprising when the coupon processing server receives the coupon redemption information, deactivating the coupon corresponding to the customer identification card.

28. (**Currently Amended**) [[A]] The method as in claim 27, further comprising the coupon processing server transmitting processed coupon information corresponding to the coupon redemption information to the manufacturer's server.

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29. **(Currently Amended) [[A]]** The method as in claim 25, further comprising swiping the coupon card in proximity to a reader configured to communicate with the POS terminal to effect reading of the customer identification information from the customer identification card.

30. **(Currently Amended) [[A]]** The method as in claim 29, further comprising biometrically identifying a user of the customer identification card as a part of validating.

31. **(Currently Amended) [[A]]** The method as in claim 29, wherein the reading is a non-optical reading.

32. **(Currently Amended) [[A]]** The method as in claim 29, wherein the reading is an optical reading.

33-48. **(Canceled)**.

49. (Previously Presented) A computer readable medium storing computer code for processing coupons across a network in response to a non-optical reading of a coupon card, comprising:

computer code for reading customer identification information from a customer identification card that is non-optically read at a Point of Sale terminal;

computer code for processing and formatting the customer identification information;

computer code for transmitting the formatted customer identification information across the network;

computer code for receiving, interpreting, and validating the customer identification information at a coupon processing server;

computer code for retrieving coupon codes corresponding to the customer identification information from a centralized database when the customer identification information is validated;

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computer code for retrieving, by the coupon processing server from a centralized database, coupon related information from one or more coupon codes assigned to the customer identification information;

computer code for transmitting the coupon related information to the Point of Sale terminal via the network;

computer code for redeeming the coupon related information from the one or more coupon codes in real time, each coupon code comprising coupon related information and manufacturer related information, the manufacturer related information not being used in coupon redemption but being configured as information to be sent to a manufacturer after coupon redemption; and

computer code for transmitting the manufacturer related information to a manufacturer's server upon coupon redemption by the Point of Sale terminal.

50. (Original) The computer readable medium of claim 49, further comprising computer code for notifying the coupon processing server of successful coupon redemptions.

51-52. (Canceled).

53. **(Currently Amended)** A real time system for redeeming coupons, comprising:

a network;

a Point-of-Sale (POS) terminal;

a retailer's server configured to communicate with the POS terminal; and

a coupon processing server configured to communicate with the POS terminal across the network via the retailer's server;

the POS terminal configured to transmit customer identification information from a customer identification card read at the POS terminal to the coupon processing server via the network in real time,

wherein the coupon processing server, in response to receipt of the customer identification information, is configured to transmit coupon related information of one or more coupon codes, assigned to the customer identification information, that have not been redeemed and have not expired to the POS terminal for redemption, the coupon codes being

one of manufacture paper coupon codes and GS1 coupon codes, each of the coupon codes including customer identification information, coupon related information, and manufacturer related information, the manufacturer related information is not used in coupon redemption but is configured as information to be sent to a manufacturer after coupon redemption, the POS terminal configured to send a message to the coupon processing server, via the retailer's server and the network, indicating which of the coupon codes received by the POS terminal were successfully redeemed, paper coupon codes being redeemed electronically and without a need for a paper coupon to be presented by a consumer.

54. (Previously Presented) The real time system of claim 53, wherein the real time system is configured to execute a coupon discount from the coupon related information received transmitted by the coupon processing server.

55. (Previously Presented) The real time system of claim 53, wherein the server is configured to deactivate the coupon codes which were successfully redeemed.

56. (Previously Presented) The real time system of claim 53, wherein the server is configured to monitor in real time volume and traffic of redeemed coupons to identify abnormalities to prevent coupon counterfeiting.

57. (Previously Presented) A system, comprising:

a coupon card reader;

a Point of Sale (POS) terminal configured to read a customer identification number from a customer identification card read by a customer identification card reader, the POS terminal configured to communicate via a retailer's server;

a network; and

a coupon processing server configured to communicate with the retailer's server via the network through a dedicated, real time connection, configured to validate the customer identification information, upon validation of the customer identification information, configured to redeem coupon related information assigned to the customer identification information and corresponding to products purchased through the customer identification

information, and configured to provide coupon redemption data, product purchased data, and market intelligence data in real time to one or more corresponding manufacturers, the system configured to at least one of:

1) avoid clipping or organizing of coupons,

2) avoid manually counting and clearing of paper for both retailers and manufacturers,

3) electronically clear coupons to permit financial settlements to be made upon coupon redemption in real time,

4) recognize expired coupons as such so that their coupon codes are not sent to the POS for validation, and

5) report in real time coupon redemptions to permit promotion tracking.

58. (Previously Presented) The system of claim 57, the coupon related information being associated with manufacturer related information in a centralized database.

59. **(Currently Amended)** A method comprising:

reading customer identification information from a coupon card at a card reader;

providing the customer identification information to a Point of Sale (POS) terminal configured to communicate with the card reader;

transmitting the customer identification information over a network to a coupon processing server via a retailer's server in real time;

in response to receipt of the customer identification information, validating the customer identification information;

upon successful validation of the customer identification information, transmitting coupon related information, assigned to the customer identification information, from the coupon processing server to the POS terminal via the retailer's server;

redeeming a coupon corresponding to the coupon related information at the POS terminal;

transmitting redeemed coupon information to the coupon processing server;

updating a centralized database accessed by the coupon processing server to reflect the redeemed coupon information;

transmitting manufacturer related information corresponding to the redeemed coupon related information to a manufacturer's server in real time,

use of the method results in at least one of:

1) avoiding clipping or organizing of coupons,

2) avoiding manually counting and clearing of paper for both retailers and manufacturers,

3) electronically clearing coupons to permit financial settlements to be made upon coupon redemption in real time,

4) recognizing expired coupons as such so that their coupon codes are not sent to the POS for validation, and

5) reporting in real time coupon redemptions to permit promotion tracking.

60. (Previously Presented) The method of claim 59, the centralized database storing the customer identification information, the coupon related information, and the manufacturer related information.

61. (Previously Presented) A system comprising:

a point of sale terminal;

a coupon processing server; and

a network,

the point of sale terminal configured to electronically transmit customer identification information to the coupon processing server via the network, electronically receive coupon related information assigned to the customer identification information at the coupon processing server, and redeem at least one coupon corresponding to the coupon related information,

the coupon processing server configured to electronically transmit manufacturer related information corresponding to the at least one redeemed coupon to a manufacturer's server,

the system configured to at least one of:

avoid labor associated with processing paper coupons,

provide for timely reimbursement of promotions from a manufacture,

provide increased response rates, real time promotion tracking, faster and more reliable accounting, and

avoid fraud associated with paper coupons by delivering the coupon codes electronically to the point of sale terminal.

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62. (Previously Presented) A method comprising:

storing at a centralized database accessed by a coupon processing server one or more coupon codes, each coupon code comprising corresponding customer identification information, coupon related information, and manufacturer related information,

transmitting electronically from the coupon processing server the coupon related information to a POS terminal based on the customer identification information received by the coupon processing server;

receiving redemption information regarding the coupon related information at the coupon processing server from the POS terminal;

after receiving the redemption information, generating a report based on manufacturer related information corresponding to the received redemption information; and

transmitting the generated report from the coupon processing server to a manufacturer's server,

use of the method results in at least one of:

avoiding labor associated with processing paper coupons,

providing for timely reimbursement of promotions from a manufacture,

providing increased response rates, real time promotion tracking, faster and more reliable accounting, and

avoiding fraud associated with paper coupons by delivering coupon codes electronically to the point of sale terminal.

63-67. **(Canceled).**

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Remarks

In the present application, claims 1-5, 11-33, 35-37, 40-42, 44-50 and 53-67 are pending. Claims 1-5, 11-33, 35-37, 40-42, 44-50 and 53-67 are rejected. Claims 6-10, 34, 38-39, 43 and 51-52 have been previously canceled.

Amendment to the Claims

Claims 1-5, 11-32, 53 and 59 are amended with clarifying amendment.

Claims 33, 35-37, 40-42, 44-48 and 63-67 are canceled without prejudice or disclaimer.

No new matter is added.

Entry of these amendments is respectfully requested.

Interview Summary

During the telephone interview held on June 06, 2011 between Examiner Van Bramer and Ricardo Ochoa, the objections to claims 2-5, 11-24, 26-32, 35-37, 40-42 and 44-48 and the rejections to claims 1, 25, 49, 53, 57, 59 and 61-62 were discussed. The Fajkowski reference was also discussed regarding "coupons which will be ready for immediate use" (paragraphs [0010]-[0011]) and "the establishment of an instant rebate system" (paragraph [0087]). Also, the Examiner argued that Fajkowski teaches coupons for specific people and referred to paragraph [0090] ("series coupons").

No agreement was reached.

Objection to the Claims

Claims 2-5, 11-24, 26-32, 35-37, 40-42, 44-48, 63-64 and 67 are objected to because of alleged informalities. The Applicants assert that these claims, as presently presented, overcome these objections and respectfully request the Examiner withdraw these objections to claims 2-5, 11-24 and 26-32.

Claim Rejections - 35 U.S.C. § 102(e)

The Examiner has rejected claims 1-5, 11-29, 31-32, 49-50 and 53-62 under 35 U.S.C. § 102(e) as anticipated by Fajkowski (U.S. Patent Publication No. 2005/0230473), herein

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Fajkowski. The Applicant includes the following comments to clearly distinguish the claimed invention over the art cited by the Examiner, and respectfully requests a favorable reconsideration of claims 1-5, 11-29, 31-32, 49-50 and 53-62.

These rejections are respectfully disagreed with, and are traversed below.

For a claim to be anticipated, each and every non-inherent limitation **must be disclosed** in a single reference, in accordance with MPEP Section 2131.

Regarding claim 1, which recites:

> "A system for redeeming coupons, comprising:
> a network;
> a **Point-of-Sale (POS) terminal** configured to communicate via the network; and
> **a coupon processing server** configured to communicate via the network, the coupon processing server configured to access a centralized database, the centralized database configured **to store customer identification information and one or more coupon codes associated with the customer identification information**, each of the coupon codes comprising coupon related information and manufacturer related information, **the manufacturer related information is not used in coupon redemption** but is configured as information to be sent to a manufacturer after coupon redemption, the coupon related information is configured to be sent to the POS terminal for coupon redemption;
> the POS terminal configured to transmit the customer identification information from a customer identification card read at the POS terminal, the **POS terminal** configured to **transmit the customer identification information to the coupon processing server** via the network, the **coupon processing server** configured to **retrieve the coupon related information from the centralized database** that is assigned to the customer identification information and transmit the retrieved coupon related information to the POS terminal via the network **in real time**, the coupon related information including at least one of a product number system character, manufacture number, family code, and value code" (emphasis added).

As disclosed, Fajkowski uses smart card technology to capture, store, deliver and retrieve coupon data and cash register transaction data. The coupon card is defined by Fajkowski as being comprised of a microprocessor, random access memory, a scanner, and communications port. This is in sharp contrast to the claimed invention, which describes the coupon card as supplying only a "customer identification number".

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As claimed, the "retrieved coupon related information" (e.g., coupon data) is transferred in real time over a communications network. However, Fajkowski describes how cash register data and coupon data are transferred periodically to a periphery device attached to the cash register. Fajkowski describes that "as manufacturers publish new coupons, redemption requirement data will be periodically updated and supplemented" so that it may be "entered onto coupon card 1 by use of a periphery device 100" (see paragraph [0046]). As the "redemption requirement data" is "periodically updated", there is no disclosure or suggestion that such information is provided "in real time" (e.g., during the customer transaction). Thus, the transfer of "redemption requirement data" does not lend itself to real time execution.

While Fajkowski discloses "coupons which will be ready for immediate use" (see paragraph [0010], the "immediate use" of Fajkowski is not analogous to real time use as claimed. Fajkowski describes the "periphery device" is used to "place directly onto the coupon card" the "coupon... for immediate use". Thus, this would also require the "periphery device" to subsequently access the "coupon card" to retrieve the "coupon... for immediate use" placed there.

Additionally, the system of Fajkowski describes the installation of hardware (e.g., the periphery devices) between the cash register and the consumer which would be cost prohibitive to install (see paragraphs [0010]-[0011]). These periphery devices transfer coupon data stored in the coupon card **to the periphery device** and cash register transaction data from the cash register **to the periphery device**. The "**periphery device** will compare the data received from the cash register and the bar codes on the coupon card to **determine what coupons are redeemable** against the consumer's purchases" and any redeemable coupon data is transferred **from the periphery device** to the cash register for redemption in the conventional manner.

This is in sharp contrast to the system described in the instant application where no additional in-store, in-the-lane hardware is required to transfer stored coupon data or cash register transaction data. The coupon card contains the unique customer identification number and the coupon data is transmitted in real time directly into the cash register memory **from the coupon processing server**. Thus, the customer identification number in the instant

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application is transferred via the network **to a remote server** for real time validation and coupon data is sent back to the cash register via the same network for real time redemption.

Regarding paragraph [0087] of Fajkowski which describes "the establishment of an instant rebate system", it is noted that Fajkowski clearly describes that the "periphery device 100" would "compare the purchases made to the rebate information". Thus, the "instant rebate system" is also handled by the "periphery device". Clearly, this does not disclose or suggest that the "POS terminal" transmits "the customer identification information to the coupon processing server" or that the "coupon processing server" then transmits "retrieved coupon related information to the POS terminal". Rather, as noted above, Fajkowski teaches the "periphery device 100" handles the operation of comparing "the purchases made to the rebate information".

Regarding paragraph [0090] of Fajkowski which describes "series coupons", it is noted that Fajkowski clearly describes that the "**periphery device 100**" determines whether or not the coupons are redeemed "out of sequence". Again, this does not disclose or suggest that the "POS terminal" transmits "customer identification information to the coupon processing server" or that the "coupon processing server" then transmits "retrieved coupon related information to the POS terminal". Rather, as noted above, Fajkowski teaches the "periphery device 100" handles the operation of determining if coupons in the series "have been previously redeemed".

As noted, the "periphery device 100" is disclosed as handling many decisions, for example, "what coupons are redeemable", if coupons in a series "have been previously redeemed" and/or comparing "the purchases made to the rebate information". However, there is no disclosure or suggestion that any "customer identification information" being transmitted by the "POS terminal" to a "coupon processing server". It is unclear what is being interpreted as analogous to such a transfer of "customer identification information".

Additionally, as the "periphery device 100" handles these actions, it is unclear how Fajkowski is interpreted to teach that "a coupon processing server" stores "one or more coupon codes **associated with the customer identification information**". Rather, Fajkowski

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teaches "coupons" being stored in a "coupon card" of a "customer". Clearly, the "coupon card" of Fajkowski is not analogous to a "server".

Likewise, it is unclear where Fajkowski is interpreted to teach "the coupon processing **server** configured to **retrieve the coupon related information from the centralized database**... and transmit the retrieved coupon related information to the POS terminal **via the network in real time**". Rather, as disclosed, the "coupon card" stores the "coupon related information" which is used during the transaction (including the "coupons which will be ready for immediate use"). There is no disclosure or suggestion that a "server" is used to transmit "coupon related information" "in real time" (e.g., during the transaction/check-out).

Furthermore, it is unclear what is being interpreted as teaching that "the manufacturer related information is **not used** in coupon redemption".

As Fajkowski does not disclose or suggest "a coupon processing server... configured to store customer identification information and one or more coupon codes associated with the customer identification information", "the manufacturer related information is not used in coupon redemption", "POS terminal configured to transmit the customer identification information to the coupon processing server via the network" and "the coupon processing server configured to retrieve the coupon related information from the centralized database... and transmit the retrieved coupon related information to the POS terminal via the network in real time" as in claim 1, Fajkowski does not anticipate claim 1. For at least this reason, claim 1 is in condition for allowance.

Note that, for example, in claim 1 each element is rejected with nearly the same text: "(Fig. 1; Fig 10; Paragraphs [0009] through [0011]; [0042]; [0048] through [0050] [0065] through [0069]; [0087] through [0090])" (some elements also include paragraphs [0012] and/or [0013]). However, there is no explanation as to how these two Figures and sixteen paragraphs (or more) are interpreted as disclosing the various elements of claim 1. If the Examiner maintains these rejections, the Applicant respectfully requests that the Examiner comply with 37 C.F.R. § 1.104(c)(2) and "designate as nearly as practicable" where Fajkowski is interpreted to disclose various elements of the claimed invention.

As claims 25, 49, 53, 57, 59 and 61-62 recite similar language to that discussed above with reference to claim 1; claims 25, 49, 53, 57, 59 and 61-62 are likewise in condition for allowance. Claims 2-5, 11-24, 26-29, 31-32, 50, 54-56, 58 and 60 depend upon claims 1, 25, 49, 53, 57 and 59. For at least this reason, they are likewise in condition for allowance.

However, in order to fully address the Examiner's rejections regarding these claims, the Applicants submit the comments below.

Regarding claim 59, the Examiner asserts that Fajkowski **discloses** "Updating a centralized database accessed by the coupon processing server to reflect the redeemed coupon information. (Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0017]; [0042] through [0045]; [0048] through [0050] [0065] through [0069]; [0080]-[0083]; [0087] through [0090])". However, Fajkowski (see paragraph [0090]) teaches that, the "Periphery device 100" determines whether or not the coupons are redeemed "out of sequence". Then, if subsequent coupons in the series have not yet been redeemed "records representing the new coupons will then be transferred back to coupon card 1". Thus, as disclosed, the coupons maintained at the "coupon card 1" are replaced.

The "coupon card 1" is not analogous to a "**centralized database** accessed by the coupon processing server" as there is no discussion regarding the "coupon card 1" being "centralized". Rather the "coupon card 1" is an independent device for "collecting, carrying and redeeming coupons" (see paragraph [0009]). Thus, Fajkowski does not disclose or suggest that "a centralized database accessed by the coupon processing server" is updated.

Regarding claim 27, the Examiner asserts that Fajkowski **discloses** "when the coupon processing server receives the coupon redemption information, deactivating the coupon corresponding to the customer identification card. (Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0017]; [0042] through [0045]; [0048] through [0050] [0065] through [0069]; [0080]-[0083]; [0087] through [0090])". As noted above, the "coupon card 1" stores the "coupons". It is unclear how Fajkowski is interpreted to teach that the "coupon card 1" deactivates a "coupon" "when the coupon processing **server** receives the coupon redemption information".

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The Examiner is respectfully requested to reconsider and remove the rejection under 35 U.S.C. § 102(e) based on Fajkowski, and to allow claims 1-5, 11-29, 31-32, 49-50 and 53-62.

Claim Rejection - 35 U.S.C. § 103(a)

The Examiner has rejected claim 30 as being unpatentable under 35 U.S.C. § 103(a) over Fajkowski in view of Goldthwaite et al. (U.S. Patent Publication No. 2004/0019564), herein Goldthwaite; and claims 33, 35-37, 40-42, 44-48 and 63-67 as being unpatentable under 35 U.S.C. § 103(a) over Thompson et al. (U.S. Patent No. 6,520,542), herein Thompson, in view of Lubow et al. (U.S. Patent Publication No. 2005/01822695), herein Lubow. The Applicant includes the following comments to clearly distinguish the claimed invention over the art cited by the Examiner, and respectfully requests a favorable reconsideration of claim 30.

These rejections are respectfully disagreed with, and are traversed below.

As seen above, Fajkowski does not disclose or suggest claim 25. As claim 25 is allowable over Fajkowski then all claims that depend from claim 25 should also be allowable over Fajkowski, whether considered alone or in combination with other art cited as applied by the Examiner. Further, the addition of the disclosure of Goldthwaite to Fajkowski (without admitting that such combination is suggested or technically feasible), would not cure the deficiencies in the disclosure of Fajkowski. For at least this reason, claim 30 is in condition for allowance.

In light of the discussion above, the Applicant respectfully asserts that a prima facie case for obviousness was not presented. As such, the Applicant respectfully requests that the Examiner reconsider and withdraw the rejection to claim 30.

For the foregoing reasons, the Applicant believes that each and every issue raised by the Examiner has been adequately addressed and that this application is in condition for allowance. As such, early and favorable action is respectfully solicited.

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Respectfully submitted:

6/24/11

Ricardo Ochoa

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PATENT APPLICATION FEE DETERMINATION RECORD

Substitute for Form PTO-875

Application or Docket Number	Filing Date	☐ To be Mailed
11/439,725	05/23/2006	

APPLICATION AS FILED – PART I

FOR	(Column 1) NUMBER FILED	(Column 2) NUMBER EXTRA	SMALL ENTITY ☒ RATE ($)	SMALL ENTITY ☒ FEE ($)	OR	OTHER THAN SMALL ENTITY RATE ($)	OTHER THAN SMALL ENTITY FEE ($)
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A			N/A	
☐ SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A	N/A			N/A	
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A			N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	minus 20 =	*	X $ =		OR	X $ =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*	X $ =			X $ =	
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $250 ($125 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).						
☐ MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))							
* If the difference in column 1 is less than zero, enter "0" in column 2.			TOTAL			TOTAL	

APPLICATION AS AMENDED – PART II

AMENDMENT 06/28/2011	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	SMALL ENTITY RATE ($)	SMALL ENTITY ADDITIONAL FEE ($)	OR	OTHER THAN SMALL ENTITY RATE ($)	OTHER THAN SMALL ENTITY ADDITIONAL FEE ($)
Total (37 CFR 1.16(i))	* 39	Minus	** 56	= 0	X $26 =	0	OR	X $ =	
Independent (37 CFR 1.16(h))	* 8	Minus	***9	= 0	X $110 =	0	OR	X $ =	
☐ Application Size Fee (37 CFR 1.16(s))									
☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							OR		
					TOTAL ADD'L FEE	0	OR	TOTAL ADD'L FEE	

AMENDMENT	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	RATE ($)	ADDITIONAL FEE ($)	OR	RATE ($)	ADDITIONAL FEE ($)
Total (37 CFR 1.16(i))	*	Minus	**	=	X $ =		OR	X $ =	
Independent (37 CFR 1.16(h))	*	Minus	***	=	X $ =		OR	X $ =	
☐ Application Size Fee (37 CFR 1.16(s))									
☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							OR		
					TOTAL ADD'L FEE		OR	TOTAL ADD'L FEE	

* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.

** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".

*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".

The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.

Legal Instrument Examiner:
/YUVANNA CHAPHIV/

This collection of information is required by 37 CFR 1.16. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
11/439,725	05/23/2006	Richard B. Thibedeau	068A.0001.U1(US)	7228

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EXAMINER	
VAN BRAMER, JOHN W	

ART UNIT	PAPER NUMBER
3622	

MAIL DATE	DELIVERY MODE
04/27/2011	PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary	Application No.	Applicant(s)	
	11/439,725	THIBEDEAU, RICHARD B.	
	Examiner	Art Unit	
	JOHN VAN BRAMER	3622	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE *3* MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☒ Responsive to communication(s) filed on *25 January 2011*.

2a)☒ This action is **FINAL**. 2b)☐ This action is non-final.

3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☒ Claim(s) *1-5,11-33,35-37,40-42,44-50 and 53-67* is/are pending in the application.

4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) *1-5,11-33,35-37,40-42,44-50 and 53-67* is/are rejected.

7)☒ Claim(s) *2-5,11-24,26-32,35-37,40-42,44-48,63,64 and 67* is/are objected to.

8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☐ The specification is objected to by the Examiner.

10)☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.

Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

a)☐ All b)☐ Some * c)☐ None of:

1.☐ Certified copies of the priority documents have been received.

2.☐ Certified copies of the priority documents have been received in Application No. _____.

3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) ☒ Notice of References Cited (PTO-892)
2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3) ☒ Information Disclosure Statement(s) (PTO/SB/08) Paper No(s)/Mail Date *012511*.
4) ☐ Interview Summary (PTO-413) Paper No(s)/Mail Date. _____ .
5) ☐ Notice of Informal Patent Application
6) ☐ Other: _____.

DETAILED ACTION

Response to Amendment

1. The amendment filed on January 25, 2011 has cancelled claims 6, 10, 51 and 52. Claims 7-9, 34, 38-39, and 43 were cancelled in previous amendments. Claims 1, 5, 13, 16-22, 24-30, 33, 35-37, 40-48 and 53-56 have been amended and new claims 57-67 have been added. Thus the currently pending claims addressed below are claims 1-5, 11-33, 35-37, 40-42, 44-50 and 53-67.

Claim Objections

2. The applicants amendment has failed to correct the deficiencies of claims 2-5, 11-24, 26-32, 35-37, 40-42, 44-48 raised in the Office Action dated April 27, 2010. Thus the objection is maintained. Newly added claims 63, 64, and 67 also contain the same deficiencies and as such the examiner hereby raises and objection for claims 63, 64, and 67. Claims 2-5, 11-24, 26-32, 35-37, 40-42, 44-48, 63, 64, and 67 are objected to because of the following informalities: Dependent claims 2-5, 11-24, 26-32, 35-37, 40-42, 44-48, 63, 64, and 67 lack proper antecedent basis to the independent claims from which they depend. The dependent claims should recited “the system", "the method" and "the coupon card" instead of "a system", “a method” and “a coupon card” Appropriate correction is required. The claims have been prosecuted as if proper antecedent basis had been claimed.

Claim Rejections - 35 USC § 102

3. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

> A person shall be entitled to a patent unless –
>
> (e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

4. Claims 1-5, 11-29, 31, 32, 49-50, and 53-62 are rejected under 35 U.S.C. 102(e) as being anticipated by Fajkowski (PGPUB: US 2005/0230473)

Claim 1: Fajkowski discloses a system for redeeming coupons, comprising:

a. A network. (Fig. 1; Fig 10; Paragraphs [0009] through [0011]; [0042]; [0048] through [0050] [0065] through [0069]; [0087] through [0090])

b. A Point-of-Sale (POS) terminal configured to communicate via the network. (Fig. 1; Fig 10; Paragraphs [0009] through [0011]; [0042]; [0048] through [0050] [0065] through [0069]; [0087] through [0090])

c. A coupon processing server configured to communicate via the network, the coupon processing server configured to access a centralized database, the centralized database configured to store customer identification information and one or more coupon codes associated with the customer identification information, each of the coupon codes comprising coupon related information and manufacturer related information, the manufacturer related information is not

used in coupon redemption but is configured as information to be sent to a manufacturer after coupon redemption, the coupon related information is configured to be sent to the POS terminal for coupon redemption . (Fig. 1; Fig 10; Paragraphs [0009] through [0012]; [0042]; [0048] through [0050] [0065] through [0069]; [0087] through [0090])

d. The POS terminal configured to transmit the customer identification information from a customer identification card read at the POS terminal, the POS terminal configured to transmit the customer identification information to the coupon processing server via the network (Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0042]; [0048] through [0050] [0065] through [0069]; [0087] through [0090])

e. The coupon processing server configured to retrieve the coupon related information from the centralized database that is assigned to the customer identification information and transmit the retrieved coupon related information to the POS terminal via the network in real time, the coupon related information including at least one of a product number system character, manufacture number, family code, and value code. (Fig. 1; Fig 10; Paragraphs [0009] through [0011]; [0042]; [0048] through [0050] [0065] through [0069]; [0087] through [0090])

Claim 2: Fajkowski discloses the system as in claim 1, further comprising a retailer's server through which the POS terminal is configured to communicate via the network

to the coupon processing server. (Fig. 1; Fig 10; Paragraphs [0009] through [0011]; [0042]; [0048] through [0050] [0065] through [0069]; [0087] through [0090])

Claim 3: Fajkowski discloses the system as in claim 2, wherein the coupon processing server is an Intelligent Coupon Network (ICN) server, further comprising a manufacturer's server communicatively coupled to the ICN server. (Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0042]; [0048] through [0050] [0065] through [0069]; [0087] through [0090])

Claim 4: Fajkowski discloses the system as in claim 3, the system further comprising the customer identification card, wherein the customer identification information of the customer identification card is contained in a Magnetic Ink Character Recognition strip on the customer identification card. (Paragraphs [0017], [0043] through [0045])

Claim 5: Fajkowski discloses the system as in claim 3, the system further comprising the customer identification card wherein the customer identification card is a radio frequency identification (RFID) card. (Paragraphs [0017], [0043] through [0045])

Claim 11: Fajkowski discloses the system as in claim 1, wherein the coupon processing server tabulates raw data of coupon processing transactions for a manufacturer. (Paragraphs [0080] through [0083])

Claim 12: Fajkowski discloses the system as in claim 11, wherein the coupon processing server provides the tabulated data to the manufacturer in the form of reports. (Paragraphs [0080] through [0083])

Claim 13: Fajkowski discloses the system as in claim 1, further comprising a card reader coupled to the POS terminal, the card reader configured to read the customer identification card. (Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0042]; [0048] through [0050] [0065] through [0069]; [0087] through [0090])

Claim 14: Fajkowski discloses the system as in claim 1, wherein the network is the World Wide Web. (Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0042]; [0048] through [0050] [0065] through [0069]; [0087] through [0090])

Claim 15: Fajkowski discloses the system as in claim 1, wherein the network is an internet. (Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0042]; [0048] through [0050] [0065] through [0069]; [0087] through [0090])

Claim 16: Fajkowski discloses the system as in claim 13, the system further comprising the customer identification card, wherein the customer identification card is a one-time-use coupon card. (Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0042]; [0048] through [0050] [0065] through [0069]; [0087] through [0090], The

disclosure of Fajkowski does not require that the card be used more than one time.)

Claim 17: Fajkowski discloses the system as in claim 13, the system further comprising the customer identification card, wherein the customer identification card is a radio frequency data communication (RFDC) card. (Paragraphs [0017], [0043] through [0045])

Claim 18: Fajkowski discloses the system as in claim 1,the system further comprising the customer identification card, wherein the customer identification card is distributed by a manufacturer of consumer package goods (CPG). (Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0042]; [0048] through [0050] [0065] through [0069]; [0087] through [0090])

Claim 19: Fajkowski discloses the system as in claim 13, wherein the card reader non-optically reads the customer identificaiton card. (Paragraphs [0017], [0043] through [0045])

Claim 20: Fajkowski discloses the system as in claim 13, wherein the card reader optically reads the customer identification card. (Paragraphs [0017], [0043] through [0045])

Claim 21: Fajkowski discloses the system as in claim 20, wherein the customer

identification card comprises an optically scannable bar code that is optically read. (Paragraphs [0017], [0043] through [0045])

Claim 22: Fajkowski discloses the system as in claim 8, wherein the POS terminal is configured to transmit additional coupon related information to the coupon processing server upon successful redemption of a coupon. (Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0042]; [0048] through [0050] [0065] through [0069]; [0087] through [0090])

Claim 23: Fajkowski discloses the system as in claim 22, wherein the additional coupon related information comprises identification information from the product purchased and retailer identification information. (Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0042]; [0048] through [0050] [0065] through [0069]; [0080]-[0083]; [0087] through [0090])

Claim 24: Fajkowski discloses the system as in claim 23, the additional coupon related information and the corresponding manufacturer related information being used by the coupon processing server to generate a report to the manufacturer whose product was purchased through redemption of the GS1 coupon code retrieved by the customer identification card. (Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0017]; [0042] through [0045]; [0048] through [0050] [0065] through [0069]; [0080]-[0083]; [0087] through [0090])

Claim 25: Fajkowski discloses a method for processing coupons, comprising:

a: Reading customer identification information from a customer identification card at a Point-of-Sale (POS) terminal. (Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0017]; [0042] through [0045]; [0048] through [0050] [0065] through [0069]; [0080]-[0083]; [0087] through [0090])

b. Transmitting the customer identification information from the POS terminal through a network to a coupon processing server, the coupon processing server configured to validate the customer identification information, prior to retrieving from a centralized database, coupon related information from one or more coupon codes assigned to the customer identification information. (Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0017]; [0042] through [0045]; [0048] through [0050] [0065] through [0069]; [0080]-[0083]; [0087] through [0090])

c. Transmitting the customer identification information from the coupon processing server through the network to the POS terminal in real time, each of the one or more coupon codes comprising coupon related information and manufacturer related information, the manufacture related information being transmitted to a manufacturer's server after coupon redemption. (Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0017]; [0042] through [0045]; [0048] through [0050] [0065] through [0069]; [0080]-[0083]; [0087] through [0090])

Claim 26: Fajkowski discloses the method as in claim 25, further comprising the

POS terminal redeeming a corresponding coupon and transmitting coupon redemption information to the coupon processing server. (Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0017]; [0042] through [0045]; [0048] through [0050] [0065] through [0069]; [0080]-[0083]; [0087] through [0090])

Claim 27: Fajkowski discloses the method as in claim 26, further comprising when the coupon processing server receives the coupon redemption information, deactivating the coupon corresponding to the customer identification card. (Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0017]; [0042] through [0045]; [0048] through [0050] [0065] through [0069]; [0080]-[0083]; [0087] through [0090])

Claim 28: Fajkowski discloses the method as in claim 27, further comprising the coupon processing server transmitting processed coupon information corresponding to the coupon redemption information to the manufacturer's server. (Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0017]; [0042] through [0045]; [0048] through [0050] [0065] through [0069]; [0080]-[0083]; [0087] through [0090])

Claim 29: Fajkowski discloses the method as in claim 25, further comprising swiping the coupon card in proximity to a reader configured to communicate with the POS terminal to effect reading of the customer identification information from the customer identification card. (Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0017]; [0042] through [0045]; [0048] through [0050] [0065] through [0069]; [0080]-

[0083]; [0087] through [0090])

Claim 31: Fajkowski discloses the method as in claim 29, wherein the reading is a non-optical reading. (Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0017]; [0042] through [0045]; [0048] through [0050] [0065] through [0069]; [0080]-[0083]; [0087] through [0090])

Claim 32: Fajkowski discloses the method as in claim 29, wherein the reading is an optical reading. (Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0017]; [0042] through [0045]; [0048] through [0050] [0065] through [0069]; [0080]-[0083]; [0087] through [0090])

Claim 49: Fajkowski discloses a computer readable medium storing computer code for processing coupons across a network in response to a non-optical reading of a coupon card, comprising:

a. Computer code for reading customer identification information from a customer identification card that is non-optically read at a Point of Sale terminal. (Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0017]; [0042] through [0045]; [0048] through [0050] [0065] through [0069]; [0080]-[0083]; [0087] through [0090])
b. Computer code for processing and formatting the customer identification information. (Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0017]; [0042]

through [0045]; [0048] through [0050] [0065] through [0069]; [0080]-[0083]; [0087] through [0090])

c. Computer code for transmitting the formatted customer identification information across the network. (Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0017]; [0042] through [0045]; [0048] through [0050] [0065] through [0069]; [0080]-[0083]; [0087] through [0090])

d. Computer code for receiving, interpreting, and validating the customer identification information at a coupon processing server. (Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0017]; [0042] through [0045]; [0048] through [0050] [0065] through [0069]; [0080]-[0083]; [0087] through [0090])

e. Computer code for retrieving coupon codes corresponding to the customer identification information from a centralized database when the customer identification information is validated, computer code for retrieving by the coupon processing server from a centralized database, coupon related information from one or more coupon codes assigned to the customer identification information. (Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0017]; [0042] through [0045]; [0048] through [0050] [0065] through [0069]; [0080]-[0083]; [0087] through [0090])

f. Computer code for transmitting the coupon related information to the Point of Sale terminal via the network. (Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0017]; [0042] through [0045]; [0048] through [0050] [0065] through [0069]; [0080]-[0083]; [0087] through [0090])

g. Computer code for redeeming the coupon related information from the one or more coupon codes in real time, each coupon code comprising coupon related information and manufacturer related information, the manufacturer related information not being used in coupon redemption but being configured as information to be sent to a manufacturer after coupon redemption. (Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0017]; [0042] through [0045]; [0048] through [0050] [0065] through [0069]; [0080]-[0083]; [0087] through [0090])

h. Computer code for transmitting the manufacturer related information to a manufacturer's server upon coupon redemption by the Point of Sale terminal. (Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0017]; [0042] through [0045]; [0048] through [0050] [0065] through [0069]; [0080]-[0083]; [0087] through [0090])

Claim 50: Fajkowski discloses the computer readable medium of claim 49, further comprising computer code for notifying the coupon processing server of successful coupon redemptions. (Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0017]; [0042] through [0045]; [0048] through [0050] [0065] through [0069]; [0080]-[0083]; [0087] through [0090])

Claim 53: Fajkowski discloses a real time system for redeeming coupons comprising:

a. A network. (Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0017]; [0042] through [0045]; [0048] through [0050] [0065] through [0069]; [0080]-[0083]; [0087] through [0090])

b. A Point-of-Sale (POS) terminal. (Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0017]; [0042] through [0045]; [0048] through [0050] [0065] through [0069]; [0080]-[0083]; [0087] through [0090])

c. A retailer's server configured to communicate with the POS terminal. (Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0017]; [0042] through [0045]; [0048] through [0050] [0065] through [0069]; [0080]-[0083]; [0087] through [0090])

d. A coupon processing server configured to communicate with the POS terminal across the network via the retailer's server. (Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0017]; [0042] through [0045]; [0048] through [0050] [0065] through [0069]; [0080]-[0083]; [0087] through [0090])

d. The POS terminal configured to transmit customer identification information from a customer identification card read at the POS terminal to the coupon processing server via the network in real time. (Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0017]; [0042] through [0045]; [0048] through [0050] [0065] through [0069]; [0080]-[0083]; [0087] through [0090])

e. Wherein the coupon processing server, in response to receipt of the customer identification information, is configured to transmit coupon related information of one or more coupon cods, assigned to the customer identification information, that have not been redeemed and have not expired to the POS terminal for

redemption. (Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0017]; [0042] through [0045]; [0048] through [0050] [0065] through [0069]; [0080]-[0083]; [0087] through [0090])

f. The coupon codes being one of a manufacture paper coupon codes and GS1 coupon codes, each of the coupon codes including customer identification information, coupon related information, and manufacturer related information, the manufacturer related information is not used in coupon redemption but is configured as information to be sent to a manufacturer after coupon redemption.. (Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0017]; [0042] through [0045]; [0048] through [0050] [0065] through [0069]; [0080]-[0083]; [0087] through [0090])

g. The POS terminal configured to send a message to the coupon processing server, via the retailer's server and the network, indicating which of the coupon codes received by the POS terminal were successfully redeemed, paper coupon codes being redeemed electronically and without a need for a paper coupon to be presented by the consumer. (Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0017]; [0042] through [0045]; [0048] through [0050] [0065] through [0069]; [0080]-[0083]; [0087] through [0090])

Claim 54: Fajkowski discloses the real time system of claim 53, wherein the real time system is configured to execute a coupon discount from the coupon related information received transmitted by the coupon processing server. (Fig. 1; Fig 10;

Paragraphs [0009] through [0013]; [0017]; [0042] through [0045]; [0048] through [0050] [0065] through [0069]; [0080]-[0083]; [0087] through [0090])

Claim 55: Fajkowski discloses the real time system of claim 53, wherein the server is configured to deactivate the coupon codes which were successfully redeemed. (Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0017]; [0042] through [0045]; [0048] through [0050] [0065] through [0069]; [0080]-[0083]; [0087] through [0090])

Claim 56: Fajkowski discloses the real time system of claim 53, wherein the server is configured to monitor in real time volume and traffic of redeemed coupons to identify abnormalities to prevent coupon counterfeiting. (Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0017]; [0042] through [0045]; [0048] through [0050] [0065] through [0069]; [0080]-[0083]; [0087] through [0090])

Claim 57: Fajkowski discloses a system, comprising:

a. A coupon card reader. . (Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0017]; [0042] through [0045]; [0048] through [0050] [0065] through [0069]; [0080]-[0083]; [0087] through [0090])
b. A Point of Sale (POS) terminal configured to read a customer identification number from a customer identification card read by a customer identification card reader, the POS terminal configured to communicate via a retailer's server. . (Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0017]; [0042] through [0045];

[0048] through [0050] [0065] through [0069]; [0080]-[0083]; [0087] through [0090])

c. A network. . (Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0017]; [0042] through [0045]; [0048] through [0050] [0065] through [0069]; [0080]-[0083]; [0087] through [0090])

d. A coupon processing server configured to communicate with the retailer's server via the network through a dedicated, real time connection, configured to validate the customer identification information, upon validation of the customer identification information, configured to redeem coupon related information assigned to the customer identification information and corresponding to products purchased through the customer identification information, and configured to provide coupon redemption data, product purchased data, and market intelligence data in real time to one or more corresponding manufacturers. . ((Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0017]; [0042] through [0045]; [0048] through [0050] [0065] through [0069]; [0080]-[0083]; [0087] through [0090])

e. The system configured to at least one of: 1) avoid clipping or organizing of coupons, 2) avoid manually counting and clearing of paper for both retailers and manufacturers, 3) electronically clear coupons to permit financial settlements to be made upon coupon redemption in real time, 4) recognize expired coupons as such so that their coupon codes are not sent to the POS for validation, and 5) report in real time coupon redemptions to permit promotion tracking. (Fig. 1; Fig

10; Paragraphs [0009] through [0013]; [0017]; [0042] through [0045]; [0048] through [0050] [0065] through [0069]; [0080]-[0083]; [0087] through [0090])

Claim 58: Fajkowski discloses the system of claim 57, the coupon related information being associated with manufacturer related information in a centralized database. (Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0017]; [0042] through [0045]; [0048] through [0050] [0065] through [0069]; [0080]-[0083]; [0087] through [0090])

Claim 59: Fajkowski discloses a method comprising:

a. Reading customer identification information from a coupon card at a card reader; providing the customer identification information to a Point of Sale (POS) terminal configured to communicate with the card reader. (Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0017]; [0042] through [0045]; [0048] through [0050] [0065] through [0069]; [0080]-[0083]; [0087] through [0090])
b. Transmitting the customer identification information over a network to a coupon processing server via a retailer's server in real time. (Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0017]; [0042] through [0045]; [0048] through [0050] [0065] through [0069]; [0080]-[0083]; [0087] through [0090])
c. In response to receipt of the customer identification information, validating the customer identification information. (Fig. 1; Fig 10; Paragraphs [0009] through

[0013]; [0017]; [0042] through [0045]; [0048] through [0050] [0065] through [0069]; [0080]-[0083]; [0087] through [0090])

d. Upon successful validation of the customer identification information, transmitting coupon related information, assigned to the customer identification information, from the coupon processing server to the POS terminal via the retailer's server. (Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0017]; [0042] through [0045]; [0048] through [0050] [0065] through [0069]; [0080]-[0083]; [0087] through [0090])

e. Redeeming a coupon corresponding to the coupon related information at the POS terminal. (Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0017]; [0042] through [0045]; [0048] through [0050] [0065] through [0069]; [0080]-[0083]; [0087] through [0090])

f. Transmitting redeemed coupon information to the coupon processing server. (Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0017]; [0042] through [0045]; [0048] through [0050] [0065] through [0069]; [0080]-[0083]; [0087] through [0090])

g. Updating a centralized database accessed by the coupon processing server to reflect the redeemed coupon information. (Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0017]; [0042] through [0045]; [0048] through [0050] [0065] through [0069]; [0080]-[0083]; [0087] through [0090])

h. Transmitting manufacturer related information corresponding to the redeemed coupon related information to a manufacturer's server in real time. (Fig. 1; Fig 10;

Paragraphs [0009] through [0013]; [0017]; [0042] through [0045]; [0048] through [0050] [0065] through [0069]; [0080]-[0083]; [0087] through [0090])

i. Use of the method results in at least one of: 1) avoiding clipping or organizing of coupons, 2) avoiding manually counting and clearing of paper for both retailers and manufacturers, 3) electronically clearing coupons to permit financial settlements to be made upon coupon redemption in real time, 4) recognizing expired coupons as such so that their coupon codes are not sent to the POS for validation, 5) reporting in real time coupon redemptions to permit promotion tracking(Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0017]; [0042] through [0045]; [0048] through [0050] [0065] through [0069]; [0080]-[0083]; [0087] through [0090])

Claim 60: Fajkowski discloses the method of claim 59, the centralized database storing the customer identification information, the coupon related information, and the manufacturer related information. (Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0017]; [0042] through [0045]; [0048] through [0050] [0065] through [0069]; [0080]-[0083]; [0087] through [0090])

Claim 61: Fajkowski discloses a system comprising:

a. A point of sale terminal. (Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0017]; [0042] through [0045]; [0048] through [0050] [0065] through [0069]; [0080]-[0083]; [0087] through [0090])

b. A coupon processing server. (Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0017]; [0042] through [0045]; [0048] through [0050] [0065] through [0069]; [0080]-[0083]; [0087] through [0090])

c. A network. (Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0017]; [0042] through [0045]; [0048] through [0050] [0065] through [0069]; [0080]-[0083]; [0087] through [0090])

d. The point of sale terminal configured to electronically transmit customer identification information to the coupon processing server via the network, electronically receive coupon related information assigned to the customer identification information at the coupon processing server, and redeem at least one coupon corresponding to the coupon related information, (Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0017]; [0042] through [0045]; [0048] through [0050] [0065] through [0069]; [0080]-[0083]; [0087] through [0090])

e. The coupon processing server configured to electronically transmit manufacturer related information corresponding to the at least one redeemed coupon to a manufacturer's server. (Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0017]; [0042] through [0045]; [0048] through [0050] [0065] through [0069]; [0080]-[0083]; [0087] through [0090])

f. The system configured to at least one of: avoid labor associated with processing paper coupons, provide for timely reimbursement of promotions from a manufacture, provide increased response rates, real time promotion tracking, faster and more reliable accounting, and avoid fraud associated with paper

coupons by delivering the coupon codes electronically to the point of sale terminal. (Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0017]; [0042] through [0045]; [0048] through [0050] [0065] through [0069]; [0080]-[0083]; [0087] through [0090])

Claim 62: Fajkowski discloses a method comprising:

a. Storing at a centralized database accessed by a coupon processing server one or more coupon codes, each coupon code comprising corresponding customer identification information, coupon related information, and manufacturer related information. (Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0017]; [0042] through [0045]; [0048] through [0050] [0065] through [0069]; [0080]-[0083]; [0087] through [0090])
b. Transmitting electronically from the coupon processing server the coupon related information to a POS terminal based on the customer identification information received by the coupon processing server. (Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0017]; [0042] through [0045]; [0048] through [0050] [0065] through [0069]; [0080]-[0083]; [0087] through [0090])
c. Receiving redemption information regarding the coupon related information at the coupon processing server from the POS terminal. (Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0017]; [0042] through [0045]; [0048] through [0050] [0065] through [0069]; [0080]-[0083]; [0087] through [0090])

d. After receiving the redemption information, generating a report based on manufacturer related information corresponding to the received redemption information; (Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0017]; [0042] through [0045]; [0048] through [0050] [0065] through [0069]; [0080]-[0083]; [0087] through [0090])

e. Transmitting the generated report from the coupon processing server to a manufacturer's server, (Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0017]; [0042] through [0045]; [0048] through [0050] [0065] through [0069]; [0080]-[0083]; [0087] through [0090])

f. Use of the method results in at least one of: avoiding labor associated with processing paper coupons, providing for timely reimbursement of promotions from a manufacture, providing increased response rates, real time promotion tracking, faster and more reliable accounting, and avoiding fraud associated with paper coupons by delivering coupon codes electronically to the point of sale terminal. (Fig. 1; Fig 10; Paragraphs [0009] through [0013]; [0017]; [0042] through [0045]; [0048] through [0050] [0065] through [0069]; [0080]-[0083]; [0087] through [0090])

Claim Rejections - 35 USC § 103

5. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

6. Claim 30 is rejected under 35 U.S.C. 103(a) as being unpatentable over Fajkowski et al. (PGPUB US 2005/0230473) in view of Goldthwaite et al. (PGPUB US 2004/0019564 A1)

Claim 30: Fajkowski discloses the method as in claim 29. While Fajkowski does not specifically state that the user of the customer identification card is biometrically identified the analogous art of Goldthwaite discloses that is known to include biometric signals as an additional security item for validation when using smart cards, and cards with magnetic strips, for payment systems. Fajkowski discloses that the invention utilizes existing financial clearing houses and smart cards to processing the coupon data and settle the payment transactions in Paragraph [0093], and that the invention is meant to encompass any credit card processing scheme data elements in Paragraph [0093]. Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to include data elements that included biometric signals. The rational for this that the biometric signals are

one of a limited number of predictable data elements used in credit card processing schemes.

7. Claims 33, 35-37, 40-42, 44-48, and 63-67 are rejected under 35 U.S.C. 103(a) as being unpatentable over Thompson et al, (U.S. Patent Number: 6,520,542) in view of Lubow et al. (PGPUB US 2005/01822695)

Claim 33 and 48: Thompson discloses a customer identification card, comprising:

a. A substrate. (Col 6, line 46 through Col 7, line 65; Col 8, lines 29-37; and Col 9, lines 16-43)
b. A non-optically readable code provided on the substrate. (Col 6, line 46 through Col 7, line 65; Col 8, lines 29-37; and Col 9, lines 16-43)
c. Wherein the customer identification card includes information relating to at least one coupon retrievable over a network, the customer identification card information being readable using non-optically readable technology. (Col 6, line 46 through Col 7, line 65; Col 8, lines 29-37; and Col 9, lines 16-43)

While Thompson does not state that the customer identification card does not store coupon codes, the analogous art of Lubow et al. discloses in Paragraphs [0056]; [0057]; [0065]; [0066]; and [0083] through [0088] that the coupon card (customer identification card) can be assigned unique identifiers and that these unique

identifiers can be used to process coupons in the manner of a credit card transaction. Thus it is clear that the coupon card is not required to store coupon codes but rather an identifier that is associated with a particular coupon code. Therefore, it would have been obvious to one of ordinary skill in the art to modify the coupon cards disclosed by Thompson to include identifiers rather than coupon codes disclosed by the invention of Lubow. The rational for including such information in the coupon codes disclosed by Thompson is that as retailers move to the RSS (GS1) format as required the retailer would not have to reinvent its own information system from scratch, an existing system can be augmented with middleware which can be tailored to receive and integrate the new data into an existing system, the retailer does not have to pay for the improvements to the system, those costs being shared by the his suppliers, the vendors, and the vendors do not have to invent ways of fulfilling the retailer's new system requirements. In addition, the conversion from the existing systems of item identification to the new standards may be made to appear transparent since such new labels may be readable by existing systems (Lubow: Paragraph [0048])

Claim 35: Thompson and Lubow disclose the customer identification card as in claim 33, wherein the non-optically readable code is magnetically readable. (Col 6, line 46 through Col 7, line 65; Col 8, lines 29-37; and Col 9, lines 16-43)

Claim 36: Thompson and Lubow disclose the customer identification card as in claim

35, wherein the code is provided in a magnetic strip. (Col 6, line 46 through Col 7, line 65; Col 8, lines 29-37; and Col 9, lines 16-43)

Claim 37: Thompson and Lubow disclose the customer identification card as in claim 36, wherein the magnetic strip is readable by a magnetic swipe card reader. (Col 6, line 46 through Col 7, line 65; Col 8, lines 29-37; and Col 9, lines 16-43)

Claim 40: Thompson and Lubow disclose the customer identification card as in claim 33, wherein the non-optically readable code is provided through a medium that is printed on the substrate. (Col 6, line 46 through Col 7, line 65; Col 8, lines 29-37; and Col 9, lines 16-43)

Claim 41: Thompson and Lubow disclose the customer identification card as in claim 33, wherein the non-optically readable code is provided through a medium that is adhered to the substrate. (Col 6, line 46 through Col 7, line 65; Col 8, lines 29-37; and Col 9, lines 16-43)

Claim 42: Thompson and Lubow disclose the customer identification card as in claim 41, wherein the medium is a label. (Col 6, line 46 through Col 7, line 65; Col 8, lines 29-37; and Col 9, lines 16-43)

Claim 44: Thompson and Lubow disclose the customer identification card as in claim

33, wherein the customer identification card is detachably part of a sheet of advertisement literature. (Col 6, line 46 through Col 7, line 65; Col 8, lines 29-37; and Col 9, lines 16-43)

Claim 45: Thompson and Lubow disclose the customer identification card as in claim 44, wherein the customer identification card comprises a plastic substrate. (Col 6, line 46 through Col 7, line 65; Col 8, lines 29-37; and Col 9, lines 16-43)

Claim 46: Thompson and Lubow disclose the customer identification card as in claim 44, wherein the customer identification card comprises a paper substrate. (Col 6, line 46 through Col 7, line 65; Col 8, lines 29-37; and Col 9, lines 16-43)

Claim 47: Thompson and Lubow disclose the customer identification card as in claim 44, wherein the customer identification card is detachable because on or proximate to at least one border of the customer identification card are one or more perforations. (Col 6, line 46 through Col 7, line 65; Col 8, lines 29-37; and Col 9, lines 4-43)

Claim 63: Thompson and Lubow discloses a customer identification card as in claim 33, wherein the customer identification card is part of a sheet of advertisement literature that comprises coupon details. (Col 6, line 46 through Col 7, line 65; Col 8, lines 29-37; and Col 9, lines 4-43

Claim 64: Thompson and Lubow discloses a customer identification card as in claim 63, wherein substrate is detachable from one of an insert, a flyer, and a promotion, wherein the one of the insert, the promotion, and the flyer further comprises at least two of a shopping list, coupon details, advertisement space, and a miscellaneous information space. (Col 6, line 46 through Col 7, line 65; Col 8, lines 29-37; and Col 9, lines 4-43)

Claim 65: Thompson and Lubow discloses the customer identification card of claim 64, wherein the one of the insert, the promotion, and the flyer further comprises at least three of a shopping list, coupon details, advertisement space, and a miscellaneous information space. (Col 6, line 46 through Col 7, line 65; Col 8, lines 29-37; and Col 9, lines 4-43)

Claim 66: Thompson and Lubow discloses the customer identification card of claim 65, wherein the one of the insert, the promotion, and the flyer further comprises at least a shopping list, coupon details, advertisement space, and a miscellaneous information space. (Col 6, line 46 through Col 7, line 65; Col 8, lines 29-37; and Col 9, lines 4-43)

Claim 67: Thompson and Lubow discloses a customer identification card as in claim 33, wherein the non-optically readable code is provided on a back of the customer

identification card. (Col 6, line 46 through Col 7, line 65; Col 8, lines 29-37; and Col 9, lines 4-43)

Response to Arguments

8. Applicant's arguments with respect to claims 1-5, 11-33, 35-37, 40-42, 44-50 and 53-67 have been considered but are moot in view of the new ground(s) of rejection.

Conclusion

9. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

10. Any inquiry concerning this communication or earlier communications from the examiner should be directed to JOHN VAN BRAMER whose telephone number is

(571)272-8198. The examiner can normally be reached on 6am - 4pm Monday through Thursday.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eric Stamber can be reached on (571) 272-6724. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/John Van Bramer/
John Van Bramer
Primary Examiner, Art Unit 3622

Notice of References Cited	Application/Control No. 11/439,725	Applicant(s)/Patent Under Reexamination THIBEDEAU, RICHARD B.	
	Examiner JOHN VAN BRAMER	Art Unit 3622	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-2005/0230473	10-2005	Fajkowski, Peter W.	235/383
	B	US-			
	C	US-			
	D	US-			
	E	US-			
	F	US-			
	G	US-			
	H	US-			
	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N					
	O					
	P					
	Q					
	R					
	S					
	T					

NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	
	V	
	W	
	X	

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.

OPAP IAP11 JAN 25 2011 PATENT & TRADEMARK OFFICE

INFORMATION DISCLOSURE CITATION FORM FOR PATENT APPLICATION (FORM PTO-1449) (Substitute)	Docket No.: 068A.0001.U1(US)	Serial No.: 11/439,725
	Applicant(s): R. Thibedeau	
	Filing Date: 5-23-2006	Group: 3622

OPAP IAP11 JAN 25 2011 PATENT & TRADEMARK OFFICE

U.S. PATENT DOCUMENTS

Examiner Initials	Document Number (Number-Kind Code)	Publication Date (MM-DD-YYYY)	Name of Patentee or Applicant	Class	Sub-class
	US- 7,578,435 B2	08/25/2009	Suk	235	379

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OTHER DOCUMENTS (Author (Capitalize), Title, Date, Pages, Etc., if known)

Examiner's Signature: /John Van Bramer/ Date Considered: 04/25/2011

Initial if reference was considered, whether or not citation is in conformance with MPEP. Mark through citation if not considered. Include a copy of this citation form with your next correspondence to the Applicant(s).

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JAN 25 2011
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IN THE U.S. PATENT AND TRADEMARK OFFICE

In re U.S. Patent Application of:

APPLICANT:	Richard Thibedeau		
SERIAL NO.:	11/439,725	FILING DATE:	May 23, 2006
EXAMINER:	Van Bramer, John	ART UNIT:	3688
ATTORNEY'S DOCKET NO.:	068A.0001.U1(US)		
CONFIRMATION NO.:	7228		
TITLE:	INTELLIGENT COUPON NETWORK		

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313

AMENDMENT IN RESPONSE TO NOTICE OF NON-COMPLIANT AMENDMENT AND TO OFFICE ACTION

Sir:

This paper is herewith filed in response to the Notice of Non-Compliant Amendment mailed on December 22, 2010, and to the Non-Final Office Action mailed on April 27, 2010 for the above-captioned U.S. Patent Application. This paper is deemed to be filed within the shortened statutory period and no petition or fee for an extension of time is required. However, should the undersigned attorney be mistaken, please consider this a petition for any extension of time that may be required to maintain the pendency of this Patent Application. Please charge deposit account no.: 50-1924 for any required fee deficiency.

Please amend the application as shown below.

AMENDMENTS TO THE CLAIMS:

This listing of the claims will replace all prior versions, and listings, of the claims in this application:

Please cancel claims 6, 10, 51, and 52 without prejudice or disclaimer.

Listing of Claims:

1. (Currently Amended) A system for redeeming coupons, comprising:

a network;

a Point-of-Sale (POS) terminal configured to communicate via ~~communicatively coupled to~~ the network;

a coupon processing server configured to communicate via ~~communicatively coupled to~~ the network, ~~POS terminal~~ the coupon processing server configured to access a centralized database, the centralized database configured to store customer identification information and one or more coupon codes associated with the customer identification information, each of the coupon codes comprising coupon related information and manufacturer related information, the manufacturer related information is not used in coupon redemption but is configured as information to be sent to a manufacturer after coupon redemption, the coupon related information is configured to be sent to the POS terminal for coupon redemption;

~~wherein~~ the POS terminal ~~transmits~~ configured to transmit the customer identification ~~first coupon related~~ information from a customer identification ~~coupon~~ card read at the POS terminal, the POS terminal configured to transmit the customer identification information to the coupon processing server via the network, ~~wherein~~

the coupon processing server configured to retrieve ~~transmits~~ the coupon related information from the centralized database that is assigned to the customer identification information and transmit the retrieved coupon related information ~~GS1 paper coupon data elements~~ to the POS terminal via the network in real time, ~~wherein~~ the coupon related information including at least one of ~~GS1 paper coupon data elements include~~ a product number system character, manufacture number, family code, and value code.

2. (Currently Amended) A system as in claim 1, ~~wherein the server is a coupon processing server,~~ further comprising a retailer's server through which the POS terminal is configured to communicate via ~~communicatively coupled to~~ the network to ~~and~~ the coupon processing server.

3. (Original) A system as in claim 2, wherein the coupon processing server is an Intelligent Coupon Network (ICN) server, further comprising a manufacturer's server communicatively coupled to the ICN server.

4. (Currently Amended) A system as in claim 3, the system further comprising the customer identification card, wherein the customer identification ~~first coupon related~~ information of the customer identification ~~coupon~~ card is contained in a Magnetic Ink Character Recognition strip on the customer identification ~~coupon~~ card.

5. (Currently Amended) A system as in claim 3, the system further comprising the customer identification card, wherein the customer identification ~~coupon~~ card is a radio frequency identification (RFID) card.

6. (Canceled).

7. (Canceled).

8. (Canceled).

9. (Canceled).

10. (Canceled).

11. (Currently Amended) A system as in claim 1, wherein the coupon processing server tabulates raw data of coupon processing transactions for a manufacturer.

12. (Currently Amended) A system as in claim 11, wherein the coupon processing server provides the tabulated data to the manufacturer in the form of reports.

13. (Currently Amended) A system as in claim 1, further comprising ~~wherein~~ a card reader coupled to the POS terminal, the card reader configured to read ~~reads~~ the customer identification ~~coupon~~ card.

14. (Original) A system as in claim 1, wherein the network is the World Wide Web.

15. (Original) A system as in claim 1, wherein the network is an internet.

16. (Currently Amended) A system as in claim 13 ~~1~~, the system further comprising the customer identification card, wherein the customer identification ~~coupon~~ card is a one-time-use coupon card.

17. (Currently Amended) A system as in claim 13 ~~3~~, the system further comprising the customer identification card, wherein the customer identification ~~coupon~~ card is a radio frequency data communication (RFDC) card.

18. (Currently Amended) A system as in claim 1, the system further comprising the customer identification card, wherein the customer identification card is distributed by a manufacturer of consumer package goods (CPG).

19. (Currently Amended) A system as in claim 13, wherein the card reader non-optically reads the customer identification ~~coupon~~ card.

20. (Currently Amended) A system as in claim 13, wherein the card reader optically reads the customer identification ~~coupon~~ card.

21. (Currently Amended) A system as in claim 20, wherein the customer identification ~~coupon~~ card comprises an optically scannable bar code that is optically read.

22. (Currently Amended) A system as in claim 1 ~~8~~, wherein the POS terminal is configured to transmit ~~transmits~~ additional coupon related information to the coupon processing server upon successful redemption of a coupon.

23. (Currently Amended) A system as in claim 22, wherein the additional coupon related information comprises identification information from the product purchased ~~and the GS1 coupon code of the GS1 paper coupon data elements~~ and retailer identification information.

24. (Currently Amended) A system as in claim 23, the additional coupon related information and the corresponding manufacturer related information being used by the coupon processing server to generate a report to the manufacturer whose product was purchased through redemption of the GS1 coupon code retrieved by the customer identification ~~coupon~~ card.

25. (Currently Amended) A method for processing coupons, comprising: reading customer identification ~~first coupon related~~ information from a customer identification ~~coupon~~ card at a Point-of-Sale (POS) terminal; transmitting the customer identification ~~first coupon related~~ information from the POS terminal through a network to a coupon processing server; ~~if~~ the coupon processing server configured to validate ~~validates~~ the customer identification ~~first coupon related~~ information, prior to retrieving from a centralized database, coupon related information from one or more coupon codes assigned to the customer identification information; transmitting the customer identification information from the coupon processing server ~~second coupon related information~~ through the network to the POS terminal in real time, each of the one or more coupon codes comprising coupon related information and manufacturer related information, the manufacture related information being ~~wherein the second coupon related information comprises some but not all of a corresponding stored coupon code~~ transmitted to a manufacturer's server after coupon redemption.

26. (Currently Amended) A method as in claim 25, further comprising ~~if~~ the POS terminal ~~validates the second coupon related information,~~ redeeming a corresponding coupon ~~corresponding to the coupon card~~ and transmitting coupon redemption information to the coupon processing server.

27. (Currently Amended) A method as in claim 26, further comprising when the coupon processing server receives the coupon redemption information, deactivating the coupon corresponding to the customer identification ~~coupon~~ card.

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28. (Currently Amended) A method as in claim 27, further comprising the coupon processing server transmitting processed coupon information corresponding to the coupon redemption information to ~~a~~ the manufacturer's server.

29. (Currently Amended) A method as in claim 25, further comprising swiping the coupon card in proximity to a reader configured to communicate with ~~coupled to~~ the POS terminal to effect reading of the customer identification ~~first coupon related~~ information from the customer identification ~~coupon~~ card.

30. (Currently Amended) A method as in claim 29, further comprising biometrically identifying a user of the customer identification ~~coupon~~ card as a part of validating.

31. (Original) A method as in claim 29, wherein the reading is a non-optical reading.

32. (Original) A method as in claim 29, wherein the reading is an optical reading.

33. (Currently Amended) A customer identification ~~coupon~~ card, comprising: a substrate; and a non-optically readable code provided on the substrate, wherein the customer identification ~~coupon~~ card includes information relating to at least one coupon retrievable over a network, the customer identification ~~coupon~~ card information being readable using non-optically readable technology, wherein the customer identification ~~coupon~~ card does not store coupon codes but provides customer identification information to a coupon processing server which provides coupon related information assigned to the customer identification information~~, wherein the coupon card is part of a sheet of advertisement literature that comprises coupon details, wherein the non-optically readable code is provided on a back of the coupon card~~.

34. (Canceled).

35. (Currently Amended) A customer identification ~~coupon~~ card as in claim 33, wherein the non-optically readable code is magnetically readable.

36. (Currently Amended) A customer identification ~~coupon~~ card as in claim 35, wherein the non-optically readable code is provided in a magnetic strip.

37. (Currently Amended) A customer identification ~~coupon~~ card as in claim 36, wherein the magnetic strip is readable by a magnetic swipe card reader.

38. (Canceled).

39. (Canceled).

40. (Currently Amended) A customer identification ~~coupon~~ card as in claim 33, wherein the non-optically readable code is provided through a medium that is printed on the substrate.

41. (Currently Amended) A customer identification ~~coupon~~ card as in claim 33, wherein the non-optically readable code is provided through a medium that is adhered to the substrate.

42. (Currently Amended) A customer identification ~~coupon~~ card as in claim 41 ~~39~~, wherein the medium is a label.

43. (Canceled).

44. (Currently Amended) A customer identification ~~coupon~~ card as in claim 33, wherein the customer identification ~~coupon~~ card is detachably part of a ~~the~~ sheet of advertisement literature.

45. (Currently Amended) A customer identification ~~coupon~~ card as in claim 44, wherein the customer identification ~~coupon~~ card comprises a plastic substrate.

46. (Currently Amended) A customer identification ~~coupon~~ card as in claim 44, wherein the customer identification ~~coupon~~ card comprises a paper substrate.

47. (Currently Amended) A customer identification ~~coupon~~ card as in claim 44, wherein the customer identification ~~coupon~~ card is detachable because on or proximate to at least one border of the customer identification ~~coupon~~ card are one or more perforations.

48. (Currently Amended) A customer identification ~~coupon~~ card as in claim 33, wherein the customer identification ~~coupon~~ card does not store coupon codes.

49. (Currently Amended) A computer readable medium storing computer code for processing coupons across a network in response to a non-optical reading of a coupon card, comprising:

computer code for reading customer identification information from a customer identification card ~~identification code from a coupon card~~ that is non-optically read at a Point of Sale terminal; computer code for processing and formatting the customer identification information ~~the read identification code~~; computer code for transmitting the formatted customer identification information ~~identification code~~ across the network; computer code for receiving, interpreting, and validating the customer identification information ~~identification code~~ at a coupon processing server; ~~if the identification code is validated,~~ computer code for retrieving coupon codes corresponding to the customer identification information ~~identification code~~ from a centralized database when the customer identification information is validated; computer code for retrieving, by the coupon processing server from a centralized database, coupon related information from one or more coupon codes assigned to the customer identification information; computer code for transmitting the coupon related information ~~some but not all of each of the retrieved coupon codes~~ to the Point of Sale terminal via the network; ~~and~~ computer code for redeeming the coupon related information from the one or more coupon codes in real time, each coupon code comprising coupon related information and manufacturer related information, the manufacturer related information not being used in coupon redemption but being configured as information to be sent to a manufacturer after coupon redemption; and computer code for transmitting the manufacturer related information to a manufacturer's server upon coupon redemption by the Point of Sale terminal.

50. (Original) The computer readable medium of claim 49, further comprising computer code for notifying the coupon processing server of successful coupon redemptions.

51. (Canceled).

52. (Canceled).

53. (Currently Amended) A real time system for redeeming coupons, comprising:
a network;
a Point-of-Sale (POS) terminal ~~communicatively coupled to the network~~;
a retailer's server configured to communicate with the POS terminal;

a coupon processing server configured to communicate with ~~communicatively coupled to~~ the POS terminal across the network via the retailer's server;

~~wherein~~ the POS terminal configured to transmit ~~transmits~~ customer identification information from a customer identification ~~coupon~~ card read at the POS terminal to the coupon processing server via the network in real time, wherein the coupon processing server, in response to receipt of the customer identification information, is configured to transmit coupon related information of one or more coupon codes, assigned to the customer identification information, ~~transmits coupon codes~~ that have not been redeemed and have not expired to the POS terminal for redemption ~~validation~~, ~~wherein~~ the coupon codes being ~~are~~ one of manufacture paper coupon codes and GS1 coupon codes, each of the coupon codes including customer identification information, coupon related information, and manufacturer related information, the manufacturer related information is not used in coupon redemption but is configured as information to be sent to a manufacturer after coupon redemption, ~~wherein~~ the POS terminal configured to send ~~sends~~ a message to the coupon processing server, via the retailer's server and the network, indicating which of the coupon codes received by the POS terminal were successfully redeemed, ~~wherein~~ paper coupon codes being ~~are~~ redeemed electronically and without a need for a paper coupon to be presented by a consumer.

54. (Currently Amended) The real time system of claim 53, wherein the real time system is configured to execute a coupon discount ~~at the POS terminal~~ from the coupon related information received transmitted by the coupon processing server ~~without any prior coupon information being loaded onto the POS terminal~~.

55. (Currently Amended) The real time system of claim 53, wherein the server is configured to deactivate the coupon codes which were successfully redeemed.

56. (Currently Amended) The real time system of claim 53, wherein the server is configured to monitor in real time volume and traffic of redeemed coupons to identify abnormalities to prevent coupon counterfeiting.

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57. (New) A system, comprising:

a coupon card reader;

a Point of Sale (POS) terminal configured to read a customer identification number from a customer identification card read by a customer identification card reader, the POS terminal configured to communicate via a retailer's server;

a network; and

a coupon processing server configured to communicate with the retailer's server via the network through a dedicated, real time connection, configured to validate the customer identification information, upon validation of the customer identification information, configured to redeem coupon related information assigned to the customer identification information and corresponding to products purchased through the customer identification information, and configured to provide coupon redemption data, product purchased data, and market intelligence data in real time to one or more corresponding manufacturers, the system configured to at least one of: 1) avoid clipping or organizing of coupons, 2) avoid manually counting and clearing of paper for both retailers and manufacturers, 3) electronically clear coupons to permit financial settlements to be made upon coupon redemption in real time, 4) recognize expired coupons as such so that their coupon codes are not sent to the POS for validation, and 5) report in real time coupon redemptions to permit promotion tracking.

58. (New) The system of claim 57, the coupon related information being associated with manufacturer related information in a centralized database.

59. (New) A method comprising:

reading customer identification information from a coupon card at a card reader;

providing the customer identification information to a Point of Sale (POS) terminal configured to communicate with the card reader;

transmitting the customer identification information over a network to a coupon processing server via a retailer's server in real time;

in response to receipt of the customer identification information, validating the customer identification information;

upon successful validation of the customer identification information, transmitting coupon related information, assigned to the customer identification information, from the coupon processing server to the POS terminal via the retailer's server;

redeeming a coupon corresponding to the coupon related information at the POS terminal;

transmitting redeemed coupon information to the coupon processing server;

updating a centralized database accessed by the coupon processing server to reflect the redeemed coupon information;

transmitting manufacturer related information corresponding to the redeemed coupon related information to a manufacturer's server in real time,

use of the method results in at least one of: 1) avoiding clipping or organizing of coupons, 2) avoiding manually counting and clearing of paper for both retailers and manufacturers, 3) electronically clearing coupons to permit financial settlements to be made upon coupon redemption in real time, 4) recognizing expired coupons as such so that their coupon codes are not sent to the POS for validation, 5) reporting in real time coupon redemptions to permit promotion tracking.

60. (New) The method of claim 59, the centralized database storing the customer identification information, the coupon related information, and the manufacturer related information.

61. (New) A system comprising:

a point of sale terminal;

a coupon processing server; and

a network,

the point of sale terminal configured to electronically transmit customer identification information to the coupon processing server via the network, electronically receive coupon related information assigned to the customer identification information at the coupon processing server, and redeem at least one coupon corresponding to the coupon related information,

the coupon processing server configured to electronically transmit manufacturer related information corresponding to the at least one redeemed coupon to a manufacturer's server,

the system configured to at least one of: avoid labor associated with processing paper

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coupons, provide for timely reimbursement of promotions from a manufacture, provide increased response rates, real time promotion tracking, faster and more reliable accounting, and avoid fraud associated with paper coupons by delivering the coupon codes electronically to the point of sale terminal.

62. (New) A method comprising:

storing at a centralized database accessed by a coupon processing server one or more coupon codes, each coupon code comprising corresponding customer identification information, coupon related information, and manufacturer related information,

transmitting electronically from the coupon processing server the coupon related information to a POS terminal based on the customer identification information received by the coupon processing server;

receiving redemption information regarding the coupon related information at the coupon processing server from the POS terminal;

after receiving the redemption information, generating a report based on manufacturer related information corresponding to the received redemption information; and

transmitting the generated report from the coupon processing server to a manufacturer's server,

use of the method results in at least one of: avoiding labor associated with processing paper coupons, providing for timely reimbursement of promotions from a manufacture, providing increased response rates, real time promotion tracking, faster and more reliable accounting, and avoiding fraud associated with paper coupons by delivering coupon codes electronically to the point of sale terminal.

63. (New) A customer identification card as in claim 33, wherein the customer identification card is part of a sheet of advertisement literature that comprises coupon details.

64. (New) A customer identification card as in claim 63, wherein substrate is detachable from one of an insert, a flyer, and a promotion, wherein the one of the insert, the promotion, and the flyer further comprises at least two of a shopping list, coupon details, advertisement space, and a

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miscellaneous information space.

65. (New) The customer identification card of claim 64, wherein the one of the insert, the promotion, and the flyer further comprises at least three of a shopping list, coupon details, advertisement space, and a miscellaneous information space.

66. (New) The customer identification card of claim 65, wherein the one of the insert, the promotion, and the flyer further comprises at least a shopping list, coupon details, advertisement space, and a miscellaneous information space.

67. (New) A customer identification card as in claim 33, wherein the non-optically readable code is provided on a back of the customer identification card.

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REMARKS

Claims 1-5, 11-33, 35-37, 40-42, 44-50, and 53-67 are currently pending. Claims 6, 10, 51, and 52 have been canceled without prejudice or disclaimer. Claims 1, 5, 13, 16-22, 24-30, 33, 35-37, 40-48, and 53-56 have been amended. The support for the amendment of the claims is found in Applicant's original disclosure, including paragraph 0021, canceled claim 52 and Figures 4 and 6. New claims 57-67 are supported by Applicant's original disclosure, including the original claims and paragraph 0013, 0021-0023, and 0032. It is respectfully submitted that no new matter has been added.

Claims 1, 25, 33, 49, 53, 59, 61, and 62 are independent.

Telephone Interview

The inventor and Applicant's representatives thank Primary Examiner John Van Bramer for the courtesies extended in the scheduling and holding of the initial and follow up telephone interviews.

A telephone interview was conducted on July 20, 2010 between Primary Examiner John Van Bramer, Inventor Richard Thibedeau, and Applicant's Representative Christine Beninati. A follow up telephone interview was conducted on July 26, 2010 between Primary Examiner John Van Bramer, Inventor Richard Thibedeau, and Applicant's Representatives Christine Beninati and Walter Malinowski.

Independent claims and particularly the Lubow reference were discussed.

The claims have been further clarified in light of the telephone interviews conducted July 20 and 26.

Claim Rejections under 35 U.S.C. 102

The Patent Office rejected claims 1-6, 10-29, 31, 32, 49-51, and 53-56 under 35 U.S.C. 102(e) as being anticipated by Lubow, U.S. Published Patent Application No. 2005/0182695. Applicant respectfully traverses this rejection.

A claim is not anticipated unless each and every non-inherent limitation is disclosed, generally, in a single reference. (See MPEP 2131)

Claim 1 recites as follows:

> A system for redeeming coupons, comprising: a network; a Point-of-Sale (POS) terminal configured to communicate via the network; **a coupon processing server configured to communicate via the network, the coupon processing server configured to access a centralized database, the centralized database configured to store customer identification information and one or more coupon codes associated with the customer identification information, each of the coupon codes comprising coupon related information and manufacturer related information, the manufacturer related information is not used in coupon redemption but is configured as information to be sent to a manufacturer after coupon redemption, the coupon related information is configured to be sent to the POS terminal for coupon redemption**; the POS terminal configured to transmit the customer identification information from a customer identification card read at the POS terminal, the POS terminal configured to transmit the customer identification information to the coupon processing server via the network; **the coupon processing server configured to retrieve the coupon related information from the centralized database that is assigned to the customer identification information and transmit the retrieved coupon related information to the POS terminal via the network in real time**, the coupon related information including at least one of a product number system character, manufacture number, family code, and value code.

Claim 25 recites as follows:

> A method for processing coupons, comprising: reading customer identification information from a customer identification card at a Point-of-Sale (POS) terminal; transmitting the customer identification information from the POS terminal through a network to a coupon processing server; **the coupon processing server configured to validate the customer identification information, prior to retrieving from a centralized database, coupon related information from one or more coupon codes assigned to the customer identification information**; transmitting the customer identification information from the coupon processing server through the network to the POS terminal in real time, **each of the one or more coupon codes comprising coupon related information and manufacturer related information, the manufacture related information being transmitted to a manufacturer's server after coupon redemption**.

Claim 49 recites as follows:

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> A computer readable medium storing computer code for processing coupons across a network in response to a non-optical reading of a coupon card, comprising: computer code for reading customer identification information from a customer identification card that is non-optically read at a Point of Sale terminal; computer code for processing and formatting customer identification information; computer code for transmitting the formatted customer identification information across the network; computer code for receiving, interpreting, and validating the customer identification information at a coupon processing server; **computer code for retrieving coupon codes corresponding to the customer identification information from a centralized database when the customer identification information is validated**; computer code for retrieving, by the coupon processing server from a centralized database, coupon related information from one or more coupon codes assigned to the customer identification information; computer code for transmitting the coupon related information to the Point of Sale terminal via the network; computer code for redeeming the coupon related information from the one or more coupon codes in real time, **each coupon code comprising coupon related information and manufacturer related information, the manufacturer related information not being used in coupon redemption but being configured as information to be sent to a manufacturer after coupon redemption; and computer code for transmitting the manufacturer related information to a manufacturer's server upon coupon redemption by the Point of Sale terminal**.

Claim 53 recites as follows:

> A real time system for redeeming coupons, comprising: a network; a Point-of-Sale (POS) terminal; a retailer's server configured to communicate with the POS terminal; a coupon processing server configured to communicate with the POS terminal across the network via the retailer's server; **the POS terminal configured to transmit customer identification information from a customer identification card read at the POS terminal to the coupon processing server via the network in real time, wherein the coupon processing server, in response to receipt of the customer identification information, is configured to transmit coupon related information of one or more coupon codes, assigned to the customer identification information, that have not been redeemed and have not expired to the POS terminal for redemption**, the coupon codes being one of manufacture paper coupon codes and GS1 coupon codes, **each of the coupon codes including customer identification information, coupon related information, and manufacturer related information**, the manufacturer related

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> information is not used in coupon redemption but is configured as information to be sent to a manufacturer after coupon redemption, the POS terminal configured to send a message to the coupon processing server, via the retailer's server and the network, indicating which of the coupon codes received by the POS terminal were successfully redeemed, paper coupon codes being redeemed electronically and without a need for a paper coupon to be presented by a consumer.

The Patent Office asserted as follows:

Claim 1: Lubow discloses a system for redeeming coupons, comprising:

a. A network. (Fig. 1; Paragraph [0056] and [0057])

b. A Point-of-Sale (POS) terminal communicatively coupled to the network. (Fig. 1; Paragraphs [0053]; [0062]; [0070]; and [0097])

c. A server communicatively coupled to the POS terminal. (Fig. 1; Paragraphs [0053]; [0056]; [0057]; [0062]; [0070]; and [0097])

d. Wherein the POS terminal transmits first coupon related information from a coupon card read at the POS terminal to the server via the network (Fig. 1; Paragraphs [0053]; [0056]; [0057]; [0062]; [0070]; and [0097])

e. Wherein the server transmits GS1 paper coupon data elements to the POS terminal via the network. (Paragraph [0049]; [0052]; [0053]; and [0081] through [0088])

f. Wherein the GS1 paper coupon data elements include a product number system character, manufacture number, family code, and value code. (Paragraph [0049]; [0052]; [0053]; and [0081] through [0088])

The Patent Office asserted as follows:

Claim 25: Lubow discloses a method for processing coupons, comprising:

a: Reading first coupon related information from a coupon card at a Point-of-Sale (POS) terminal. (Abstract; Paragraphs [0030]; [0049] through [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])]

b. Transmitting the first coupon related information through a network to a coupon processing server, if the coupon processing server validates the first coupon related information,

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transmitting second coupon related information through the network to the POS terminal, wherein the second coupon related information comprises some but not all of a corresponding stored coupon code. (Abstract; Paragraphs [0030]; [0049] through [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])

The Patent Office asserted as follows:

Claim 49: Lubow discloses a computer readable medium storing computer code for processing coupons across a network in response to a non-optical reading of a coupon card, comprising:

a. Computer code for reading identification code from a coupon card that is non-optically read at a Point of Sale terminal. (Abstract; Paragraphs [0030]; [0049] through [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])

b. Computer code for processing and formatting the read identification code. (Abstract; Paragraphs [0030]; [0049] through [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])

c. Computer code for transmitting the formatted identification code across the network. (Abstract; Paragraphs [0030]; [0049] through [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])

d. Computer code for receiving, interpreting, and validating the identification code at coupon processing server. (Abstract; Paragraphs [0030]; [0049] through [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])

e. If the identification code is validated, computer code for retrieving coupon codes corresponding to the identification code from a centralized database. (Abstract; Paragraphs [0030]; [0049] through [0053[); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])

f. Computer code for transmitting some but not all of each of the retrieved coupon codes to the Point of Sale terminal via the network. (Abstract; Paragraphs [0030]; [0049] though [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081]

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through [0088]; [0093]; and [0097])

g. Computer code for redeeming the coupon codes. (Abstract; Paragraphs [0030]; [0049] through [0053]; [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])

The Patent Office asserted as follows:

Claim 53: Lubow discloses a system for redeeming coupons comprising:

a. A network. (Abstract; Paragraphs [0030]; [0049] through [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])

b. A Point-of-Sale (POS) terminal communicatively coupled to the network. (Abstract; Paragraphs [0030]; [0049] through [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])

c. A server communicatively coupled to the POS terminal. (Abstract; Paragraphs [0030]; [0049] through [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])

d. Wherein the POS terminal transmits information from a coupon card read at the POS terminal to the server via the network in real time. (Abstract; Paragraphs [0030]; [0049] through [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])

e. Wherein the server, in response to receipt of the information, transmits coupon codes that have not been redeemed and have not expired to the POS terminal for validation. (Abstract; Paragraphs [0030]; [0049] through [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])

f. Wherein the coupon codes are one of a manufacture paper coupon codes and GS1 coupon codes. (Abstract; Paragraphs [0030]; [0049] through [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])

g. Wherein the POS terminal sends a message to the server indicating which of the coupon codes received by the POS terminal were successfully redeemed. (Abstract; Paragraphs [0030]; [0049] through [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])

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h. Wherein the paper coupon codes are redeemed electronically and without a need for a paper coupon to be presented by the consumer. (Abstract; Paragraphs [0030]; [0049] through [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])

Pertinent parts of the cited passages – abstract and paragraphs 0030, 0049-0053, 0055-0057, 0062-0067, 0070, 0081-0088, 0093, and 0097 – of Lubow, are reproduced below as follows:

> A method is devised whereby a retailer may upgrade his operation by providing his suppliers (the vendors) with labeling standards including RFID and RSS bar code, guidelines for formatting and including in those labels additional supply chain logistical information, additional information including the item number, lot and expiration dates, the time and place of manufacture, descriptions in greater depth then was hitherto possible about the goods themselves, and a method of capturing that information and feeding it into the retailer's information management systems through customized forms and middleware. The retailer uses the services of an information management corporation that sets up this program with the retailer's suppliers, thereby eliminating the associated costs of augmenting his own systems. ...
> [0030] In another embodiment of the invention, accessing data associated with the items comprises receiving the accessed data from a Radio Frequency Identifier (RFID) device.
> [0049] FIG. 7 illustrates sample relationships between consumers, the retail store, the retail information systems and the retailer's suppliers (the vendors). The information used to communicate between the different entities all begins with the vendors. That information, in the form of product information (e.g., item number (UPC), expiration date, lot numbers, serial number, in depth product descriptions, manufacturing place and time, and so forth), may be attached to the goods themselves, for example, in the form of RFID tags with corresponding RSS bar code. When the goods arrive at the retailer warehouse or distribution center, the associated information is scanned into the retailer's information systems through the use of forms and middleware. ... Information about stocking and purchasing habits is relayed to suppliers in the form of reordering and distribution requirements to the vendors. ...
> [0050] ... By having the coupon information flow through the retailer's own information systems, the consumer, retailer and vendor may all benefit. ...
> [0051] ... there are several techniques through which the additional information gathered and transmitted to the consumer and back to the vendor could be used to facilitate the organization of a more effective

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rebate and coupon program offered by the vendors through the retailer. ...
[0052] ... Further, by emulating the format of a credit card transaction, coupons employing bar codes, magnetic stripes and smart cards can be processed as credit card transactions using the existing or legacy credit card processing infrastructure. ...
[0053] FIG. 1 illustrates a coupon processing system. A point of sale (POS) location 100 may be a retail store, self-serve kiosk, virtual location, a consumer's home, or other business location where a merchant sells products or services. ... A scanner/reader 110 scans a bar-coded coupon 105, or reads a magnetic stripe card or smart card, e.g., a coupon card, any of which is encoded with data according to the invention. The scanner/reader 110 is provided with software for reading the information and communicating it to a merchant computer system 120 or a credit card terminal 115. A magnetic strip card may be read using a known swipe reader while a smart card may be read using a known smart card reader. Thus, in addition to bar-coded coupons comprising a bar code symbol printed on a substrate such as paper, the invention may be used with other data storage media such as magnetic stripe cards and smart cards that store the equivalent data. ...
[0055] The scanners/readers 110 or 112 communicate with a credit card terminal 115, which may have a swipe reader and a keypad. An RS232 port on the credit card terminal 115 may be used to receive data from the scanners/readers 110 or 112. ...
[0056] According to the invention, the information that is obtained by the scanner/reader 110 or 112 may include an account identifier, such as a credit card or debit card number, of the coupon issuer, which is the entity that is applying for the discount provided by the coupon. As explained further below, the use of such an account identifier allows a coupon to be electronically processed using the existing credit and debit card processing infrastructure, including the existing scanner/reader 110, credit card terminal 115 and the upstream processing facilities and protocols already in place. Other coupon transaction information, such as the product and discount, are piggybacked onto the account identifier and likewise communicated from the credit card terminal to the upstream facilities. ... Periodically, such as daily, the coupon transaction information is uploaded to a processing center 135 as a batch job via a communication network 125 such as a telephone network. ...
[0057] ... In conventional transactions where a consumer pays for an item using a credit card, up to 105 characters of ANSI information appear on the consumer's credit card statements for a transaction to provide the consumer with a record of the transaction. However, with the present invention, the account identifier is associated with the coupon issuer, and the coupon information, including the discount amount, product identifier, consumer data and other information, may be carried in the 105

characters.

[0062] ... since the account identifier in the coupon transaction information is associated with the coupon issuer, and not the consumer, the coupon issuer's account 155 is charged for the discount amount of the coupon. ... The merchant may be identified by the merchant identifier that is communicated to the processing center 135 with the coupon transaction information using the existing protocols. A database at the processing center 135 may associate the merchant identifier with a merchant account number for an electronic funds transfer (EFT). ...

[0063] ...

[0064] ... Generally, reputable coupon issuers such as large manufacturers may be extended credit by the processing facility, which reimburses the merchants before obtaining payment from the manufacturer. ... At block 260, the additional data regarding demographics and the like, can be communicated to a facility for further analysis and marketing research. Reports developed from the coupon transaction information can be amassed and periodically presented to the coupon issuer. The coupon issuer might select from monthly, weekly, daily or other time intervals to receive informational reports and schedule reimbursement payments to the merchants.

[0065] ...

[0066] Coupons that consumers print from a web site, e.g., web-based coupons, can also include specific information relating to the consumer that is obtained from the consumer's interaction with the web site. An Internet web site that allows the consumer to select from a variety of coupons and print them out for redemption can be uniquely identified and serialized to prevent duplicate use. ...

[0067]...

[0070]...

[0081] The bar-coded coupon symbols disclosed herein also provide increased information beyond the amount of information that a typical UCC/EAN-128 coupon format holds, e.g. the offer number, serial number, expiration date, product identification, family code and value code. ...

[0082] ... the additional information beyond the standard UCC/EAN-128 Coupon Formats may include: the Global Trade Item or Identification Number (GTIN) with the Application Identifier (AI) of (01), the Date with AI (20), the Time, the Offer Code, the Offer Expiration Date, the Sub-Offer Code, the Issue Date, and a unique serial number. ...

[0083] Another problem of existing coupon formats is the limited area devoted to family codes. A family code is designed by the manufacturer to indicate which set of products the coupons are targeted. ...

[0084] The coupons may also be coded with the expiration date of the credit or debit card account and/or the expiration date of the individual

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> coupon offer, the latter of which is used to establish the validity of the coupon for redemption during processing. Since a manufacturer can have more than one coupon offer running simultaneously, the expiration dates may vary from coupon to coupon. The RSS coupon may also contain specific information put into it by the manufacturer in preparation for a particular method of distribution. For example, if readers of a certain magazine or newspaper have a particular set of demographics, those demographic statistics can be inserted in the coupons that are printed in the magazine so that during redemption, that information is passed along to the manufacturer.
> [0085] ...
> [0086] ...
> [0087] ...
> [0088] ...
> [0093] ...
> [0097] The above process is illustrated in FIG. 6. At block 605, the coupons that are provided in accordance with the invention are scanned in at the POS. The products that are being purchased are also scanned (block 610). ...

As to claim 1, Lubow at least does not teach or suggest "**a coupon processing server configured to communicate via the network, the coupon processing server configured to access a centralized database, the centralized database configured to store customer identification information and one or more coupon codes associated with the customer identification information, each of the coupon codes comprising coupon related information and manufacturer related information.**"

Lubow discloses in paragraph 0069 as follows:

> a conventional coupon only carries the UCC company number, which identifies the manufacturer, and which must be the same as the code on the product to which the coupon applies. For example, **a bar code according to the invention may have a conventional portion that identifies the manufacturer via the UCC company number, and an additional portion, such as a two-dimensional bar code portion, that identifies the account identifier of another party**

Lubow discloses in paragraph 0053 as follows:

> A scanner/reader 110 scans a bar-coded coupon 105, or reads a magnetic stripe card or smart card, e.g., a coupon card, any of which is encoded with data according to the invention. The scanner/reader 110 is provided

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> with software for reading the information and communicating it to a merchant computer system 120 or a credit card terminal 115. A magnetic strip card may be read using a known swipe reader while a smart card may be read using a known smart card reader. Thus, in addition to **bar-coded coupons comprising a bar code symbol printed on a substrate such as paper**, the invention may be used with other data storage media such as magnetic stripe cards and smart cards that store the equivalent data. Many modern POS locations already have scanners that can read both one-dimensional and two-dimensional bar codes.

In contrast, claim 1 recites that it is the coupon processing server that provides received customer identification information to be used to retrieve "**coupon related information and manufacturer related information,**" not the coupon itself that is read at the Point of Sale.

As to claim 25, Lubow at least does not teach or suggest "**the coupon processing server configured to validate the customer identification information prior to retrieving, from a centralized database, coupon related information from one or more coupon codes assigned to the customer identification information**" and "**each of the one or more coupon codes comprising coupon related information and manufacturer related information, the manufacture related information being transmitted to a manufacturer's server after coupon redemption.**"

Lubow's disclosure in paragraphs 0053 and 0069 is referred to herewith.

In contrast to Lubow, Applicant's claim 25 recites "**each of the one or more coupon codes comprising coupon related information and manufacturer related information, the manufacture related information being transmitted to a manufacturer's server after coupon redemption.**"

As to claim 49, Lubow at least does not teach or suggest "**computer code for retrieving coupon codes corresponding to the customer identification information from a centralized database when the customer identification information is validated**" and "**each coupon code comprising coupon related information and manufacturer related information, the manufacturer related information is not used in coupon redemption but is configured as information to be sent to a manufacturer after coupon redemption; and computer code for transmitting the manufacturer related information to a manufacturer's server upon coupon redemption by the Point of Sale terminal.**"

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Lubow's disclosure in paragraphs 0053 and 0069 is referred to herewith.

In contrast to Lubow, Applicant's claim 49 recites "**computer code for retrieving coupon codes corresponding to the customer identification information from a centralized database when the customer identification information is validated.**"

As to claim 53, Lubow at least does not teach or suggest "**the POS terminal configured to transmit customer identification information from a customer identification card read at the POS terminal to the coupon processing server via the network in real time, wherein the coupon processing server, in response to receipt of the customer identification information, is configured to transmit coupon related information of one or more coupon codes, assigned to the customer identification information, that have not been redeemed and have not expired to the POS terminal for redemption**" and "**each of the coupon codes including customer identification information, coupon related information, and manufacturer related information.**"

In contrast to Lubow, Applicant's claim 53 recites the POS terminal transmits information read from a coupon card at the POS terminal to the coupon processing network via the network.

Lubow shows in Figure 1 a cash register and display 122 (POS terminal) that interface with a merchant computer system 120 and that the scanner 110 and credit card terminal 115 interface with the merchant computer system 120 but not that the cash register and display 122 are arranged to transmit data from the scanner 110 or credit card terminal 115 to the network.

As such, Lubow does not anticipate any of claims 1-6, 10-29, 31, 32, 49-51, and 53-56.

Claim 5

As to claim 5, although Lubow discloses product information may be in the form of RFID tags with corresponding RSS bar code (paragraph 0049), Lubow does not disclose a customer identification card is a radio frequency identification card and, so, does not anticipate claim 5.

Claim 11

Claim 11 recites "the coupon processing server tabulates raw data of coupon processing transactions for a manufacturer." Lubow does not disclose a server that tabulates raw data of coupon processing transactions for a manufacturer. This is not inherent subject matter as raw

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data could be tabulated at the retailer or the raw data could be sent directly to the manufacturer. The coupon issuer in paragraph 0065 of Lubow is not identified as a manufacturer. Thus, claim 11 is not anticipated by Lubow.

Claim 12

Claim 12 recites "the coupon processing server provides the tabulated data to the manufacturer in the form of reports." Lubow, in paragraph 0065, discloses "Reports developed from the coupon transaction information can be amassed and periodically presented to the coupon issuer. The coupon issuer might select from monthly, weekly, daily or other time intervals to receive informational reports and schedule reimbursement payments to the merchants." Lubow does not identify the coupon issuer as a manufacturer. The coupon issuer could be independent of the manufacturer. Thus, claim 12 is not anticipated by Lubow.

Claim 14

Claim 14 recites "wherein the network is the World Wide Web." Lubow does not disclose the World Wide Web. The Internet is not limited to the World Wide Web. Lubow does not anticipate claim 14.

Claims 20 and 32

Claim 20 recites "wherein the card reader optically reads the customer identification card." Lubow does not disclose a customer identification card being optically read. Thus, Lubow does not anticipate claim 20.

Similarly, claim 32 recites "wherein the reading is an optical reading." Lubow does not disclose "optical reading." Thus, claim 32 is not anticipated by Lubow.

Claim 21

Claim 21 recites "wherein the customer identification card comprises an optically scannable bar code that is optically read." Lubow does not disclose a customer identification card having an optically scannable bar code that is optically read. Thus, Lubow does not anticipate claim 21.

Claim Rejections under 35 U.S.C. 103(a)

The Patent Office rejected claim 30 under 35 U.S.C. 103(a) as being unpatentable over Lubow, U.S. Published Patent Application No. 2005/01822695, in view of Goldthwaite, U.S.

Published Patent Application No. 2004/0019564.

Claim 30 recites as follows: "A method as in claim 29, further comprising biometrically identifying a user of the coupon card as a part of validating."

As to base claim 25, Lubow does not teach or suggest "**each of the one or more coupon codes comprising coupon related information and manufacturer related information, the manufacture related information being transmitted to a manufacturer's server upon coupon redemption.**"

Goldthwaite, directed to a method for payment transaction authentication that provides for biometrics as security information, does not teach or suggest "**each of the one or more coupon codes comprising coupon related information and manufacturer related information, the manufacture related information being transmitted to a manufacturer's server upon coupon redemption.**"

As neither Lubow nor Goldthwaite teaches or suggests this claimed subject matter, no purported combination of these two references would teach or suggest this claimed subject matter.

Thus, claim 30 is not made obvious by Lubow in view of Goldthwaite.

The Patent Office rejected claims 33, 35-37, 40-42, 44-48, and 52 under 35 U.S.C. 103(a) as being unpatentable over Thompson, U.S. Published Patent Application No. 2006/0038396, in view of Lubow, US. Published Patent Application No. 2005/01822695.

Claim 33 recites as follows:

> A customer identification card, comprising: a substrate; and a non-optically readable code provided on the substrate, wherein the customer identification card includes information relating to at least one coupon retrievable over a network, the customer identification card information being readable using non-optically readable technology, wherein the customer identification card does not store coupon codes but provides customer identification information to a coupon processing server which provides coupon related information assigned to the customer identification information, wherein the customer identification card is part of a sheet of advertisement literature that comprises coupon details, **wherein the non-optically readable code is provided on a back of the customer identification card, wherein substrate is detachable from one of an insert, a flyer, and a promotion, wherein the one of the insert, the promotion, and the flyer further comprises at least two of**

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a shopping list, coupon details, advertisement space, and a miscellaneous information space.

The Patent Office cited column 6, line 46, through column 7, line 65, column 8, lines 29-37, and column 9, lines 16-43, of Thompson, as providing a teaching for the coupon card, where the coupon card is part of a sheet of advertisement literature that comprises coupon details. These passages are provided immediately below, in pertinent part, as follows:

> With reference now to FIG. 10, a redemption card 16 is shown having a plurality of coupons 20 as well as a magnetic strip 52 positioned along the bottom edge of the card 16. Typically, the magnetic strip 52 is devoid of information when the card 16 is fabricated, and an encoding machine electronically encodes any information on the magnetic strip 52 subsequent to the formation of the promotional mailer 10. It is more preferable that the magnetic strip 52 be encoded at the time the promotional mailer 10 is sent to the user. However, the redemption card 16 may actually be detached from the mailer 10 and taken to a location where the magnetic strip 52 is encoded before use.
> Thus, a quantity of promotional mailers 10 including such cards 16 could be fabricated and sold to the ultimate redeemer of the cards 16 who wish to function as a redemption. The encoding machine could be made available to this entity so that the blank magnetic strips 52 on the cards 16 could be encoded according to the wishes of the purchaser of the mailers 10. Thus, the magnetic strips 52 could be activated either before or after the promotional mailers 10 are sent to the users. ... Due to the small size of the magnetic strip 52, there is sufficient room on the redemption card 16 for placing other promotional offers, such as the illustrated coupons 20, above the magnetic strip 52. Of course, the magnetic strip 52 can be placed on either the front or back side of the redemption card 16, enabling the back side to be fully used for other promotional offers, such as the detachable coupons 20.
> Referring now to FIG. 11, a redemption card 16 is shown having a plurality of redemption offers and means for redeeming such offers included in such offers are the previously described detachable coupons 20 and magnetic strip 52. However, the card 16 can also include a bar code 54 imprinted thereon, on either side thereof, and scanned in typical fashion for redeeming an offer. The redemption card 16 can also have a bar code 54 associated with each detachable coupon 20 to electronically track the redemption of such coupons 20. ...
> With reference now to FIG. 12, the redemption card 16 may include a microprocessor chip 58, also known as an integrated circuit chip, such as a CR80 chip, or IC chip. IC chips find wide application in the computer industry. A relatively new chip 58 which is comprised of a clear

> transparent material, lays on top of the card 16. ...
> The face of the chip 58 must typically be exposed so that an electronic reader can read the chip 58. The exposed chip 58 can be adhered to the front or back of the card. ...
> A card 16 with such a chip 58 can be used in the industry to have an image of a person and other information that will verify the user. The mailer 10 can be the vehicle to deliver the card 16 to the user.
> It is to be understood, that the redemption card 16 can include only one of the redeemable means in the form of coupons 20 magnetic strip 52, bar code 54, scratch off foil layers 56 or computer chip 58, or any combination thereof as illustrated in FIGS. 11-13. These redeemable means can be placed on either side of the redemption card 16. It is also to be understood that the redeemable means as described can be positioned outside of the redemption card 16 and onto the promotional mailer 10 itself.
> ... The reduced size of these coupons 20 is an advertising and marketing advantage, because several coupons can be placed on the double flap coupon which is not very large, and it allows for convenience by the shopper in that it is convenient to have several coupons on one card, and the card takes up very little space in the shoppers purse. Also, yet another coupon or promotional information or offers could be printed onto the underlying card itself so that once the overlying coupon 20 is redeemed, an underlying coupon can still be redeemed.

Thompson does not teach or suggest "**wherein the non-optically readable code is provided on a back of the customer identification card, wherein substrate is detachable from one of an insert, a flyer, and a promotion, wherein the one of the insert, the promotion, and the flyer further comprises at least two of a shopping list, coupon details, advertisement space, and a miscellaneous information space**" for at least the reason that Thompson does not disclose or suggest "**at least two of a shopping list, coupon details, advertisement space, and a miscellaneous information space.**"

Lubow discloses as follows:

> [0080] Since the coupons may use smaller bar code symbols, the overall coupon size can be decreased or more human-readable promotional information can be provided. For example, the total area of the format of FIG. 4(c) is 0.66 square inches, or 12% of the 5.25 square inch area of the UCC/EAN 128 coupon format of FIG. 3(a). RSS coupons also can carry an additional sixty characters of data. Advertising costs can be reduced since fewer pages are needed to provide the same coupon offers. Or, additional space in the coupon can be devoted to graphics and the like.

Environmental benefits due to reduced paper use result as well.

Lubow does not teach or suggest "**wherein the non-optically readable code is provided on a back of the customer identification card, wherein substrate is detachable from one of an insert, a flyer, and a promotion, wherein the one of the insert, the promotion, and the flyer further comprises at least two of a shopping list, coupon details, advertisement space, and a miscellaneous information space.**"

As neither Lubow nor Thompson teaches or suggests this claimed subject matter, no purported combination of these two references would teach or suggest this claimed subject matter.

Thus, claims 33, 35-37, 40-42, 44-48, and 52 are not made obvious by Thompson in view of Lubow.

The Patent Office is respectfully requested to withdraw the rejections of claims 1-6, 10-33, 35-37, 40-42, and 44-56 under 35 U.S.C. 102(e) based on Lubow or under 35 U.S.C. 103(a) based on Lubow in view of Goldthwaite or Thompson in view of Lubow, and to allow all of the pending claims 1-5, 11-33, 35-37, 40-42, 44-50, and 53-64 as now presented for examination. An early notification of the allowability of claims 1-5, 11-33, 35-37, 40-42, 44-50, and 53-64 is earnestly solicited.

Should any outstanding issues remain, the Examiner is respectfully requested to telephone the undersigned at the telephone number indicated below.

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Page 245 of 470

Respectfully submitted:

Walter J. Malinowski January 20, 2011

Walter J. Malinowski Date

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CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner for Patents, P.O. BOX 1450, Alexandria, VA 22313-1450.

1.20.2011 Jessica Rau

Date Name of Person Making Deposit

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Page 246 of 470

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JAN 25 2011
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PATENT & TRADEMARK OFFICE

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application No.: 11/439,725 Confirmation No.: 7228
Aplicant(s): Richard Thibedeau
Filed: 05/23/2006
Art Unit: 3688
Examiner: Van Bramer, John
Title: Intelligent Coupon Network
Attorney Docket No.: 068A.0001.U1(US)
Customer No.: 10948

Commissioner For Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Information Disclosure Statement

(37 C.F.R. §1.97(b))

Sir:

The following information is being disclosed to the U.S. Patent and Trademark Office as information that may be material to the examination of the above-identified patent application.

Applicants' Attorney is aware of the art listed on the enclosed Form PTO-1449. A copy of the Form PTO-1449 is enclosed for the Examiner's use.

Please charge Deposit Account No. 50-1924 the petition fee under 37 C.F.R. §1.17(p) of $180.00. Applicants' Attorney hereby petitions for consideration of this Information Disclosure

01/25/2011 EEKUBAY1 00000063 501924 11439725
01 FC:1806 180.00 DA

Statement under 37 C.F.R. §1.97(c)(2). Please charge any fee deficiency to deposit account 50-1924.

The filing of this Statement is not to be construed as a representation that a search has been made regarding the claimed invention (37 C.F.R. §1.97(g)) or that no other possible material information exists. In addition, the filing of this Statement is not to be construed to be an admission that the information cited in the Statement is, or is considered to be, material to Patentability (37 C.F.R. §1.97(h)).

Respectfully submitted,

Walter Malinowski

Walter Malinowski (Reg. No. 43,423)

January 20, 2011

Date

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CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail on the date shown below in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

1.20.2011

Date

Jessica Pace

Jessica Pace

OPAP IAP11 JAN 25 2011 PATENT & TRADEMARK OFFICE

INFORMATION DISCLOSURE CITATION FORM FOR PATENT APPLICATION (FORM PTO-1449) (Substitute)	Docket No.: 068A.0001.U1(US)	Serial No.: 11/439,725
	Applicant(s): R. Thibedeau	
	Filing Date: 5-23-2006	Group: 3622

OPAP IAP11 JAN 25 2011 PATENT & TRADEMARK OFFICE

U.S. PATENT DOCUMENTS

Examiner Initials	Document Number (Number-Kind Code)	Publication Date (MM-DD-YYYY)	Name of Patentee or Applicant	Class	Sub-class
	US- 7,578,435 B2	08/25/2009	Suk	235	379

FOREIGN PATENT DOCUMENTS

Examiner Initials	Document Number (Country Code-Number-Kind Code)	Publication Date (MM-DD-YYYY)	Name Of Patentee of Applicant	Translation? Yes/No/n/a

OTHER DOCUMENTS (Author (Capitalize), Title, Date, Pages, Etc., if known)

Examiner's Signature:	Date Considered:

Initial if reference was considered, whether or not citation is in conformance with MPEP. Mark through citation if not considered. Include a copy of this citation form with your next correspondence to the Applicant(s).

PTO/SB/06 (07-06)
Approved for use through 1/31/2007. OMB 0651-0032
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PATENT APPLICATION FEE DETERMINATION RECORD

Substitute for Form PTO-875

Application or Docket Number	Filing Date	☐ To be Mailed
11/439,725	05/23/2006	

APPLICATION AS FILED – PART I

FOR	(Column 1) NUMBER FILED	(Column 2) NUMBER EXTRA	SMALL ENTITY ☒ RATE ($)	SMALL ENTITY ☒ FEE ($)	OR	OTHER THAN SMALL ENTITY RATE ($)	OTHER THAN SMALL ENTITY FEE ($)
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A			N/A	
☐ SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A	N/A			N/A	
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A			N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	minus 20 =	*	X $ =		OR	X $ =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*	X $ =			X $ =	
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $250 ($125 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).						
☐ MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))							
* If the difference in column 1 is less than zero, enter "0" in column 2.			TOTAL			TOTAL	

APPLICATION AS AMENDED – PART II

AMENDMENT	01/25/2011	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	SMALL ENTITY RATE ($)	SMALL ENTITY ADDITIONAL FEE ($)	OR	OTHER THAN SMALL ENTITY RATE ($)	OTHER THAN SMALL ENTITY ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	* 56	Minus	** 56	= 0	X $26 =	0	OR	X $ =	
	Independent (37 CFR 1.16(h))	* 9	Minus	***9	= 0	X $110 =	0	OR	X $ =	
	☐ Application Size Fee (37 CFR 1.16(s))									
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							OR		
						TOTAL ADD'L FEE	0	OR	TOTAL ADD'L FEE	

AMENDMENT		(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	RATE ($)	ADDITIONAL FEE ($)	OR	RATE ($)	ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	*	Minus	**	=	X $ =		OR	X $ =	
	Independent (37 CFR 1.16(h))	*	Minus	***	=	X $ =		OR	X $ =	
	☐ Application Size Fee (37 CFR 1.16(s))									
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							OR		
						TOTAL ADD'L FEE		OR	TOTAL ADD'L FEE	

* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.

** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".

*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".

The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.

Legal Instrument Examiner:
/ANDREA BURDEN/

This collection of information is required by 37 CFR 1.16. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
11/439,725	05/23/2006	Richard B. Thibedeau	068A.0001.U1(US)	7228

29683 7590 12/22/2010

HARRINGTON & SMITH
4 RESEARCH DRIVE, Suite 202
SHELTON, CT 06484-6212

EXAMINER	
VAN BRAMER, JOHN W	
ART UNIT	PAPER NUMBER
3622	
MAIL DATE	DELIVERY MODE
12/22/2010	PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of Non-Compliant Amendment (37 CFR 1.121)	Application No.	Applicant(s)	
	11/439,725	THIBEDEAU, RICHARD B.	
	Examiner	Art Unit	
	JOHN VAN BRAMER	3622	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

The amendment document filed on *30 August 2010* is considered non-compliant because it has failed to meet the requirements of 37 CFR 1.121 or 1.4. In order for the amendment document to be compliant, correction of the following item(s) is required.

THE FOLLOWING MARKED (X) ITEM(S) CAUSE THE AMENDMENT DOCUMENT TO BE NON-COMPLIANT:

- ☐ 1. Amendments to the specification:
  - ☐ A. Amended paragraph(s) do not include markings.
  - ☐ B. New paragraph(s) should not be underlined.
  - ☐ C. Other _____.
- ☐ 2. Abstract:
  - ☐ A. Not presented on a separate sheet. 37 CFR 1.72.
  - ☐ B. Other _____.
- ☐ 3. Amendments to the drawings:
  - ☐ A. The drawings are not properly identified in the top margin as "Replacement Sheet," "New Sheet," or "Annotated Sheet" as required by 37 CFR 1.121(d).
  - ☐ B. The practice of submitting proposed drawing correction has been eliminated. Replacement drawings showing amended figures, without markings, in compliance with 37 CFR 1.84 are required.
  - ☐ C. Other _____.
- ☒ 4. Amendments to the claims:
  - ☐ A. A complete listing of all of the claims is not present.
  - ☒ B. The listing of claims does not include the text of all pending claims (including withdrawn claims)
  - ☐ C. Each claim has not been provided with the proper status identifier, and as such, the individual status of each claim cannot be identified. Note: the status of every claim must be indicated after its claim number by using one of the following status identifiers: (Original), (Currently amended), (Canceled), (Previously presented), (New), (Not entered), (Withdrawn) and (Withdrawn-currently amended).
  - ☐ D. The claims of this amendment paper have not been presented in ascending numerical order.
  - ☒ E. Other: *See Continuation Sheet*.
- ☐ 5. Other (e.g., the amendment is unsigned or not signed in accordance with 37 CFR 1.4):

_____

For further explanation of the amendment format required by 37 CFR 1.121, see MPEP § 714.

TIME PERIODS FOR FILING A REPLY TO THIS NOTICE:

1. Applicant is given **no new time period** if the non-compliant amendment is an after-final amendment or an amendment filed after allowance. If applicant wishes to resubmit the non-compliant after-final amendment with corrections, the **entire corrected amendment** must be resubmitted.

2. Applicant is given **one month**, or thirty (30) days, whichever is longer, from the mail date of this notice to supply the correction, if the non-compliant amendment is one of the following: a preliminary amendment, a non-final amendment (including a submission for a request for continued examination (RCE) under 37 CFR 1.114), a supplemental amendment filed within a suspension period under 37 CFR 1.103(a) or (c), and an amendment filed in response to a *Quayle* action. If any of above boxes 1. to 4. are checked, the correction required is only the **corrected section** of the non-compliant amendment in compliance with 37 CFR 1.121.

   Extensions of time are available under 37 CFR 1.136(a) only if the non-compliant amendment is a non-final amendment or an amendment filed in response to a *Quayle* action.

   Failure to timely respond to this notice will result in:
   Abandonment of the application if the non-compliant amendment is a non-final amendment or an amendment filed in response to a *Quayle* action; or
   Non-entry of the amendment if the non-compliant amendment is a preliminary amendment or supplemental amendment.

/John Van Bramer/
Primary Examiner, Art Unit 3622

Continuation of 4(e) Other: The amendment does not contain the proper indications of the text that has been added and deleted from the previous set of claims for which an Office Action has been submitted. Some text from the previous set of claims has been deleted without an indication that it is being replaced. For example, in the claims submitted September 17, 2009, claim 1 recited "wherein the POS terminal tansmits first coupon related information in the fifth line of the claim but the claims submitted August 30, 2010 omit the word "wherein" from the claim language without indicating it is to be deleted and then further recite "the POS terminal" with a line through the word "transmitting" indicating that it should be deleted from the claim even though it was not in the previous claim instead the term "transmits" was previously claimed. Other example of improperly amended claims can be found in claims 16, 17, and 18. Each of the claims has added the terms "the system further comprising the customer identification card" without indicating that it is new terminology that was not present in the previous set of claims submitted on September 17, 2009. There may be additional amendments that do not conform to proper claim amendment requirements. As such the applicant is asked to review the claims and make any required changes to ensure claim markings are accurate .

OPAP
AUG 3 0 2010
IAP14
PATENT & TRADEMARK OFFICE

IN THE U.S. PATENT AND TRADEMARK OFFICE

In re U.S. Patent Application of:

APPLICANT:	Richard Thibedeau		
SERIAL NO.:	11/439,725	FILING DATE:	May 23, 2006
EXAMINER:	Van Bramer, John	ART UNIT:	3688
ATTORNEY'S DOCKET NO.:	068A.0001.U1(US)		
CONFIRMATION NO.:	7228		
TITLE:	INTELLIGENT COUPON NETWORK		

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313

AMENDMENT IN RESPONSE TO OFFICE ACTION

Sir:

This paper is herewith filed in response to the Non-Final Office Action mailed on April 27, 2010 for the above-captioned U.S. Patent Application. As such, please consider this paper as a petition for any extension of time that may be required to maintain the pendency of this Patent Application. A one month extension of time fee (small entity status) in the amount of $ 65 is believed to be due. An extra claims fee (small entity status) in the amount of $440 is believed to be due as there is a net gain of four independent claims in excess of three and in excess of the number previously paid for and there is no net gain in total claims in excess of twenty and in excess of the number previously paid for. Please charge deposit account no.: 50-1924 for any required fee deficiency.

Please amend the application as shown below.

08/31/2010 EAREGAY1 00000006 501924 11439725

01 FC:2251 65.00 DA
02 FC:2201 440.00 DA

AMENDMENTS TO THE CLAIMS:

This listing of the claims will replace all prior versions, and listings, of the claims in this application:

Please cancel claims 6, 10, 51, and 52 without prejudice or disclaimer.

Listing of Claims:

1. (Currently Amended) A system for redeeming coupons, comprising:

a network;

a Point-of-Sale (POS) terminal configured to communicate via ~~communicatively coupled to~~ the network;

a coupon processing server configured to communicate via ~~communicatively coupled to~~ the network ~~POS terminal~~, the coupon processing server configured to access a centralized database, the centralized database configured to store customer identification information and one or more coupon codes associated with the customer identification information, each of the coupon codes comprising coupon related information and manufacturer related information, the manufacturer related information is not used in coupon redemption but is configured as information to be sent to a manufacturer after coupon redemption, the coupon related information is configured to be sent to the POS terminal for coupon redemption;

the POS terminal ~~transmitting~~ configured to transmit the customer identification ~~first coupon related~~ information from a customer identification ~~coupon~~ card read at the POS terminal, the POS terminal configured to transmit the customer identification information to the coupon processing server via the network, ~~wherein~~

the coupon processing server configured to retrieve ~~transmits~~ the coupon related information from the centralized database that is assigned to the customer identification information and transmit the retrieved coupon related information ~~GS1 paper coupon data elements~~ to the POS terminal via the network in real time, ~~wherein~~ the coupon related information including at least one of ~~GS1 paper coupon data elements include~~ a product number system character, manufacture number, family code, and value code.

2. (Currently Amended) A system as in claim 1, ~~wherein the server is a coupon processing server,~~ further comprising a retailer's server through which the POS terminal is configured to communicate via ~~communicatively coupled to~~ the network to ~~and~~ the coupon processing server.

3. (Original) A system as in claim 2, wherein the coupon processing server is an Intelligent Coupon Network (ICN) server, further comprising a manufacturer's server communicatively coupled to the ICN server.

4. (Currently Amended) A system as in claim 3, the system further comprising the customer identification card, wherein the customer identification ~~first coupon related~~ information of the customer identification ~~coupon~~ card is contained in a Magnetic Ink Character Recognition strip on the customer identification ~~coupon~~ card.

5. (Currently Amended) A system as in claim 3, the system further comprising the customer identification card, wherein the customer identification ~~coupon~~ card is a radio frequency identification (RFID) card.

6. (Canceled).

7. (Canceled).

8. (Canceled).

9. (Canceled).

10. (Canceled).

11. (Currently Amended) A system as in claim 1, wherein the coupon processing server tabulates raw data of coupon processing transactions for a manufacturer.

12. (Currently Amended) A system as in claim 11, wherein the coupon processing server provides the tabulated data to the manufacturer in the form of reports.

13. (Currently Amended) A system as in claim 1, further comprising ~~wherein~~ a card reader coupled to the POS terminal, the card reader configured to read ~~reads~~ the customer identification ~~coupon~~ card.

14. (Original) A system as in claim 1, wherein the network is the World Wide Web.

15. (Original) A system as in claim 1, wherein the network is an internet.

16. (Currently Amended) A system as in claim 13 ~~1~~, the system further comprising the customer identification card, wherein the customer identification ~~coupon~~ card is a one-time-use coupon card.

17. (Currently Amended) A system as in claim 13 ~~3~~, the system further comprising the customer identification card, wherein the customer identification ~~coupon~~ card is a radio frequency data communication (RFDC) card.

18. (Currently Amended) A system as in claim 1, the system further comprising the customer identification card, wherein the customer identification card is distributed by a manufacturer of consumer package goods (CPG).

19. (Currently Amended) A system as in claim 13, wherein the card reader non-optically reads the customer identification ~~coupon~~ card.

20. (Currently Amended) A system as in claim 13, wherein the card reader optically reads the customer identification ~~coupon~~ card.

21. (Currently Amended) A system as in claim 20, wherein the customer identification ~~coupon~~ card comprises an optically scannable bar code that is optically read.

22. (Currently Amended) A system as in claim 1 ~~8~~, wherein the POS terminal is configured to transmit ~~transmits~~ additional coupon related information to the coupon processing server upon successful redemption of a coupon.

23. (Currently Amended) A system as in claim 22, wherein the additional coupon related information comprises identification information from the product purchased ~~and the GS1 coupon code of the GS1 paper coupon data elements~~ and retailer identification information.

24. (Currently Amended) A system as in claim 23, the additional coupon related information and the corresponding manufacturer related information being used by the coupon processing server to generate a report to the manufacturer whose product was purchased through redemption of the GS1 coupon code retrieved by the customer identification ~~coupon~~ card.

25. (Currently Amended) A method for processing coupons, comprising: reading customer identification ~~first coupon related~~ information from a customer identification ~~coupon~~ card at a Point-of-Sale (POS) terminal; transmitting the customer identification ~~first coupon related~~ information from the POS terminal through a network to a coupon processing server; ~~if~~ the coupon processing server configured to validate ~~validates~~ the customer identification ~~first coupon related~~ information~~,~~ prior to retrieving, from a centralized database, coupon related information from one or more coupon codes assigned to the customer identification information; transmitting the customer identification information from the coupon processing server ~~second coupon related information~~ through the network to the POS terminal in real time, each of the one or more coupon codes comprising coupon related information and manufacturer related information, the manufacture related information being ~~wherein the second coupon related information comprises some but not all of a corresponding stored coupon code~~ transmitted to a manufacturer's server after coupon redemption.

26. (Currently Amended) A method as in claim 25, further comprising ~~if~~ the POS terminal ~~validates the second coupon related information,~~ redeeming a corresponding coupon ~~corresponding to the coupon card~~ and transmitting coupon redemption information to the coupon processing server.

27. (Currently Amended) A method as in claim 26, further comprising when the coupon processing server receives the coupon redemption information, deactivating the coupon corresponding to the customer identification ~~coupon~~ card.

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28. (Currently Amended) A method as in claim 27, further comprising the coupon processing server transmitting processed coupon information corresponding to the coupon redemption information to ~~a~~ the manufacturer's server.

29. (Currently Amended) A method as in claim 25, further comprising swiping the coupon card in proximity to a reader configured to communicate with ~~coupled to~~ the POS terminal to effect reading of the customer identification ~~first coupon related~~ information from the customer identification ~~coupon~~ card.

30. (Currently Amended) A method as in claim 29, further comprising biometrically identifying a user of the customer identification ~~coupon~~ card as a part of validating.

31. (Original) A method as in claim 29, wherein the reading is a non-optical reading.

32. (Original) A method as in claim 29, wherein the reading is an optical reading.

33. (Currently Amended) A customer identification ~~coupon~~ card, comprising: a substrate; and a non-optically readable code provided on the substrate, wherein the customer identification ~~coupon~~ card includes information relating to at least one coupon retrievable over a network, the customer identification ~~coupon~~ card information being readable using non-optically readable technology, wherein the customer identification ~~coupon~~ card does not store coupon codes but provides customer identification information to a coupon processing server which provides coupon related information assigned to the customer identification information~~, wherein the coupon card is part of a sheet of advertisement literature that comprises coupon details, wherein the non-optically readable code is provided on a back of the coupon card~~.

34. (Canceled).

35. (Currently Amended) A customer identification ~~coupon~~ card as in claim 33, wherein the non-optically readable code is magnetically readable.

36. (Currently Amended) A customer identification ~~coupon~~ card as in claim 35, wherein the non-optically readable code is provided in a magnetic strip.

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37. (Currently Amended) A customer identification ~~coupon~~ card as in claim 36, wherein the magnetic strip is readable by a magnetic swipe card reader.

38. (Canceled).

39. (Canceled).

40. (Currently Amended) A customer identification ~~coupon~~ card as in claim 33, wherein the non-optically readable code is provided through a medium that is printed on the substrate.

41. (Currently Amended) A customer identification ~~coupon~~ card as in claim 33, wherein the non-optically readable code is provided through a medium that is adhered to the substrate.

42. (Currently Amended) A customer identification ~~coupon~~ card as in claim 33 ~~39~~, wherein the medium is a label.

43. (Canceled).

44. (Currently Amended) A customer identification ~~coupon~~ card as in claim 33, wherein the customer identification ~~coupon~~ card is detachably part of a ~~the~~ sheet of advertisement literature.

45. (Currently Amended) A customer identification ~~coupon~~ card as in claim 44, wherein the customer identification ~~coupon~~ card comprises a plastic substrate.

46. (Currently Amended) A customer identification ~~coupon~~ card as in claim 44, wherein the customer identification ~~coupon~~ card comprises a paper substrate.

47. (Currently Amended) A customer identification ~~coupon~~ card as in claim 44, wherein the customer identification ~~coupon~~ card is detachable because on or proximate to at least one border of the customer identification ~~coupon~~ card are one or more perforations.

48. (Currently Amended) A customer identification ~~coupon~~ card as in claim 33, wherein the customer identification ~~coupon~~ card does not store coupon codes.

49. (Currently Amended) A computer readable medium storing computer code for processing coupons across a network in response to a non-optical reading of a coupon card, comprising:

computer code for reading customer identification information from a customer identification card ~~identification code from a coupon card~~ that is non-optically read at a Point of Sale terminal; computer code for processing and formatting customer identification information ~~the read identification code~~; computer code for transmitting the formatted customer identification information ~~identification code~~ across the network; computer code for receiving, interpreting, and validating the customer identification information ~~identification code~~ at a coupon processing server; ~~if the identification code is validated,~~ computer code for retrieving coupon codes corresponding to the customer identification information ~~identification code~~ from a centralized database when the customer identification information is validated; computer code for retrieving, by the coupon processing server from a centralized database, coupon related information from one or more coupon codes assigned to the customer identification information; computer code for transmitting the coupon related information ~~some but not all of each of the retrieved coupon codes~~ to the Point of Sale terminal via the network; ~~and~~ computer code for redeeming the coupon related information from the one or more coupon codes in real time, each coupon code comprising coupon related information and manufacturer related information, the manufacturer related information is not used in coupon redemption but is configured as information to be sent to a manufacturer after coupon redemption; and computer code for transmitting the manufacturer related information to a manufacturer's server upon coupon redemption by the Point of Sale terminal.

50. (Original) The computer readable medium of claim 49, further comprising computer code for notifying the coupon processing server of successful coupon redemptions.

51. (Canceled).

52. (Canceled).

53. (Currently Amended) A real time system for redeeming coupons, comprising:

a network;

a Point-of-Sale (POS) terminal ~~communicatively coupled to the network~~;

a retailer's server configured to communicate with the POS terminal;

a coupon processing server configured to communicate with ~~communicatively coupled to~~ the POS terminal across the network via the retailer's server;

~~wherein~~ the POS terminal configured to transmit ~~transmits~~ customer identification information from a customer identification ~~coupon~~ card read at the POS terminal to the coupon processing server via the network in real time, wherein the coupon processing server, in response to receipt of the customer identification information, is configured to transmit coupon related information of one or more coupon codes, assigned to the customer identification information, ~~transmits coupon codes~~ that have not been redeemed and have not expired to the POS terminal for redemption ~~validation~~, ~~wherein~~ the coupon codes being ~~are~~ one of manufacture paper coupon codes and GS1 coupon codes, each of the coupon codes including customer identification information, coupon related information, and manufacturer related information, the manufacturer related information is not used in coupon redemption but is configured as information to be sent to a manufacturer after coupon redemption, ~~wherein~~ the POS terminal configured to send ~~sends~~ a message to the coupon processing server, via the retailer's server and the network, indicating which of the coupon codes received by the POS terminal were successfully redeemed, ~~wherein~~ paper coupon codes being ~~are~~ redeemed electronically and without a need for a paper coupon to be presented by a consumer.

54. (Currently Amended) The real time system of claim 53, wherein the real time system is configured to execute a coupon discount ~~at the POS terminal~~ from the coupon related information received transmitted by the coupon processing server ~~without any prior coupon information being loaded onto the POS terminal~~.

55. (Currently Amended) The real time system of claim 53, wherein the server is configured to deactivate the coupon codes which were successfully redeemed.

56. (Currently Amended) The real time system of claim 53, wherein the server is configured to monitor in real time volume and traffic of redeemed coupons to identify abnormalities to prevent coupon counterfeiting.

57. (New) A system, comprising:

a coupon card reader;

a Point of Sale (POS) terminal configured to read a customer identification number from a customer identification card read by a customer identification card reader, the POS terminal configured to communicate via a retailer's server;

a network; and

a coupon processing server configured to communicate with the retailer's server via the network through a dedicated, real time connection, configured to validate the customer identification information, upon validation of the customer identification information, configured to redeem coupon related information assigned to the customer identification information and corresponding to products purchased through the customer identification information, and configured to provide coupon redemption data, product purchased data, and market intelligence data in real time to one or more corresponding manufacturers, the system configured to at least one of: 1) avoid clipping or organizing of coupons, 2) avoid manually counting and clearing of paper for both retailers and manufacturers, 3) electronically clear coupons to permit financial settlements to be made upon coupon redemption in real time, 4) recognize expired coupons as such so that their coupon codes are not sent to the POS for validation, and 5) report in real time coupon redemptions to permit promotion tracking.

58. (New) The system of claim 57, the coupon related information being associated with manufacturer related information in a centralized database.

59. (New) A method comprising:

reading customer identification information from a coupon card at a card reader;

providing the customer identification information to a Point of Sale (POS) terminal configured to communicate with the card reader;

transmitting the customer identification information over a network to a coupon processing server via a retailer's server in real time;

in response to receipt of the customer identification information, validating the customer identification information;

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upon successful validation of the customer identification information, transmitting coupon related information, assigned to the customer identification information, from the coupon processing server to the POS terminal via the retailer's server;

redeeming a coupon corresponding to the coupon related information at the POS terminal;

transmitting redeemed coupon information to the coupon processing server;

updating a centralized database accessed by the coupon processing server to reflect the redeemed coupon information;

transmitting manufacturer related information corresponding to the redeemed coupon related information to a manufacturer's server in real time,

use of the method results in at least one of: 1) avoiding clipping or organizing of coupons, 2) avoiding manually counting and clearing of paper for both retailers and manufacturers, 3) electronically clearing coupons to permit financial settlements to be made upon coupon redemption in real time, 4) recognizing expired coupons as such so that their coupon codes are not sent to the POS for validation, 5) reporting in real time coupon redemptions to permit promotion tracking.

60. (New) The method of claim 59, the centralized database storing the customer identification information, the coupon related information, and the manufacturer related information.

61. (New) A system comprising:

a point of sale terminal;

a coupon processing server; and

a network,

the point of sale terminal configured to electronically transmit customer identification information to the coupon processing server via the network, electronically receive coupon related information assigned to the customer identification information at the coupon processing server, and redeem at least one coupon corresponding to the coupon related information,

the coupon processing server configured to electronically transmit manufacturer related information corresponding to the at least one redeemed coupon to a manufacturer's server,

the system configured to at least one of: avoid labor associated with processing paper

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coupons, provide for timely reimbursement of promotions from a manufacture, provide increased response rates, real time promotion tracking, faster and more reliable accounting, and avoid fraud associated with paper coupons by delivering the coupon codes electronically to the point of sale terminal.

62. (New) A method comprising:

storing at a centralized database accessed by a coupon processing server one or more coupon codes, each coupon code comprising corresponding customer identification information, coupon related information, and manufacturer related information,

transmitting electronically from the coupon processing server the coupon related information to a POS terminal based on the customer identification information received by the coupon processing server;

receiving redemption information regarding the coupon related information at the coupon processing server from the POS terminal;

after receiving the redemption information, generating a report based on manufacturer related information corresponding to the received redemption information; and

transmitting the generated report from the coupon processing server to a manufacturer's server,

use of the method results in at least one of: avoiding labor associated with processing paper coupons, providing for timely reimbursement of promotions from a manufacture, providing increased response rates, real time promotion tracking, faster and more reliable accounting, and avoiding fraud associated with paper coupons by delivering coupon codes electronically to the point of sale terminal.

63. (New) A customer identification card as in claim 33, wherein the customer identification card is part of a sheet of advertisement literature that comprises coupon details.

64. (New) A customer identification card as in claim 63, wherein substrate is detachable from one of an insert, a flyer, and a promotion, wherein the one of the insert, the promotion, and the flyer further comprises at least two of a shopping list, coupon details, advertisement space, and a

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miscellaneous information space.

65. (New) The customer identification card of claim 64, wherein the one of the insert, the promotion, and the flyer further comprises at least three of a shopping list, coupon details, advertisement space, and a miscellaneous information space.

66. (New) The customer identification card of claim 65, wherein the one of the insert, the promotion, and the flyer further comprises at least a shopping list, coupon details, advertisement space, and a miscellaneous information space.

67. (New) A customer identification card as in claim 33, wherein the non-optically readable code is provided on a back of the customer identification card.

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REMARKS

Claims 1-5, 11-33, 35-37, 40-42, 44-50, and 53-67 are currently pending. Claims 6, 10, 51, and 52 have been canceled without prejudice or disclaimer. Claims 1, 5, 13, 16-22, 24-30, 33, 35-37, 40-48, and 53-56 have been amended. The support for the amendment of the claims is found in Applicant's original disclosure, including paragraph 0021, canceled claim 52 and Figures 4 and 6. New claims 57-67 are supported by Applicant's original disclosure, including the original claims and paragraph 0013, 0021-0023, and 0032. It is respectfully submitted that no new matter has been added.

Claims 1, 25, 33, 49, 53, 59, 61, and 62 are independent.

Telephone Interview

The inventor and Applicant's representatives thank Primary Examiner John Van Bramer for the courtesies extended in the scheduling and holding of the initial and follow up telephone interviews.

A telephone interview was conducted on July 20, 2010 between Primary Examiner John Van Bramer, Inventor Richard Thibedeau, and Applicant's Representative Christine Beninati. A follow up telephone interview was conducted on July 26, 2010 between Primary Examiner John Van Bramer, Inventor Richard Thibedeau, and Applicant's Representatives Christine Beninati and Walter Malinowski.

Independent claims and particularly the Lubow reference were discussed.

The claims have been further clarified in light of the telephone interviews conducted July 20 and 26.

Claim Rejections under 35 U.S.C. 102

The Patent Office rejected claims 1-6, 10-29, 31, 32, 49-51, and 53-56 under 35 U.S.C. 102(e) as being anticipated by Lubow, U.S. Published Patent Application No. 2005/0182695. Applicant respectfully traverses this rejection.

A claim is not anticipated unless each and every non-inherent limitation is disclosed, generally, in a single reference. (See MPEP 2131)

Claim 1 recites as follows:

> A system for redeeming coupons, comprising: a network; a Point-of-Sale (POS) terminal configured to communicate via the network; **a coupon processing server configured to communicate via the network, the coupon processing server configured to access a centralized database, the centralized database configured to store customer identification information and one or more coupon codes associated with the customer identification information, each of the coupon codes comprising coupon related information and manufacturer related information, the manufacturer related information is not used in coupon redemption but is configured as information to be sent to a manufacturer after coupon redemption, the coupon related information is configured to be sent to the POS terminal for coupon redemption**; the POS terminal configured to transmit the customer identification information from a customer identification card read at the POS terminal, the POS terminal configured to transmit the customer identification information to the coupon processing server via the network, **the coupon processing server configured to retrieve the coupon related information from the centralized database that is assigned to the customer identification information and transmit the retrieved coupon related information to the POS terminal via the network in real time**, the coupon related information including at least one of a product number system character, manufacture number, family code, and value code.

Claim 25 recites as follows:

> A method for processing coupons, comprising: reading customer identification information from a customer identification card at a Point-of-Sale (POS) terminal; transmitting the customer identification information from the POS terminal through a network to a coupon processing server; **the coupon processing server configured to validate the customer identification information prior to retrieving, from a centralized database, coupon related information from one or more coupon codes assigned to the customer identification information**; transmitting the customer identification information from the coupon processing server through the network to the POS terminal in real time, **each of the one or more coupon codes comprising coupon related information and manufacturer related information, the manufacture related information being transmitted to a manufacturer's server after coupon redemption**.

Claim 49 recites as follows:

A computer readable medium storing computer code for processing coupons across a network in response to a non-optical reading of a coupon card, comprising: computer code for reading customer identification information from a customer identification card that is non-optically read at a Point of Sale terminal; computer code for processing and formatting customer identification information; computer code for transmitting the formatted customer identification information across the network; computer code for receiving, interpreting, and validating the customer identification information at a coupon processing server; **computer code for retrieving coupon codes corresponding to the customer identification information from a centralized database when the customer identification information is validated**; computer code for retrieving, by the coupon processing server from a centralized database, coupon related information from one or more coupon codes assigned to the customer identification information; computer code for transmitting the coupon related information to the Point of Sale terminal via the network; computer code for redeeming the coupon related information from the one or more coupon codes in real time, **each coupon code comprising coupon related information and manufacturer related information, the manufacturer related information is not used in coupon redemption but is configured as information to be sent to a manufacturer after coupon redemption; and computer code for transmitting the manufacturer related information to a manufacturer's server upon coupon redemption by the Point of Sale terminal**.

Claim 53 recites as follows:

A real time system for redeeming coupons, comprising: a network; a Point-of-Sale (POS) terminal; a retailer's server configured to communicate with the POS terminal; a coupon processing server configured to communicate with the POS terminal across the network via the retailer's server; **the POS terminal configured to transmit customer identification information from a customer identification card read at the POS terminal to the coupon processing server via the network in real time, wherein the coupon processing server, in response to receipt of the customer identification information, is configured to transmit coupon related information of one or more coupon codes, assigned to the customer identification information, that have not been redeemed and have not expired to the POS terminal for redemption**, the coupon codes being one of manufacture paper coupon codes and GS1 coupon codes, **each of the coupon codes including customer identification information, coupon related information, and manufacturer related information**, the manufacturer related

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> information is not used in coupon redemption but is configured as information to be sent to a manufacturer after coupon redemption, the POS terminal configured to send a message to the coupon processing server, via the retailer's server and the network, indicating which of the coupon codes received by the POS terminal were successfully redeemed, paper coupon codes being redeemed electronically and without a need for a paper coupon to be presented by a consumer.

The Patent Office asserted as follows:

Claim 1: Lubow discloses a system for redeeming coupons, comprising:

a. A network. (Fig. 1; Paragraph [0056] and [0057])

b. A Point-of-Sale (POS) terminal communicatively coupled to the network. (Fig. 1; Paragraphs [0053]; [0062]; [0070]; and [0097])

c. A server communicatively coupled to the POS terminal. (Fig. 1; Paragraphs [0053]; [0056]; [0057]; [0062]; [0070]; and [0097])

d. Wherein the POS terminal transmits first coupon related information from a coupon card read at the POS terminal to the server via the network (Fig. 1; Paragraphs [0053]; [0056]; [0057]; [0062]; [0070]; and [0097])

e. Wherein the server transmits GS1 paper coupon data elements to the POS terminal via the network. (Paragraph [0049]; [0052]; [0053]; and [0081] through [0088])

f. Wherein the GS1 paper coupon data elements include a product number system character, manufacture number, family code, and value code. (Paragraph [0049]; [0052]; [0053]; and [0081] through [0088])

The Patent Office asserted as follows:

Claim 25: Lubow discloses a method for processing coupons, comprising:

a: Reading first coupon related information from a coupon card at a Point-of-Sale (POS) terminal. (Abstract; Paragraphs [0030]; [0049] through [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])]

b. Transmitting the first coupon related information through a network to a coupon processing server, if the coupon processing server validates the first coupon related information,

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transmitting second coupon related information through the network to the POS terminal, wherein the second coupon related information comprises some but not all of a corresponding stored coupon code. (Abstract; Paragraphs [0030]; [0049] through [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])

The Patent Office asserted as follows:

Claim 49: Lubow discloses a computer readable medium storing computer code for processing coupons across a network in response to a non-optical reading of a coupon card, comprising:

a. Computer code for reading identification code from a coupon card that is non-optically read at a Point of Sale terminal. (Abstract; Paragraphs [0030]; [0049] through [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])

b. Computer code for processing and formatting the read identification code. (Abstract; Paragraphs [0030]; [0049] through [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])

c. Computer code for transmitting the formatted identification code across the network. (Abstract; Paragraphs [0030]; [0049] through [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])

d. Computer code for receiving, interpreting, and validating the identification code at coupon processing server. (Abstract; Paragraphs [0030]; [0049] through [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])

e. If the identification code is validated, computer code for retrieving coupon codes corresponding to the identification code from a centralized database. (Abstract; Paragraphs [0030]; [0049] through [0053[); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])

f. Computer code for transmitting some but not all of each of the retrieved coupon codes to the Point of Sale terminal via the network. (Abstract; Paragraphs [0030]; [0049] though [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081]

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through [0088]; [0093]; and [0097])

g. Computer code for redeeming the coupon codes. (Abstract; Paragraphs [0030]; [0049] through [0053]; [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])

The Patent Office asserted as follows:

Claim 53: Lubow discloses a system for redeeming coupons comprising:

a. A network. (Abstract; Paragraphs [0030]; [0049] through [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])

b. A Point-of-Sale (POS) terminal communicatively coupled to the network. (Abstract; Paragraphs [0030]; [0049] through [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])

c. A server communicatively coupled to the POS terminal. (Abstract; Paragraphs [0030]; [0049] through [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])

d. Wherein the POS terminal transmits information from a coupon card read at the POS terminal to the server via the network in real time. (Abstract; Paragraphs [0030]; [0049] through [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])

e. Wherein the server, in response to receipt of the information, transmits coupon codes that have not been redeemed and have not expired to the POS terminal for validation. (Abstract; Paragraphs [0030]; [0049] through [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])

f. Wherein the coupon codes are one of a manufacture paper coupon codes and GS1 coupon codes. (Abstract; Paragraphs [0030]; [0049] through [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])

g. Wherein the POS terminal sends a message to the server indicating which of the coupon codes received by the POS terminal were successfully redeemed. (Abstract; Paragraphs [0030]; [0049] through [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])

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h. Wherein the paper coupon codes are redeemed electronically and without a need for a paper coupon to be presented by the consumer. (Abstract; Paragraphs [0030]; [0049] through [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])

Pertinent parts of the cited passages – abstract and paragraphs 0030, 0049-0053, 0055-0057, 0062-0067, 0070, 0081-0088, 0093, and 0097 – of Lubow, are reproduced below as follows:

> A method is devised whereby a retailer may upgrade his operation by providing his suppliers (the vendors) with labeling standards including RFID and RSS bar code, guidelines for formatting and including in those labels additional supply chain logistical information, additional information including the item number, lot and expiration dates, the time and place of manufacture, descriptions in greater depth then was hitherto possible about the goods themselves, and a method of capturing that information and feeding it into the retailer's information management systems through customized forms and middleware. The retailer uses the services of an information management corporation that sets up this program with the retailer's suppliers, thereby eliminating the associated costs of augmenting his own systems. ...
> [0030] In another embodiment of the invention, accessing data associated with the items comprises receiving the accessed data from a Radio Frequency Identifier (RFID) device.
> [0049] FIG. 7 illustrates sample relationships between consumers, the retail store, the retail information systems and the retailer's suppliers (the vendors). The information used to communicate between the different entities all begins with the vendors. That information, in the form of product information (e.g., item number (UPC), expiration date, lot numbers, serial number, in depth product descriptions, manufacturing place and time, and so forth), may be attached to the goods themselves, for example, in the form of RFID tags with corresponding RSS bar code. When the goods arrive at the retailer warehouse or distribution center, the associated information is scanned into the retailer's information systems through the use of forms and middleware. ... Information about stocking and purchasing habits is relayed to suppliers in the form of reordering and distribution requirements to the vendors. ...
> [0050] ... By having the coupon information flow through the retailer's own information systems, the consumer, retailer and vendor may all benefit. ...
> [0051] ... there are several techniques through which the additional information gathered and transmitted to the consumer and back to the vendor could be used to facilitate the organization of a more effective

rebate and coupon program offered by the vendors through the retailer. ...
[0052] ... Further, by emulating the format of a credit card transaction, coupons employing bar codes, magnetic stripes and smart cards can be processed as credit card transactions using the existing or legacy credit card processing infrastructure. ...
[0053] FIG. 1 illustrates a coupon processing system. A point of sale (POS) location 100 may be a retail store, self-serve kiosk, virtual location, a consumer's home, or other business location where a merchant sells products or services. ... A scanner/reader 110 scans a bar-coded coupon 105, or reads a magnetic stripe card or smart card, e.g., a coupon card, any of which is encoded with data according to the invention. The scanner/reader 110 is provided with software for reading the information and communicating it to a merchant computer system 120 or a credit card terminal 115. A magnetic strip card may be read using a known swipe reader while a smart card may be read using a known smart card reader. Thus, in addition to bar-coded coupons comprising a bar code symbol printed on a substrate such as paper, the invention may be used with other data storage media such as magnetic stripe cards and smart cards that store the equivalent data. ...
[0055] The scanners/readers 110 or 112 communicate with a credit card terminal 115, which may have a swipe reader and a keypad. An RS232 port on the credit card terminal 115 may be used to receive data from the scanners/readers 110 or 112. ...
[0056] According to the invention, the information that is obtained by the scanner/reader 110 or 112 may include an account identifier, such as a credit card or debit card number, of the coupon issuer, which is the entity that is applying for the discount provided by the coupon. As explained further below, the use of such an account identifier allows a coupon to be electronically processed using the existing credit and debit card processing infrastructure, including the existing scanner/reader 110, credit card terminal 115 and the upstream processing facilities and protocols already in place. Other coupon transaction information, such as the product and discount, are piggybacked onto the account identifier and likewise communicated from the credit card terminal to the upstream facilities. ... Periodically, such as daily, the coupon transaction information is uploaded to a processing center 135 as a batch job via a communication network 125 such as a telephone network. ...
[0057] ... In conventional transactions where a consumer pays for an item using a credit card, up to 105 characters of ANSI information appear on the consumer's credit card statements for a transaction to provide the consumer with a record of the transaction. However, with the present invention, the account identifier is associated with the coupon issuer, and the coupon information, including the discount amount, product identifier, consumer data and other information, may be carried in the 105

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characters.

[0062] ... since the account identifier in the coupon transaction information is associated with the coupon issuer, and not the consumer, the coupon issuer's account 155 is charged for the discount amount of the coupon. ... The merchant may be identified by the merchant identifier that is communicated to the processing center 135 with the coupon transaction information using the existing protocols. A database at the processing center 135 may associate the merchant identifier with a merchant account number for an electronic funds transfer (EFT). ...

[0063] ...

[0064] ... Generally, reputable coupon issuers such as large manufacturers may be extended credit by the processing facility, which reimburses the merchants before obtaining payment from the manufacturer. ... At block 260, the additional data regarding demographics and the like, can be communicated to a facility for further analysis and marketing research. Reports developed from the coupon transaction information can be amassed and periodically presented to the coupon issuer. The coupon issuer might select from monthly, weekly, daily or other time intervals to receive informational reports and schedule reimbursement payments to the merchants.

[0065] ...

[0066] Coupons that consumers print from a web site, e.g., web-based coupons, can also include specific information relating to the consumer that is obtained from the consumer's interaction with the web site. An Internet web site that allows the consumer to select from a variety of coupons and print them out for redemption can be uniquely identified and serialized to prevent duplicate use. ...

[0067]...

[0070]...

[0081] The bar-coded coupon symbols disclosed herein also provide increased information beyond the amount of information that a typical UCC/EAN-128 coupon format holds, e.g. the offer number, serial number, expiration date, product identification, family code and value code. ...

[0082] ... the additional information beyond the standard UCC/EAN-128 Coupon Formats may include: the Global Trade Item or Identification Number (GTIN) with the Application Identifier (AI) of (01), the Date with AI (20), the Time, the Offer Code, the Offer Expiration Date, the Sub-Offer Code, the Issue Date, and a unique serial number. ...

[0083] Another problem of existing coupon formats is the limited area devoted to family codes. A family code is designed by the manufacturer to indicate which set of products the coupons are targeted. ...

[0084] The coupons may also be coded with the expiration date of the credit or debit card account and/or the expiration date of the individual

> coupon offer, the latter of which is used to establish the validity of the coupon for redemption during processing. Since a manufacturer can have more than one coupon offer running simultaneously, the expiration dates may vary from coupon to coupon. The RSS coupon may also contain specific information put into it by the manufacturer in preparation for a particular method of distribution. For example, if readers of a certain magazine or newspaper have a particular set of demographics, those demographic statistics can be inserted in the coupons that are printed in the magazine so that during redemption, that information is passed along to the manufacturer.
> [0085] ...
> [0086] ...
> [0087] ...
> [0088] ...
> [0093] ...
> [0097] The above process is illustrated in FIG. 6. At block 605, the coupons that are provided in accordance with the invention are scanned in at the POS. The products that are being purchased are also scanned (block 610). ...

As to claim 1, Lubow at least does not teach or suggest "**a coupon processing server configured to communicate via the network, the coupon processing server configured to access a centralized database, the centralized database configured to store customer identification information and one or more coupon codes associated with the customer identification information, each of the coupon codes comprising coupon related information and manufacturer related information**."

Lubow discloses in paragraph 0069 as follows:

> a conventional coupon only carries the UCC company number, which identifies the manufacturer, and which must be the same as the code on the product to which the coupon applies. For example, **a bar code according to the invention may have a conventional portion that identifies the manufacturer via the UCC company number, and an additional portion, such as a two-dimensional bar code portion, that identifies the account identifier of another party**

Lubow discloses in paragraph 0053 as follows:

> A scanner/reader 110 scans a bar-coded coupon 105, or reads a magnetic stripe card or smart card, e.g., a coupon card, any of which is encoded with data according to the invention. The scanner/reader 110 is provided

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> with software for reading the information and communicating it to a merchant computer system 120 or a credit card terminal 115. A magnetic strip card may be read using a known swipe reader while a smart card may be read using a known smart card reader. Thus, in addition to **bar-coded coupons comprising a bar code symbol printed on a substrate such as paper**, the invention may be used with other data storage media such as magnetic stripe cards and smart cards that store the equivalent data. Many modern POS locations already have scanners that can read both one-dimensional and two-dimensional bar codes.

In contrast, claim 1 recites that it is the coupon processing server that provides received customer identification information to be used to retrieve "**coupon related information and manufacturer related information,**" not the coupon itself that is read at the Point of Sale.

As to claim 25, Lubow at least does not teach or suggest "**the coupon processing server configured to validate the customer identification information prior to retrieving, from a centralized database, coupon related information from one or more coupon codes assigned to the customer identification information**" and "**each of the one or more coupon codes comprising coupon related information and manufacturer related information, the manufacture related information being transmitted to a manufacturer's server after coupon redemption.**"

Lubow's disclosure in paragraphs 0053 and 0069 is referred to herewith.

In contrast to Lubow, Applicant's claim 25 recites "**each of the one or more coupon codes comprising coupon related information and manufacturer related information, the manufacture related information being transmitted to a manufacturer's server after coupon redemption.**"

As to claim 49, Lubow at least does not teach or suggest "**computer code for retrieving coupon codes corresponding to the customer identification information from a centralized database when the customer identification information is validated**" and "**each coupon code comprising coupon related information and manufacturer related information, the manufacturer related information is not used in coupon redemption but is configured as information to be sent to a manufacturer after coupon redemption; and computer code for transmitting the manufacturer related information to a manufacturer's server upon coupon redemption by the Point of Sale terminal.**"

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Lubow's disclosure in paragraphs 0053 and 0069 is referred to herewith.

In contrast to Lubow, Applicant's claim 49 recites "**computer code for retrieving coupon codes corresponding to the customer identification information from a centralized database when the customer identification information is validated.**"

As to claim 53, Lubow at least does not teach or suggest "**the POS terminal configured to transmit customer identification information from a customer identification card read at the POS terminal to the coupon processing server via the network in real time, wherein the coupon processing server, in response to receipt of the customer identification information, is configured to transmit coupon related information of one or more coupon codes, assigned to the customer identification information, that have not been redeemed and have not expired to the POS terminal for redemption**" and "**each of the coupon codes including customer identification information, coupon related information, and manufacturer related information.**"

In contrast to Lubow, Applicant's claim 53 recites the POS terminal transmits information read from a coupon card at the POS terminal to the coupon processing network via the network.

Lubow shows in Figure 1 a cash register and display 122 (POS terminal) that interface with a merchant computer system 120 and that the scanner 110 and credit card terminal 115 interface with the merchant computer system 120 but not that the cash register and display 122 are arranged to transmit data from the scanner 110 or credit card terminal 115 to the network.

As such, Lubow does not anticipate any of claims 1-6, 10-29, 31, 32, 49-51, and 53-56.

Claim 5

As to claim 5, although Lubow discloses product information may be in the form of RFID tags with corresponding RSS bar code (paragraph 0049), Lubow does not disclose a customer identification card is a radio frequency identification card and, so, does not anticipate claim 5.

Claim 11

Claim 11 recites "the coupon processing server tabulates raw data of coupon processing transactions for a manufacturer." Lubow does not disclose a server that tabulates raw data of coupon processing transactions for a manufacturer. This is not inherent subject matter as raw

data could be tabulated at the retailer or the raw data could be sent directly to the manufacturer. The coupon issuer in paragraph 0065 of Lubow is not identified as a manufacturer. Thus, claim 11 is not anticipated by Lubow.

Claim 12

Claim 12 recites "the coupon processing server provides the tabulated data to the manufacturer in the form of reports." Lubow, in paragraph 0065, discloses "Reports developed from the coupon transaction information can be amassed and periodically presented to the coupon issuer. The coupon issuer might select from monthly, weekly, daily or other time intervals to receive informational reports and schedule reimbursement payments to the merchants." Lubow does not identify the coupon issuer as a manufacturer. The coupon issuer could be independent of the manufacturer. Thus, claim 12 is not anticipated by Lubow.

Claim 14

Claim 14 recites "wherein the network is the World Wide Web." Lubow does not disclose the World Wide Web. The Internet is not limited to the World Wide Web. Lubow does not anticipate claim 14.

Claims 20 and 32

Claim 20 recites "wherein the card reader optically reads the customer identification card." Lubow does not disclose a customer identification card being optically read. Thus, Lubow does not anticipate claim 20.

Similarly, claim 32 recites "wherein the reading is an optical reading." Lubow does not disclose "optical reading." Thus, claim 32 is not anticipated by Lubow.

Claim 21

Claim 21 recites "wherein the customer identification card comprises an optically scannable bar code that is optically read." Lubow does not disclose a customer identification card having an optically scannable bar code that is optically read. Thus, Lubow does not anticipate claim 21.

Claim Rejections under 35 U.S.C. 103(a)

The Patent Office rejected claim 30 under 35 U.S.C. 103(a) as being unpatentable over Lubow, U.S. Published Patent Application No. 2005/01822695, in view of Goldthwaite, U.S.

Published Patent Application No. 2004/0019564.

Claim 30 recites as follows: "A method as in claim 29, further comprising biometrically identifying a user of the coupon card as a part of validating."

As to base claim 25, Lubow does not teach or suggest "**each of the one or more coupon codes comprising coupon related information and manufacturer related information, the manufacture related information being transmitted to a manufacturer's server upon coupon redemption.**"

Goldthwaite, directed to a method for payment transaction authentication that provides for biometrics as security information, does not teach or suggest "**each of the one or more coupon codes comprising coupon related information and manufacturer related information, the manufacture related information being transmitted to a manufacturer's server upon coupon redemption.**"

As neither Lubow nor Goldthwaite teaches or suggests this claimed subject matter, no purported combination of these two references would teach or suggest this claimed subject matter.

Thus, claim 30 is not made obvious by Lubow in view of Goldthwaite.

The Patent Office rejected claims 33, 35-37, 40-42, 44-48, and 52 under 35 U.S.C. 103(a) as being unpatentable over Thompson, U.S. Published Patent Application No. 2006/0038396, in view of Lubow, US. Published Patent Application No. 2005/01822695.

Claim 33 recites as follows:

> A customer identification card, comprising: a substrate; and a non-optically readable code provided on the substrate, wherein the customer identification card includes information relating to at least one coupon retrievable over a network, the customer identification card information being readable using non-optically readable technology, wherein the customer identification card does not store coupon codes but provides customer identification information to a coupon processing server which provides coupon related information assigned to the customer identification information, wherein the customer identification card is part of a sheet of advertisement literature that comprises coupon details, **wherein the non-optically readable code is provided on a back of the customer identification card, wherein substrate is detachable from one of an insert, a flyer, and a promotion, wherein the one of the insert, the promotion, and the flyer further comprises at least two of**

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a shopping list, coupon details, advertisement space, and a miscellaneous information space.

The Patent Office cited column 6, line 46, through column 7, line 65, column 8, lines 29-37, and column 9, lines 16-43, of Thompson, as providing a teaching for the coupon card, where the coupon card is part of a sheet of advertisement literature that comprises coupon details. These passages are provided immediately below, in pertinent part, as follows:

> With reference now to FIG. 10, a redemption card 16 is shown having a plurality of coupons 20 as well as a magnetic strip 52 positioned along the bottom edge of the card 16. Typically, the magnetic strip 52 is devoid of information when the card 16 is fabricated, and an encoding machine electronically encodes any information on the magnetic strip 52 subsequent to the formation of the promotional mailer 10. It is more preferable that the magnetic strip 52 be encoded at the time the promotional mailer 10 is sent to the user. However, the redemption card 16 may actually be detached from the mailer 10 and taken to a location where the magnetic strip 52 is encoded before use.
> Thus, a quantity of promotional mailers 10 including such cards 16 could be fabricated and sold to the ultimate redeemer of the cards 16 who wish to function as a redemption. The encoding machine could be made available to this entity so that the blank magnetic strips 52 on the cards 16 could be encoded according to the wishes of the purchaser of the mailers 10. Thus, the magnetic strips 52 could be activated either before or after the promotional mailers 10 are sent to the users. ... Due to the small size of the magnetic strip 52, there is sufficient room on the redemption card 16 for placing other promotional offers, such as the illustrated coupons 20, above the magnetic strip 52. Of course, the magnetic strip 52 can be placed on either the front or back side of the redemption card 16, enabling the back side to be fully used for other promotional offers, such as the detachable coupons 20.
> Referring now to FIG. 11, a redemption card 16 is shown having a plurality of redemption offers and means for redeeming such offers included in such offers are the previously described detachable coupons 20 and magnetic strip 52. However, the card 16 can also include a bar code 54 imprinted thereon, on either side thereof, and scanned in typical fashion for redeeming an offer. The redemption card 16 can also have a bar code 54 associated with each detachable coupon 20 to electronically track the redemption of such coupons 20. ...
> With reference now to FIG. 12, the redemption card 16 may include a microprocessor chip 58, also known as an integrated circuit chip, such as a CR80 chip, or IC chip. IC chips find wide application in the computer industry. A relatively new chip 58 which is comprised of a clear

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> transparent material, lays on top of the card 16. ...
> The face of the chip 58 must typically be exposed so that an electronic reader can read the chip 58. The exposed chip 58 can be adhered to the front or back of the card. ...
> A card 16 with such a chip 58 can be used in the industry to have an image of a person and other information that will verify the user. The mailer 10 can be the vehicle to deliver the card 16 to the user.
> It is to be understood, that the redemption card 16 can include only one of the redeemable means in the form of coupons 20 magnetic strip 52, bar code 54, scratch off foil layers 56 or computer chip 58, or any combination thereof as illustrated in FIGS. 11-13. These redeemable means can be placed on either side of the redemption card 16. It is also to be understood that the redeemable means as described can be positioned outside of the redemption card 16 and onto the promotional mailer 10 itself.
> ... The reduced size of these coupons 20 is an advertising and marketing advantage, because several coupons can be placed on the double flap coupon which is not very large, and it allows for convenience by the shopper in that it is convenient to have several coupons on one card, and the card takes up very little space in the shoppers purse. Also, yet another coupon or promotional information or offers could be printed onto the underlying card itself so that once the overlying coupon 20 is redeemed, an underlying coupon can still be redeemed.

Thompson does not teach or suggest "**wherein the non-optically readable code is provided on a back of the customer identification card, wherein substrate is detachable from one of an insert, a flyer, and a promotion, wherein the one of the insert, the promotion, and the flyer further comprises at least two of a shopping list, coupon details, advertisement space, and a miscellaneous information space**" for at least the reason that Thompson does not disclose or suggest "**at least two of a shopping list, coupon details, advertisement space, and a miscellaneous information space.**"

Lubow discloses as follows:

> [0080] Since the coupons may use smaller bar code symbols, the overall coupon size can be decreased or more human-readable promotional information can be provided. For example, the total area of the format of FIG. 4(c) is 0.66 square inches, or 12% of the 5.25 square inch area of the UCC/EAN 128 coupon format of FIG. 3(a). RSS coupons also can carry an additional sixty characters of data. Advertising costs can be reduced since fewer pages are needed to provide the same coupon offers. Or, additional space in the coupon can be devoted to graphics and the like.

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Environmental benefits due to reduced paper use result as well.

Lubow does not teach or suggest "**wherein the non-optically readable code is provided on a back of the customer identification card, wherein substrate is detachable from one of an insert, a flyer, and a promotion, wherein the one of the insert, the promotion, and the flyer further comprises at least two of a shopping list, coupon details, advertisement space, and a miscellaneous information space.**"

As neither Lubow nor Thompson teaches or suggests this claimed subject matter, no purported combination of these two references would teach or suggest this claimed subject matter.

Thus, claims 33, 35-37, 40-42, 44-48, and 52 are not made obvious by Thompson in view of Lubow.

The Patent Office is respectfully requested to withdraw the rejections of claims 1-6, 10-33, 35-37, 40-42, and 44-56 under 35 U.S.C. 102(e) based on Lubow or under 35 U.S.C. 103(a) based on Lubow in view of Goldthwaite or Thompson in view of Lubow, and to allow all of the pending claims 1-5, 11-33, 35-37, 40-42, 44-50, and 53-64 as now presented for examination. An early notification of the allowability of claims 1-5, 11-33, 35-37, 40-42, 44-50, and 53-64 is earnestly solicited.

Should any outstanding issues remain, the Examiner is respectfully requested to telephone the undersigned at the telephone number indicated below.

OPAP IAP14 AUG 3 0 2010 PATENT & TRADEMARK OFFICE

Respectfully submitted:

Walter J. Malinowski August 25, 2010

Walter J. Malinowski Date

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PATENT APPLICATION FEE DETERMINATION RECORD

Substitute for Form PTO-875

Application or Docket Number	Filing Date	☐ To be Mailed
11/439,725	05/23/2006	

APPLICATION AS FILED – PART I

FOR	(Column 1) NUMBER FILED	(Column 2) NUMBER EXTRA	SMALL ENTITY ☒ RATE ($)	SMALL ENTITY ☒ FEE ($)	OR	OTHER THAN SMALL ENTITY RATE ($)	OTHER THAN SMALL ENTITY FEE ($)
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A			N/A	
☐ SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A	N/A			N/A	
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A			N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	minus 20 =	*	X $ =		OR	X $ =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*	X $ =			X $ =	
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $250 ($125 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).						
☐ MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))							
* If the difference in column 1 is less than zero, enter "0" in column 2.			TOTAL			TOTAL	

APPLICATION AS AMENDED – PART II

AMENDMENT 08/30/2010	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	SMALL ENTITY RATE ($)	SMALL ENTITY ADDITIONAL FEE ($)	OR	OTHER THAN SMALL ENTITY RATE ($)	OTHER THAN SMALL ENTITY ADDITIONAL FEE ($)
Total (37 CFR 1.16(i))	* 56	Minus	** 52	= 4	X $26 =	104	OR	X $ =	
Independent (37 CFR 1.16(h))	* 9	Minus	***6	= 3	X $110 =	330	OR	X $ =	
☐ Application Size Fee (37 CFR 1.16(s))									
☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							OR		
					TOTAL ADD'L FEE	434	OR	TOTAL ADD'L FEE	

AMENDMENT	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	RATE ($)	ADDITIONAL FEE ($)	OR	RATE ($)	ADDITIONAL FEE ($)
Total (37 CFR 1.16(i))	*	Minus	**	=	X $ =		OR	X $ =	
Independent (37 CFR 1.16(h))	*	Minus	***	=	X $ =		OR	X $ =	
☐ Application Size Fee (37 CFR 1.16(s))									
☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							OR		
					TOTAL ADD'L FEE		OR	TOTAL ADD'L FEE	

* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.

** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".

*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".

The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.

Legal Instrument Examiner:
/CORALIA BETANCOURT/

This collection of information is required by 37 CFR 1.16. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
11/439,725	05/23/2006	Richard B. Thibedeau	068A.0001.U1(US)	7228

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EXAMINER	
VAN BRAMER, JOHN W	

ART UNIT	PAPER NUMBER
3622	

MAIL DATE	DELIVERY MODE
04/27/2010	PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary	Application No.	Applicant(s)	
	11/439,725	THIBEDEAU, RICHARD B.	
	Examiner	Art Unit	
	JOHN VAN BRAMER	3622	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE *3* MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☒ Responsive to communication(s) filed on *17 December 2009*.

2a)☐ This action is **FINAL**. 2b)☒ This action is non-final.

3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☒ Claim(s) *1-6,10-33,35-37,40-42 and 44-56* is/are pending in the application.

4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) *1-6,10-33,35-37,40-42 and 44-56* is/are rejected.

7)☒ Claim(s) *2-6,10-24,26-32,35-37,40-42 and 44-48* is/are objected to.

8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☐ The specification is objected to by the Examiner.

10)☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.

Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

a)☐ All b)☐ Some * c)☐ None of:

1.☐ Certified copies of the priority documents have been received.

2.☐ Certified copies of the priority documents have been received in Application No. _____.

3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) ☒ Notice of References Cited (PTO-892)
2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3) ☐ Information Disclosure Statement(s) (PTO/SB/08) Paper No(s)/Mail Date _____.
4) ☐ Interview Summary (PTO-413) Paper No(s)/Mail Date. _____ .
5) ☐ Notice of Informal Patent Application
6) ☐ Other: _____.

DETAILED ACTION

Response to Amendment

1. The amendment filed on December 17, 2009 has cancelled claims 7-9, 34, 38-39, 43. Claims 1, 10, 22-25, 33, 44, 49, and 52 have been amended and new claims 53-56 have been added. Thus the currently pending claims addressed below are claims 1-6, 10-33, 35-37, 40-42, and 44-56. The applicants arguments that the previous examiner neglected to apply art to claims 16 and 44 in the Office Action dated September 14, 2009 and thus the next action should not be a Final Office Action is noted. As such, the examiner is issuing a second Non-Final Office Action.

Claim Objections

2. Claims objected to because of the following informalities: Dependent claims 2-6, 10-24, 26-32, 35-37, 40-42, and 44-48 lack proper antecendent basis to the independent claims from which they depend. The dependent claims should recited “the system", "the method" and "the coupon card" instead of "a system", “a method” and “a coupon card” Appropriate correction is required. The claims have been prosecuted as if proper antecedent basis had been claimed.

Claim Rejections - 35 USC § 102

3. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

> A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

4. Claims 1-6, 10-29, 31, 32, 49-51, and 53-56 are rejected under 35 U.S.C. 102(e) as being anticipated by Lubow et al. (PGPUB: 2005/0182695 A1)

Claim 1: Lubow discloses a system for redeeming coupons, comprising:

a. A network. (Fig. 1; Paragraph [0056] and [0057])
b. A Point-of-Sale (POS) terminal communicatively coupled to the network. (Fig. 1; Paragraphs [0053]; [0062]; [0070]; and [0097])
c. A server communicatively coupled to the POS terminal. (Fig. 1; Paragraphs [0053]; [0056]; [0057]; [0062]; [0070]; and [0097])
d. Wherein the POS terminal transmits first coupon related information from a coupon card read at the POS terminal to the server via the network (Fig. 1; Paragraphs [0053]; [0056]; [0057]; [0062]; [0070]; and [0097])
e. Wherein the server transmits GS1 paper coupon data elements to the POS terminal via the network. (Paragraph [0049]; [0052); [0053]; and [0081] through [0088])
f. Wherein the GS1 paper coupon data elements include a product number system character, manufacture number, family code, and value code. (Paragraph [0049]; [0052); [0053]; and [0081] through [0088])

Claim 2: Lubow discloses the system as in claim 1, wherein the server is a coupon processing server, further comprising a retailer's server through which the POS terminal is communicatively coupled to the network and the coupon processing server. (Fig. 1; Paragraphs [0053]; [0056]; [0057]; [0062]; [0070]; and [0097])

Claim 3: Lubow discloses the system as in claim 2, wherein the coupon processing server is an Intelligent Coupon Network (ICN) server, further comprising a manufacturer's server communicatively coupled to the ICN server. (Fig. 1; Paragraphs [0053]; [0056]; [0057]; [0062]; [0070]; and [0097])

Claim 4: Lubow discloses the system as in claim 3, wherein the first coupon related information of the coupon card is contained in a Magnetic Ink Character Recognition strip on the coupon card. (Paragraphs [0052] through [0053])

Claim 5: Lubow discloses the system as in claim 3, wherein the coupon card is a radio frequency identification (RFID) card. (Abstract; Paragraphs [0030]; [0049] through [0053])

Claim 6: Lubow discloses the system as in claim 1, wherein the first coupon related information is coupon card account identification information. Fig. 1; Paragraphs [0053]; [0056]; [0057]; [0062]; [0070]; and [0097])

Claim 10: Lubow discloses the system as in claim 1, wherein the server is coupled to a centralized database that provides the GS1 paper coupon data elements when the server receives first coupon information. (Fig. 1; Paragraphs [0053]; [0056]; [0057]; [0062]; [0070]; [0081] through [0088]; and [0097])

Claim 11: Lubow discloses the system as in claim 1, wherein the server tabulates raw data of coupon processing transactions for a manufacturer. (Fig. 1; Paragraphs [0053]; [0055] through [0057]; [0062]; [0070]; [0081] through [0088]; and [0097])

Claim 12: Lubow discloses the system as in claim 11, wherein the server provides the tabulated data to the manufacturer in the form of reports. (Paragraphs [0064] through [0065])

Claim 13: Lubow discloses the system as in claim 1, wherein a card reader coupled to the POS terminal reads the coupon card. (Fig. 1; Paragraphs [0053]; [0055] through [0057]; [0062]; [0070]; [0081] through [0088]; and [0097])

Claim 14: Lubow discloses the system as in claim 1, wherein the network is the World Wide Web. (Fig. 1; Paragraphs [0053]; [0055] through [0057]; [0062]; [0070]; [0081] through [0088]; and [0097])

Claim 15: Lubow discloses the system as in claim 1, wherein the network is an internet. (Fig. 1; Paragraphs [0053]; [0055] through [0057]; [0062]; [0070]; [0081] through [0088]; and [0097])

Claim 16: Lubow discloses the system as in claim 1, wherein the coupon card is a one-time-use coupon card. (Fig. 1; Paragraphs [0053]; [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])

Claim 17: Lubow discloses the system as in claim 3, wherein the coupon card is a radio frequency data communication (RFDC) card. (Abstract; Paragraphs [0030]; [0049] through [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])

Claim 18: Lubow discloses the system as in claim 1, wherein the card is distributed by a manufacturer of consumer package goods (CPG). (Abstract; Paragraphs [0030]; [0049] through [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])

Claim 19: Lubow discloses the system as in claim 13, wherein the card reader non-optically reads the coupon card. (Abstract; Paragraphs [0030]; [0049] through [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])

Claim 20: Lubow discloses the system as in claim 13, wherein the card reader optically reads the coupon card. (Abstract; Paragraphs [0030]; [0049] through [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])

Claim 21: Lubow discloses the system as in claim 20, wherein the coupon card comprises an optically scannable bar code that is optically read. (Abstract; Paragraphs [0030]; [0049] through [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])

Claim 22: Lubow discloses the system as in claim 8, wherein the POS terminal transmits additional coupon related information to the server upon successful redemption of a coupon. (Abstract; Paragraphs [0030]; [0049] through [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])

Claim 23: Lubow discloses the system as in claim 22, wherein the additional coupon related information comprises identification information from the product purchased and the GS1 coupon code of the GS1 coupon data elements and retailer identification information. (Abstract; Paragraphs [0030]; [0049] through [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093];

and [0097])

Claim 24: Lubow discloses the system as in claim 23, the additional coupon related information being used by the server to generate a report to the manufacturer whose product was purchased through redemption of the coupon code retrieved by the coupon card. (Abstract; Paragraphs [0030]; [0049] through [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])

Claim 25: Lubow discloses a method for processing coupons, comprising:

a: Reading first coupon related information from a coupon card at a Point-of-Sale (POS) terminal. (Abstract; Paragraphs [0030]; [0049] through [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])

b. Transmitting the first coupon related information through a network to a coupon processing server, if the coupon processing server validates the first coupon related information, transmitting second coupon related information through the network to the POS terminal, wherein the second coupon related information comprises some but not all of a corresponding stored coupon code. (Abstract; Paragraphs [0030]; [0049] through [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])

Claim 26: Lubow discloses the method as in claim 25, further comprising if the POS

terminal validates the second coupon related information, redeeming a coupon corresponding to the coupon card and transmitting coupon redemption information to the coupon processing server. (Abstract; Paragraphs [0030]; [0049] through [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])

Claim 27: Lubow discloses the method as in claim 26, further comprising when the coupon processing server receives the coupon redemption information, deactivating the coupon corresponding to the coupon card. (Abstract; Paragraphs [0030]; [0049] through [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])

Claim 28: Lubow discloses the method as in claim 27, further comprising the coupon processing server transmitting processed coupon information corresponding to the coupon redemption information to a manufacturer's server. (Abstract; Paragraphs [0030]; [0049] through [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])

Claim 29: Lubow discloses the method as in claim 25, further comprising swiping the coupon card in proximity to a reader coupled to the POS terminal to effect reading of the first coupon related information from the coupon card. (Abstract; Paragraphs [0030]; [0049] through [0053]); [0055] through [0057]; [0062] through [0067]; [0070];

[0081] through [0088]; [0093]; and [0097])

Claim 31: Lubow discloses the method as in claim 29, wherein the reading is a non-optical reading. (Abstract; Paragraphs [0030]; [0049] through [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])

Claim 32: Lubow discloses the method as in claim 29, wherein the reading is an optical reading. (Abstract; Paragraphs [0030]; [0049] through [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])

Claim 49: Lubow discloses a computer readable medium storing computer code for processing coupons across a network in response to a non-optical reading of a coupon card, comprising:

a. Computer code for reading identification code from a coupon card that is non-optically read at a Point of Sale terminal. (Abstract; Paragraphs [0030]; [0049] through [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])
b. Computer code for processing and formatting the read identification code. (Abstract; Paragraphs [0030]; [0049] through [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])

c. Computer code for transmitting the formatted identification code across the network. (Abstract; Paragraphs [0030]; [0049] through [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])

d. Computer code for receiving, interpreting, and validating the identification code at coupon processing server. (Abstract; Paragraphs [0030]; [0049] through [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])

e. If the identification code is validated, computer code for retrieving coupon codes corresponding to the identification code from a centralized database. (Abstract; Paragraphs [0030]; [0049] through [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])

f. Computer code for transmitting some but not all of each of the retrieved coupon codes to the Point of Sale terminal via the network. (Abstract; Paragraphs [0030]; [0049] through [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])

g. Computer code for redeeming the coupon codes. (Abstract; Paragraphs [0030]; [0049] through [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])

Claim 50: Lubow discloses the computer readable medium of claim 49, further comprising computer code for notifying the coupon processing server of successful coupon redemptions. (Abstract; Paragraphs [0030]; [0049] through [0053]); [0055]

through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])

Claim 51: Lubow discloses the computer readable medium of claim 50, further comprising computer code for identifying a user of the coupon card. (Abstract; Paragraphs [0030]; [0049] through [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])

Claim 53: Lubow discloses a system for redeeming coupons comprising:

a. A network. (Abstract; Paragraphs [0030]; [0049] through [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])
b. A Point-of-Sale (POS) terminal communicatively coupled to the network. (Abstract; Paragraphs [0030]; [0049] through [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])
c. A server communicatively coupled to the POS terminal. (Abstract; Paragraphs [0030]; [0049] through [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])
d. Wherein the POS terminal transmits information from a coupon card read at the POS terminal to the server via the network in real time. (Abstract; Paragraphs [0030]; [0049] through [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])

e. Wherein the server, in response to receipt of the information, transmits coupon codes that have not been redeemed and have not expired to the POS terminal for validation. (Abstract; Paragraphs [0030]; [0049] through [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])

f. Wherein the coupon codes are one of a manufacture paper coupon codes and GS1 coupon codes. (Abstract; Paragraphs [0030]; [0049] through [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])

g. Wherein the POS terminal sends a message to the server indicating which of the coupon codes received by the POS terminal were successfully redeemed. (Abstract; Paragraphs [0030]; [0049] through [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])

h. Wherein the paper coupon codes are redeemed electronically and without a need for a paper coupon to be presented by the consumer. (Abstract; Paragraphs [0030]; [0049] through [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])

Claim 54: Lubow discloses the system of claim 53, wherein the real time system is configured to execute a coupon discount at the POS terminal without any prior coupon information being loaded onto the POS terminal. (Abstract; Paragraphs

[0030]; [0049] through [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])

Claim 55: Lubow discloses the system of claim 53, wherein the server is configured to deactivate the coupon codes which were successfully redeemed. (Abstract; Paragraphs [0030]; [0049] through [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])

Claim 56: Lubow discloses the system of claim 53, wherein the server is configured to monitor in real time volume and traffic of redeemed coupons to identify abnormalities to prevent coupon counterfeiting. (Abstract; Paragraphs [0030]; [0049] through [0053]); [0055] through [0057]; [0062] through [0067]; [0070]; [0081] through [0088]; [0093]; and [0097])

Claim Rejections - 35 USC § 103

5. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

6. Claim 30 is rejected under 35 U.S.C. 103(a) as being unpatentable over Lubow et al. (PGPUB US 2005/01822695) in view of Goldthwaite et al. (PGPUB US 2004/0019564 A1)

Claim 30: Lubow discloses the method as in claim 29. While Lubow does not specifically state that the user is biometrically identified the analogous art of Goldthwaite discloses that is known to include biometric signals as an additional security item for validation when using smart cards, and cards with magnetic strips, for payment systems. Lubow discloses that the invention utilizes existing financial clearing houses and smart cards to processing the coupon data and settle the payment transactions in Paragraph [0056], and that the invention is meant to encompass any credit card processing scheme data elements in Paragraph [0056]. Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to include data elements that included biometric signals. The rational for this that the biometric signals are one of a limited number of predictable data elements used in credit card processing schemes.

7. Claims 33, 35-37, 40-42, 44-48, and 52 are rejected under 35 U.S.C. 103(a) as being unpatentable over Thompson et al, (U.S. Patent Number: 6,520,542) in view of Lubow et al. (PGPUB US 2005/01822695)

Claim 33 and 48: Thompson discloses a coupon card, comprising:

a. A substrate. (Col 6, line 46 through Col 7, line 65; Col 8, lines 29-37; and Col 9, lines 16-43)

b. A non-optically readable code provided on the substrate. (Col 6, line 46 through Col 7, line 65; Col 8, lines 29-37; and Col 9, lines 16-43)

c, Wherein the coupon card includes information relating to at least one coupon retrievable over a network, the coupon card information being readable using non-optically readable technology. (Col 6, line 46 through Col 7, line 65; Col 8, lines 29-37; and Col 9, lines 16-43

e. Wherein the coupon card is part of a sheet of advertisement literature that comprises coupon details. (Col 6, line 46 through Col 7, line 65; Col 8, lines 29-37; and Col 9, lines 16-43)

f. Wherein the non-optically readable code is provided on a back of the coupon card. (Col 6, line 46 through Col 7, line 65; Col 8, lines 29-37; and Col 9, lines 16-43)

While Thompson does not state that the coupon card does not store coupon codes, the analogous art of Lubow et al. discloses in Paragraphs [0056]; [0057]; [0065]; [0066]; and [0083] through [0088] that the coupon card can be assigned unique identifiers and that these unique identifiers can be used to process coupons in the manner of a credit card transaction. Thus it is clear that the coupon card is not required to store coupon codes but rather an identifier that is associated with a

particular coupon code. Therefore, it would have been obvious to one of ordinary skill in the art to modify the coupon cards disclosed by Thompson to include identifiers rather than coupon codes disclosed by the invention of Lubow. The rational for including such information in the coupon codes disclosed by Thompson is that as retailers move to the RSS (GS1) format as required the retailer would not have to reinvent its own information system from scratch, an existing system can be augmented with middleware which can be tailored to receive and integrate the new data into an existing system, the retailer does not have to pay for the improvements to the system, those costs being shared by the his suppliers, the vendors, and the vendors do not have to invent ways of fulfilling the retailer's new system requirements. In addition, the conversion from the existing systems of item identification to the new standards may be made to appear transparent since such new labels may be readable by existing systems (Lubow: Paragraph [0048])

Claim 35: Thompson and Lubow disclose the coupon card as in claim 33, wherein the non-optically readable code is magnetically readable. (Col 6, line 46 through Col 7, line 65; Col 8, lines 29-37; and Col 9, lines 16-43)

Claim 36: Thompson and Lubow disclose the coupon card as in claim 35, wherein the code is provided in a magnetic strip. (Col 6, line 46 through Col 7, line 65; Col 8, lines 29-37; and Col 9, lines 16-43)

Claim 37: Thompson and Lubow disclose the coupon card as in claim 36, wherein the magnetic strip is readable by a magnetic swipe card reader. (Col 6, line 46 through Col 7, line 65; Col 8, lines 29-37; and Col 9, lines 16-43)

Claim 40: Thompson and Lubow disclose the coupon card as in claim 33, wherein the code is provided through a medium that is printed on the substrate. (Col 6, line 46 through Col 7, line 65; Col 8, lines 29-37; and Col 9, lines 16-43)

Claim 41: Thompson and Lubow disclose the coupon card as in claim 33, wherein the code is provided through a medium that is adhered to the substrate. (Col 6, line 46 through Col 7, line 65; Col 8, lines 29-37; and Col 9, lines 16-43)

Claim 42: Thompson and Lubow disclose the coupon card as in claim 39, wherein the medium is a label. (Col 6, line 46 through Col 7, line 65; Col 8, lines 29-37; and Col 9, lines 16-43)

Claim 44: Thompson and Lubow disclose the coupon card as in claim 33, wherein the coupon card is detachably part of a sheet of advertisement literature. (Col 6, line 46 through Col 7, line 65; Col 8, lines 29-37; and Col 9, lines 16-43)

Claim 45: Thompson and Lubow disclose the coupon card as in claim 44, wherein

the coupon card comprises a plastic substrate. (Col 6, line 46 through Col 7, line 65; Col 8, lines 29-37; and Col 9, lines 16-43)

Claim 46: Thompson and Lubow disclose the coupon card as in claim 44, wherein the coupon card comprises a paper substrate. (Col 6, line 46 through Col 7, line 65; Col 8, lines 29-37; and Col 9, lines 16-43)

Claim 47: Thompson and Lubow disclose the coupon card as in claim 44, wherein the coupon card is detachable because on or proximate to at least one border of the coupon card are one or more perforations). (Col 6, line 46 through Col 7, line 65; Col 8, lines 29-37; and Col 9, lines 4-43)

Claim 52: Thompson discloses a coupon card, comprising:

a. A substrate that is detachable from one of an insert, a flyer, and a promotion. (Col 6, line 46 through Col 7, line 65; Col 8, lines 29-37; and Col 9, lines 4-43

b. Readable code provided on the substrate. (Col 6, line 46 through Col 7, line 65; Col 8, lines 29-37; and Col 9, lines 4-43

c. Wherein the coupon card includes a unique coupon card identification number that relates to at least one coupon code retrievable over a network. (Col 6, line 46 through Col 7, line 65; Col 8, lines 29-37; and Col 9, lines 4-43

e. Wherein the one of the insert, the promotion, and the flyer further comprises at least one of a shopping list, coupon details, and a miscellaneous information space. (Col 6, line 46 through Col 7, line 65; Col 8, lines 29-37; and Col 9, lines 4-43 While Thompson does not state that the coupon card does not store coupon codes, the analogous art of Lubow et al. discloses in Paragraphs [0056]; [0057]; [0065]; [0066]; and [0083] through [0088] that the coupon card can be assigned unique identifiers and that these unique identifiers can be used to process coupons in the manner of a credit card transaction. Thus it is clear that the coupon card is not required to store coupon codes but rather an identifier that is associated with a particular coupon code. Therefore, it would have been obvious to one of ordinary skill in the art to modify the coupon cards disclosed by Thompson to include identifiers rather than coupon codes disclosed by the invention of Lubow. The rational for including such information in the coupon codes disclosed by Thompson is that as retailers move to the RSS (GS1) format as required the retailer would not have to reinvent its own information system from scratch, an existing system can be augmented with middleware which can be tailored to receive and integrate the new data into an existing system, the retailer does not have to pay for the improvements to the system, those costs being shared by the his suppliers, the vendors, and the vendors do not have to invent ways of fulfilling the retailer's new system requirements. In addition, the conversion from the existing systems of item identification to the new standards may be made to appear transparent since such new labels may be readable by existing systems (Lubow: Paragraph [0048])

Response to Arguments

8. Applicant's arguments with respect to claims1-6, 10-33, 35-37, 40-42, and 44-56 have been considered but are moot in view of the new ground(s) of rejection.

Conclusion

9. Any inquiry concerning this communication or earlier communications from the examiner should be directed to JOHN VAN BRAMER whose telephone number is (571)272-8198. The examiner can normally be reached on 6am - 4pm Monday through Thursday.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eric Stamber can be reached on (571) 272-6724. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/John Van Bramer/
John Van Bramer
Primary Examiner, Art Unit 3622

Notice of References Cited	Application/Control No. 11/439,725	Applicant(s)/Patent Under Reexamination THIBEDEAU, RICHARD B.	
	Examiner JOHN VAN BRAMER	Art Unit 3622	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-2005/0182695	08-2005	Lubow et al.	705/028
*	B	US-2004/0019564	01-2004	Goldthwaite et al.	705/44
*	C	US-6,520,542	02-2003	Thompson et al.	283/51
	D	US-			
	E	US-			
	F	US-			
	G	US-			
	H	US-			
	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

FOREIGN PATENT DOCUMENTS

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NON-PATENT DOCUMENTS

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OIPE IAP68
DEC 17 2009
PATENT & TRADEMARK OFFICE

IN THE U.S. PATENT AND TRADEMARK OFFICE

In re U.S. Patent Application of:

APPLICANT:	Richard Thibedeau		
SERIAL NO.:	11/439,725	FILING DATE:	May 23, 2006
EXAMINER:	Shin, Min	ART UNIT:	3688
ATTORNEY'S DOCKET NO.:	068A.0001.U1(US)		
CONFIRMATION NO.:	7228		
TITLE:	INTELLIGENT COUPON NETWORK		

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313

AMENDMENT IN RESPONSE TO OFFICE ACTION

Sir:

This paper is herewith filed in response to the Non-Final Office Action mailed on September 14, 2009 for the above-captioned U.S. Patent Application. This paper is deemed to be filed within the shortened statutory period and no petition or fee for an extension of time is required. However, should the undersigned attorney be mistaken, please consider this as a petition for any extension of time that may be required to maintain the pendency of this Patent Application. As there is a net gain of one independent claim in excess of three, Applicant believes that an extra claims fee in the amount of $220 to be due. Please charge deposit account no.: 50-1924 for any required fee deficiency.

Please amend the application as shown below.

12/17/2009 CCHAU1 00000013 501924 11439725
01 FC:1201 220.00 DA

AMENDMENTS TO THE CLAIMS:

This listing of the claims will replace all prior versions, and listings, of the claims in this application:

Please cancel claims 7-9, 34, 38, 39, and 43 without prejudice or disclaimer.

Listing of Claims:

1. (Currently Amended) A system for redeeming coupons, comprising:

a network;

a Point-of-Sale (POS) terminal communicatively coupled to the network;

a server communicatively coupled to the POS terminal;

wherein the POS terminal transmits first coupon related information from a coupon card read at the POS terminal to the server via the network, wherein the server transmits GS1 paper coupon data elements to the POS terminal via the network, wherein the GS1 paper coupon data elements include a product number system character, manufacture number, family code, and value code.

2. (Original) A system as in claim 1, wherein the server is a coupon processing server, further comprising a retailer's server through which the POS terminal is communicatively coupled to the network and the coupon processing server.

3. (Original) A system as in claim 2, wherein the coupon processing server is an Intelligent Coupon Network (ICN) server, further comprising a manufacturer's server communicatively coupled to the ICN server.

4. (Original) A system as in claim 3, wherein the first coupon related information of the coupon card is contained in a Magnetic Ink Character Recognition strip on the coupon card.

5. (Original) A system as in claim 3, wherein the coupon card is a radio frequency identification (RFID) card.

6. (Original) A system as in claim 1, wherein the first coupon related information is coupon card account identification information.

7. (Canceled).

8. (Canceled).

9. (Canceled).

10. (Currently Amended) A system as in claim 1, wherein the server is coupled to a centralized database that provides the GS1 paper coupon data elements ~~second coupon related information~~ when the server receives first coupon information.

11. (Original) A system as in claim 1, wherein the server tabulates raw data of coupon processing transactions for a manufacturer.

12. (Original) A system as in claim 11, wherein the server provides the tabulated data to the manufacturer in the form of reports.

13. (Original) A system as in claim 1, wherein a card reader coupled to the POS terminal reads the coupon card.

14. (Original) A system as in claim 1, wherein the network is the World Wide Web.

15. (Original) A system as in claim 1, wherein the network is an internet.

16. (Original) A system as in claim 1, wherein the coupon card is a one-time-use coupon card.

17. (Original) A system as in claim 3, wherein the coupon card is a radio frequency data communication (RFDC) card.

18. (Original) A system as in claim 1, wherein the card is distributed by a manufacturer of consumer package goods (CPG).

19. (Original) A system as in claim 13, wherein the card reader non-optically reads the coupon card.

20. (Original) A system as in claim 13, wherein the card reader optically reads the coupon card.

21. (Original) A system as in claim 20, wherein the coupon card comprises an optically scannable bar code that is optically read.

22. (Currently Amended) A system as in claim 8, wherein the POS terminal transmits additional ~~third~~ coupon related information to the server upon successful redemption of a coupon.

23. (Currently Amended) A system as in claim 22, wherein the additional ~~third~~ coupon related information comprises identification information from the product purchased and the GS1 coupon code of the GS1 paper coupon data elements ~~second coupon related information~~ and retailer identification information.

24. (Currently Amended) A system as in claim 23, the additional ~~third~~ coupon related information being used by the server to generate a report to the manufacturer whose product was purchased through redemption of the coupon code retrieved by the coupon card.

25. (Currently Amended) A method for processing coupons, comprising: reading first coupon related information from a coupon card at a Point-of-Sale (POS) terminal; transmitting the first coupon related information through a network to a coupon processing server; if the coupon processing server validates the first coupon related information, transmitting second coupon related information through the network to the POS terminal, wherein the second coupon related information comprises some but not all of a corresponding stored coupon code.

26. (Original) A method as in claim 25, further comprising if the POS terminal validates the second coupon related information, redeeming a coupon corresponding to the coupon card and transmitting coupon redemption information to the coupon processing server.

27. (Original) A method as in claim 26, further comprising when the coupon processing server receives the coupon redemption information, deactivating the coupon corresponding to the coupon card.

28. (Original) A method as in claim 27, further comprising the coupon processing server transmitting processed coupon information corresponding to the coupon redemption information to a manufacturer's server.

29. (Original) A method as in claim 25, further comprising swiping the coupon card in proximity to a reader coupled to the POS terminal to effect reading of the first coupon related information from the coupon card.

30. (Original) A method as in claim 29, further comprising biometrically identifying a user of the coupon card as a part of validating.

31. (Original) A method as in claim 29, wherein the reading is a non-optical reading.

32. (Original) A method as in claim 29, wherein the reading is an optical reading.

33. (Currently Amended) A coupon card, comprising: a substrate; and a non-optically readable code provided on the substrate, wherein the coupon card includes information relating to at least one coupon retrievable over a network, the coupon card information being readable using non-optically readable technology, wherein the coupon card does not store coupon codes, wherein the coupon card is part of a sheet of advertisement literature that comprises coupon details, wherein the non-optically readable code is provided on a back of the coupon card.

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34. (Canceled).

35. (Original) A coupon card as in claim 33, wherein the non-optically readable code is magnetically readable.

36. (Original) A coupon card as in claim 35, wherein the code is provided in a magnetic strip.

37. (Original) A coupon card as in claim 36, wherein the magnetic strip is readable by a magnetic swipe card reader.

38. (Canceled).

39. (Canceled).

40. (Original) A coupon card as in claim 33, wherein the code is provided through a medium that is printed on the substrate.

41. (Original) A coupon card as in claim 33, wherein the code is provided through a medium that is adhered to the substrate.

42. (Original) A coupon card as in claim 39, wherein the medium is a label.

43. (Canceled).

44. (Currently Amended) A coupon card as in claim 33, wherein the coupon card is detachably part of the ~~a~~ sheet of advertisement literature.

45. (Original) A coupon card as in claim 44, wherein the coupon card comprises a plastic substrate.

46. (Original) A coupon card as in claim 44, wherein the coupon card comprises a paper substrate.

47. (Original) A coupon card as in claim 44, wherein the coupon card is detachable because on or proximate to at least one border of the coupon card are one or more perforations.

48. (Original) A coupon card as in claim 33, wherein the coupon card does not store coupon codes.

49. (Currently Amended) A computer readable medium storing computer code for processing coupons across a network in response to a non-optical reading of a coupon card, comprising: computer code for reading identification code from a coupon card that is non-optically read at a Point of Sale terminal; computer code for processing and formatting the read identification code; computer code for transmitting the formatted identification code across the network; computer code for receiving, interpreting, and validating the identification code at coupon processing server; if the identification code is validated, computer code for retrieving coupon codes corresponding to the identification code from a centralized database; computer code for transmitting some but not all of each of the retrieved coupon codes to the Point of Sale terminal via the network; and computer code for redeeming the coupon codes.

50. (Original) The computer readable medium of claim 49, further comprising computer code for notifying the coupon processing server of successful coupon redemptions

51. (Original) The computer readable medium of claim 50, further comprising computer code for identifying a user of the coupon card.

52. (Currently Amended) A coupon card, comprising: a substrate that is detachable from one of an insert, a flyer, and a promotion; and readable code provided on the substrate, wherein the coupon card includes a unique coupon card identification number that relates to at least one coupon code retrievable over a network, wherein the coupon card does not store coupon codes, wherein the one of the insert, the promotion, and the flyer further comprises at least one of a shopping list, coupon details, and a miscellaneous information space.

53. (New) A system for redeeming coupons, comprising:

a network;

a Point-of-Sale (POS) terminal communicatively coupled to the network;

a server communicatively coupled to the POS terminal;

wherein the POS terminal transmits information from a coupon card read at the POS terminal to the server via the network in real time, wherein the server, in response to receipt of the information, transmits coupon codes that have not been redeemed and have not expired to the POS terminal for validation, wherein the coupon codes are one of manufacture paper coupon codes and GS1 coupon codes, wherein the POS terminal sends a message to the server indicating which of the coupon codes received by the POS terminal were successfully redeemed, wherein paper coupon codes are redeemed electronically and without a need for a paper coupon to be presented by a consumer.

54. (New) The system of claim 53, wherein the real time system is configured to execute a coupon discount at the POS terminal without any prior coupon information being loaded onto the POS terminal.

55. (New) The system of claim 53, wherein the server is configured to deactivate the coupon codes which were successfully redeemed.

56. (New) The system of claim 53, wherein the server is configured to monitor in real time volume and traffic of redeemed coupons to identify abnormalities to prevent coupon counterfeiting.

REMARKS

Claims 1-6, 10-33, 35-37, 40-42, and 44-56 are currently pending. Claims 7-9, 34, 38, 39, and 43 have been canceled without prejudice or disclaimer. Claims 1, 10, 22-25, 33, 44, 49, and 52 have been amended. The support for the amendment of these claims is found in Applicant's original disclosure, including paragraphs 0021 and 0025 and original claims 7 and 9. New claims 53-56 are supported by Applicant's original disclosure, including the original claims and paragraph 0013, 0021-0023, and 0032. It is respectfully submitted that no new matter has been added.

Accordingly, upon entry of this amendment, claims 1-6, 10-33, 35-37, 40-42, and 44-56 are pending. Of those claims, 1, 25, 33, 49, and 52 are independent.

Claim Rejections under 35 U.S.C. 102(b)

The Patent Office rejected claims 1-42, 44-46, and 48-52 under 35 U.S.C. 102(b) as being anticipated by Deatherage, U.S. Published Patent Application No. 2004/0107135. Applicant respectfully traverses this rejection.

A claim is not anticipated unless each and every non-inherent limitation is disclosed, generally, in a single reference. (See MPEP 2131)

Claim 1 recites as follows:

> A system for redeeming coupons, comprising: a network; a Point-of-Sale (POS) terminal communicatively coupled to the network; a server communicatively coupled to the POS terminal; wherein the POS terminal transmits first coupon related information from a coupon card read at the POS terminal to the server via the network, **wherein the server transmits GS1 paper coupon data elements to the POS terminal via the network, wherein the GS1 paper coupon data elements include a product number system character, manufacture number, family code, and value code.**

Claim 25 recites as follows:

> A method for processing coupons, comprising: reading first coupon related information from a coupon card at a Point-of-Sale (POS) terminal; transmitting the first coupon related information through a network to a coupon processing server; if the coupon processing server validates the first coupon related information, transmitting second coupon related information through the network to the POS terminal, **wherein the**

second coupon related information comprises some but not all of a corresponding stored paper coupon code data elements.

Claim 33 recites as follows:

A coupon card, comprising: a substrate; and a non-optically readable code provided on the substrate, wherein the coupon card includes information relating to at least one coupon retrievable over a network, the coupon card information being readable using non-optically readable technology, wherein the coupon card does not store coupon codes, **wherein the coupon card is part of a sheet of advertisement literature that comprises coupon details, wherein the non-optically readable code is provided on a back of the coupon card.**

Claim 49 recites as follows:

A computer readable medium storing computer code for processing coupons across a network in response to a non-optical reading of a coupon card, comprising: computer code for reading identification code from a coupon card that is non-optically read at a Point of Sale terminal; computer code for processing and formatting the read identification code; computer code for transmitting the formatted identification code across the network; computer code for receiving, interpreting, and validating the identification code at coupon processing server; if the identification code is validated, computer code for retrieving coupon codes corresponding to the identification code from a centralized database; **computer code for transmitting some but not all of each of the retrieved paper coupon codes to the Point of Sale terminal via the network**; and computer code for redeeming the paper coupon codes.

Claim 52 recites as follows:

A coupon card, comprising: **a substrate that is detachable from one of an insert, a flyer, and a promotion**; and readable code provided on the substrate, wherein the coupon card includes a unique coupon card identification number that relates to at least one coupon code retrievable over a network, wherein the coupon card does not store coupon codes, **wherein the one of the insert, the promotion, and the flyer further comprises at least one of a shopping list, coupon details, and a miscellaneous information space.**

Claim 53 recites as follows:

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> A system for redeeming coupons, comprising: a network; a Point-of-Sale (POS) terminal communicatively coupled to the network; a server communicatively coupled to the POS terminal; wherein the POS terminal transmits information from a coupon card read at the POS terminal to the server via the network in real time, **wherein the server, in response to receipt of the information, transmits coupon codes that have not been redeemed and have not expired to the POS terminal for validation,** wherein the coupon codes are one of manufacture paper coupon codes and GS1 coupon codes, **wherein the POS terminal sends a message to the server indicating which of the coupon codes received by the POS terminal were successfully redeemed. The result being the redeeming of a paper coupon code electronically, thus eliminating the need for a paper coupon to be presented by the consumer.**

Deatherage discloses an electronic coupon distribution and redemption system and method. In paragraph 0023, Deatherage discloses cards 102 preferably provided to individual users for operation with a coupon redemption system and "the user identification 108 may include... a unique number assigned by the issuer, a person's name, an address, a full or partial social security number, a unique number selected by the cardholder, or a combination of some or all of these in whole or in part." In paragraph 0024, Deatherage discloses "the card readers 104 are each in communication with the coupon data server computers 106 and with the store checkout system 110." In paragraph 0025, Deatherage discloses "that the user identification data 108 could also be transmitted to the store checkout system 110 for use by the store." In paragraph 0028, Deatherage discloses that "the coupon data server computer 106 may also be considered a client computer when it is receiving data from an external source, such as the manufacturer/ retailer computers 118, the computer terminals 120, or... the card readers 104 and/or the store checkout system 110." Paragraph 0032 of Deatherage discloses "depending upon the products selected, some or all of the product identification data that are read are transmitted to the card reader 104." Paragraph 0038 of Deatherage discloses "the product identification data for each of the products selected for purchase is read by the checkout system 110 and is transmitted to one or more of the coupon data server computers 106." In paragraph 0039, Deatherage discloses "the discount coupon data is transmitted to the checkout system 110 via the card reader 104" and "the discount coupon data could be transmitted directly to the checkout system 110." Paragraph 0043 of Deatherage discloses intermediate client-server

computers 302 that may communicate with the card readers 104. Paragraph 0049 of Deatherage discloses "the intermediate client-server computers 302 are also preferably configured to read the cards 102, and may also be configured to dispense cards 102." Paragraph 0058 of Deatherage discloses "the discount server computers 106 report the applied credits to the clearinghouse computers 150" and "alternatively, the applied discounts may be reported to the store's accounting system." Paragraph 0059 of Deatherage discloses that "the system software could be configured to allow the user's card 102 to be read by the card reader 104 after, or while, the products selected for purchase are being processed by the checkout system 110."

Claim 1 has been amended to incorporate subject matter from paragraph 0021 and canceled claims 7 and 9 such that claim 1 recites, in pertinent part "**wherein the server transmits GS1 paper coupon data elements to the POS terminal via the network, wherein the GS1 paper coupon data elements include a product number system character, manufacture number, family code, and value code.**"

The Patent Office asserted that this subject matter, formerly recited in claim 9, is disclosed in paragraph 0032 of Deatherage. Applicant respectfully disagrees.

Deatherage, in paragraph 0032, recites as follows:

> [0032] Depending upon the products selected, some or all of the product identification data that are read are transmitted to the card reader 104. For example, **some (or all) of the products selected for purchase may not have associated discount coupon data**, or the products may not be associated with the network that provides this type of electronic coupon redemption. In such exemplary circumstances, **the card reader 104 may be configured to transmit only the product identification data for only some of the selected products. In other embodiments, the card reader 104 may be configured to transmit all of the product identification data**, whether or not the product has associated discount coupon data or is associated with the network. In the latter instance, the coupon data server computers 106 will include, for example, **a type of filtration algorithm that, based on the product identification data, will selectively retrieve for transmission discount coupon data from the discount coupon database 114 for only those products having associated discount coupon data**.

The four GS1 paper coupon data elements recited by claim 1 include 1) a product number system character, 2) manufacture number, 3) family code, and 4) value code.

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Deatherage does not disclose or suggest any of these named elements. Thus, Deatherage does not disclose or suggest claim 1.

Claims 1-6 and 10-24 are not anticipated by Deatherage.

Moreover, claim 5 recites "the coupon card is a radio frequency identification (RFID) card." An RFID card is not the same as a "first card reader" that "transmits the user identification data via radio frequency transmission," as recited on page 9 of Deatherage in claim 40. Applicant has claimed a card in contrast to Deatherage's claiming a card reader.

Independent claim 25 recites, in pertinent part, as follows: "**wherein the second coupon related information comprises some but not all of a corresponding stored coupon code.**"

Deatherage, in paragraph 0027, discloses "at least some of the discount coupon data is supplied to the checkout system 110 to credit the purchase price of certain products selected by a card user for purchase." Paragraph 0027 does not correspond to "some but not all of a corresponding stored coupon code" since paragraph 0027 appears to be referring to a portion of the entirety of the discount coupon data base and not to a part of a stored coupon code.

Thus, claims 25-32 are not anticipated by Deatherage.

Claim 33 recites, in pertinent part, as follows: "wherein the coupon card is part of a sheet of advertisement literature that comprises coupon details, wherein the non-optically readable code is provided on a back of the coupon card." This claimed subject matter was incorporated from claim 44 and Figure 4. The Patent Office did not address this claimed subject matter (i.e., claim 44 was not addressed) in the Office Action. Presumably, claim 33 is patentable.

Claims 33-48 are not anticipated by Deatherage.

Claim 49 recites, in pertinent part, as follows: "computer code for transmitting some but not all of each of the retrieved coupon codes to the Point of Sale terminal via the network; and computer code for redeeming the coupon codes."

The discussion regarding claim 25 applies.

Claims 49-51 are similarly not anticipated by Deatherage.

Claim 52 recites, in pertinent part, as follows: "a substrate that is detachable from one of an insert, a flyer, and a promotion" and "wherein the one of the insert, the promotion, and the flyer further comprises at least one of a shopping list, coupon details, and a miscellaneous information space."

Deathérage does not disclose this claimed subject matter. As such, claim 52 is allowable over Deatherage.

Claim 53 recites, in pertinent part, as follows: "**wherein the server, in response to receipt of the information, transmits coupon codes that have not been redeemed and have not expired to the POS terminal for validation**" and "**wherein the POS terminal sends a message to the server indicating which of the coupon codes received by the POS terminal were successfully redeemed.**"

It is not seen where Deatherage discloses this claimed subject matter.

Although only portions of certain claims have been reproduced above, Applicant further notes that Deatherage does not disclose or suggest the claimed subject matter in the combinations claimed.

As such, claims 53-56 are allowable over Deatherage.

Claim Rejections under 35 U.S.C. 103(a)

The Patent Office rejected claims 43 and 47 under 35 U.S.C. 103(a) as being unpatentable over Deatherage in view of Thompson, U.S. Published Patent Application No. 2006/0038396.

Claim 43 has been canceled without prejudice or disclaimer.

Claim 47 recites, in pertinent part, as follows: "wherein the coupon card is detachable because on or proximate to at least one border of the coupon card are one or more perforations."

Thompson does not remedy the above noted deficiency of Deatherage.

Claim 47 is allowable because it depends from an allowable base claim.

The Patent Office is respectfully requested to withdraw the rejections of claims 1-42, 44-46, and 48-52 under 35 U.S.C. 102(b) based on Deatherage, and of claims 43 and 47 under 35 U.S.C. 103(a) based on Deatherage in view of Thompson, and to allow all of the pending claims 1-6, 10-33, 35-37, 40-42, and 44-56 as now presented for examination. An early notification of the allowability of claims 1-6, 10-33, 35-37, 40-42, and 44-56 is earnestly solicited.

Should any outstanding issues remain, the Examiner is respectfully requested to telephone the undersigned at the telephone number indicated below.

Also, it is respectfully noted that although Applicant believes that the application is in condition for immediate allowance, should the Examiner disagree and issue an Office Action, such Action should not be a Final Office Action because claims 16 and 44 were not

substantively addressed by the Patent Office in the outstanding Action.

Respectfully submitted:

Walter J. Malinowski December 14, 2009

Walter J. Malinowski Date

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CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner for Patents, P.O. BOX 1450, Alexandria, VA 22313-1450.

12.14.2009 Jessica Lee

Date Name of Person Making Deposit

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PTO/SB/06 (07-06)
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PATENT APPLICATION FEE DETERMINATION RECORD

Substitute for Form PTO-875

Application or Docket Number	Filing Date	☐ To be Mailed
11/439,725	05/23/2006	

APPLICATION AS FILED – PART I

FOR	(Column 1) NUMBER FILED	(Column 2) NUMBER EXTRA	SMALL ENTITY ☒ RATE ($)	SMALL ENTITY ☒ FEE ($)	OR	OTHER THAN SMALL ENTITY RATE ($)	OTHER THAN SMALL ENTITY FEE ($)
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A			N/A	
☐ SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A	N/A			N/A	
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A			N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	minus 20 =	*	X $ =		OR	X $ =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*	X $ =			X $ =	
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $250 ($125 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).						
☐ MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))							
* If the difference in column 1 is less than zero, enter "0" in column 2.			TOTAL			TOTAL	

APPLICATION AS AMENDED – PART II

AMENDMENT 12/17/2009

	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	SMALL ENTITY RATE ($)	SMALL ENTITY ADDITIONAL FEE ($)	OR	OTHER THAN SMALL ENTITY RATE ($)	OTHER THAN SMALL ENTITY ADDITIONAL FEE ($)
Total (37 CFR 1.16(i))	* 52	Minus	** 52	= 0	X $26 =	0	OR	X $ =	
Independent (37 CFR 1.16(h))	* 5	Minus	***5	= 0	X $110 =	0	OR	X $ =	
☐ Application Size Fee (37 CFR 1.16(s))									
☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							OR		
					TOTAL ADD'L FEE	0	OR	TOTAL ADD'L FEE	

AMENDMENT

	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	RATE ($)	ADDITIONAL FEE ($)		RATE ($)	ADDITIONAL FEE ($)
Total (37 CFR 1.16(i))	*	Minus	**	=	X $ =		OR	X $ =	
Independent (37 CFR 1.16(h))	*	Minus	***	=	X $ =		OR	X $ =	
☐ Application Size Fee (37 CFR 1.16(s))									
☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							OR		
					TOTAL ADD'L FEE		OR	TOTAL ADD'L FEE	

* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.

** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".

*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".

The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.

Legal Instrument Examiner:
/EMORY LANE/

This collection of information is required by 37 CFR 1.16. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
11/439,725	05/23/2006	Richard B. Thibedeau	068A.0001.U1(US)	7228

29683 7590 09/14/2009
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EXAMINER	
SHIN, MIN	

ART UNIT	PAPER NUMBER
3688	

MAIL DATE	DELIVERY MODE
09/14/2009	PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary	Application No.	Applicant(s)	
	11/439,725	THIBEDEAU, RICHARD B.	
	Examiner	Art Unit	
	MIN SHIN	3688	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE *3* MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☒ Responsive to communication(s) filed on *23 May 2006*.

2a)☐ This action is **FINAL**. 2b)☒ This action is non-final.

3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☒ Claim(s) *1-52* is/are pending in the application.

4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) *1-52* is/are rejected.

7)☐ Claim(s) _____ is/are objected to.

8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☐ The specification is objected to by the Examiner.

10)☒ The drawing(s) filed on *23 May 2006* is/are: a)☒ accepted or b)☐ objected to by the Examiner.

Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

a)☐ All b)☐ Some * c)☐ None of:

1.☐ Certified copies of the priority documents have been received.

2.☐ Certified copies of the priority documents have been received in Application No. _____.

3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) ☒ Notice of References Cited (PTO-892)
2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3) ☒ Information Disclosure Statement(s) (PTO/SB/08) Paper No(s)/Mail Date *5/23/09 6/30/08 9/15/08*.
4) ☐ Interview Summary (PTO-413) Paper No(s)/Mail Date. _____ .
5) ☐ Notice of Informal Patent Application
6) ☐ Other: _____.

DETAILED ACTION

1. This Office Action is in response to the initial filing on 5/23/2006. Claims 1-52 are currently pending and have been considered below.

Claim Rejections - 35 USC § 102

2. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

3. Claims 1-42, 44-46 and 48-52 are rejected under 35 U.S.C. 102(b) as being anticipated by Deatherage et al (US 2004/0107135).

Claim 1:

Deatherage discloses a system for redeeming coupons, comprising:

a network;

a Point-of-Sale (POS) terminal communicatively coupled to the network;

a server communicatively coupled to the POS terminal;

wherein the POS terminal transmits first coupon related information from a coupon card read at the POS terminal to the server via the network (paragraph 0024 "The card readers 104 are preferably located **at a point of sale.** The card readers 104 are each in communication with the **coupon data server computers 106 and with the store checkout system** 110. **The**

communication between the card readers 104 and the coupon data server computers 106, and between the card readers 104 and the checkout system 110 may be via hardwire, wireless, or via a **distributed communications network such as, for example, the Internet** 112").

Claims 2

Deatherage disclose system of claim 1 and further discloses wherein the server is a coupon processing server, further comprising a retailer's server through which the POS terminal is communicatively coupled to the network and the coupon processing server (paragraph 0024).

Claim 3:

Deatherage disclose system of claim 2 and further discloses wherein the coupon processing server is an Intelligent Coupon Network (ICN) server, further comprising a manufacturer's server communicatively coupled to the ICN server (paragraph 0028).

Claims 4 and 5:

Deatherage disclose system of claim 3 and further discloses wherein the first coupon related information of the coupon card is contained in a Magnetic Ink Character Recognition strip on the coupon card; wherein the coupon card is a radio frequency identification (RFID) card (paragraph 0023 and claim 40).

Claim 6:

Deatherage disclose system of claim 1 and further discloses wherein the first coupon related information is coupon card account identification information (paragraph 0023).

Claim 7:

Deatherage disclose system of claim 1 and further discloses wherein the server transmits second coupon related information to the POS terminal via the network (paragraph 0031; "Second coupon related information is product information, manufacture code, etc, as disclosed by the specification).

Claim 8:

Deatherage disclose system of claim 1 and further discloses wherein the second coupon related information is GS1 coupon code (paragraph 0024).

Claim 9:

Deatherage disclose system of claim 8 and further discloses wherein the second coupon related information includes an application identifier, a product number system character, manufacturer offer code, expiration date, and household identifier (paragraph 0032).

Claim 10:

Deatherage disclose system of claim 1 and further discloses wherein the server is coupled to a centralized database that provides second coupon related information when the server receives first coupon information (paragraph 0024).

Claim 11 and 12:

Deatherage disclose system of claim 1 and further discloses wherein the server tabulates raw data of coupon processing transactions for a manufacturer; wherein the server provides the tabulated data to the manufacturer in the form of reports (paragraph 0039)

Claims 13-16:

Claims 13-15 encompass similar scope as claim 1 and thus similar ground of rejection is applied.

Claims 17-20:

Claims 17-20 encompass similar scope as claims 4 and 5, thus similar ground of rejection is applied.

Claim 22:

Deatherage disclose system of claim 8 and further discloses wherein the POS terminal transmits third coupon related information to the server upon successful redemption of a coupon (paragraph 0032).

Claims 23 and 24:

Deatherage disclose system of claim 22 and further discloses wherein the third coupon related information comprises identification information from the product purchased and the GS1 coupon code of the second coupon related information and retailer identification information and wherein the third coupon information is being used by the server to generate a report to the manufacturer whose product was purchased through redemption of the coupon code retrieved by the coupon card (paragraph 0087-0058).

Claim 25:

Deatherage discloses a method for processing coupons, comprising:

reading first coupon related information from a coupon card at a Point-of-Sale (POS) terminal;

transmitting the first coupon related information through a network to a coupon processing server (paragraph 0024; "The card readers 104 are preferably located **at a point of sale.** The card readers 104 are each in communication with the **coupon data server computers 106 and with the store checkout system** 110. **The communication between the card readers 104 and the coupon data server computers 106, and between the card readers 104** and the checkout system 110 may be via hardwire, wireless, or via a **distributed communications network such as, for example, the Internet** 112")

if the coupon processing server validates the first coupon related information, transmitting second coupon related information through the network to the POS terminal (paragraph 0058; The card reader **104 relays information regarding the electronic coupons** that were redeemed (e.g., redeemed discount coupon data) back to the intermediate client-server computer 302).

Claim 26:

Deatherage disclose method of claim 25 and further discloses if the POS terminal validates the second coupon related information, redeeming a coupon corresponding to the coupon card and transmitting coupon redemption information to the coupon processing server (paragraph 0058).

Claim 27:

Deatherage disclose method of claim 25 and further discloses comprising when the coupon processing server receives the coupon redemption information, deactivating the coupon corresponding to the coupon card (paragraph 0027).

Claim 28:

Deatherage disclose method of claim 25 and further discloses comprising the coupon processing server transmitting processed coupon information corresponding to the coupon redemption information to a manufacturer's server (paragraph 0028).

Claim 29:

Deatherage disclose method of claim 25 and further discloses comprising swiping the coupon card in proximity to a reader coupled to the POS terminal to effect reading of the first coupon related information from the coupon card (paragraph 0024).

Claims 30-32:

Claims 30-32 encompass similar scope as claims 4 and 5, thus, similar ground of rejection is applied.

Claims 33 and 52:

Deatherage disclose a coupon card coupon card, comprising: a substrate; and a non-optically readable code provided on the substrate, wherein the coupon card includes information relating to at least one coupon retrievable over a network, the coupon card information being readable using non-optically readable technology, wherein the coupon card does not store coupon codes (paragraph 0023; "Cards 102 may have a readable bar code imprinted thereon, the cards 102 may include a magnetic strip similar to many credit cards, or the cards 102 may be smart cards that include one or more types of machine-readable memory").

Claim 34:

Deatherage disclose the coupon card of claim 33 and further discloses the non-optically readable code is provided from the coupon card via radio frequency signals (claim 40).

Claims 35-39, 45, 46 and 48:

Claims encompass similar scope as claims 4-5, thus similar grounds of rejection is applied.

Claims 40

Deatherage disclose the coupon card of claim 33 and further discloses wherein the code is provided through a medium that is printed on the substrate; wherein the code is provided through a medium that is adhered to the substrate (paragraph 0023).

Claim 48:

Claim 48 encompass similar scope as claim 33, thus similar ground of rejection is applied.

Claims 49-51:

The claims encompass similar scope as claim 1, thus similar ground of rejection is applied.

Claim Rejections - 35 USC § 103

4. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

5. Claims 43 and 47 are rejected under 35 U.S.C. 103(a) as being unpatentable over Deatherage et al (US 2004/0107135) in view of Thompson et al (US 2006/0038396).

Claims 43 and 47:

Deatherage disclose the coupon card as in claim 33 but fails to disclose wherein the coupon card is detachably part of a sheet of advertisement and wherein least one border of the coupon card have one or more perforations. However, Thompson discloses a similar coupon card where the multiple coupon cards can be removed from a base by removal of the adhesive (Thompson, Figures 3 and 4; Abstract). Therefore, it would have been obvious to a person of ordinary skill in the art at the time of the invention for Deatherage to incorporate the detachable feature of the Thompson in order to provide more convenient distribution and easier handling of the coupon cards.

Conclusion

6. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure. The examiner notes that the following references included in the Applicant's information disclosure statements are also very pertinent to the invention and include many, if not all, of the claimed invention

- Fajkowski (US 2005/0230473)

Any inquiry concerning this communication or earlier communications from the examiner should be directed to MIN SHIN whose telephone number is (571)270-3463. The examiner can normally be reached on Mon-Fri 9am-5pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Weinhardt Robert can be reached on 571-272-6633. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR

system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

MS
9/9/2009

/James W Myhre/
Primary Examiner, Art Unit 3688

Notice of References Cited	Application/Control No. 11/439,725	Applicant(s)/Patent Under Reexamination THIBEDEAU, RICHARD B.	
	Examiner MIN SHIN	Art Unit 3688	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-2004/0107135 A1	06-2004	Deatherage et al.	705/014
*	B	US-2005/0230473 A1	10-2005	Fajkowski, Peter W.	235/383
*	C	US-2006/0038396 A1	02-2006	Thompson et al.	283/067
	D	US-			
	E	US-			
	F	US-			
	G	US-			
	H	US-			
	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N					
	O					
	P					
	Q					
	R					
	S					
	T					

NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	
	V	
	W	
	X	

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.

OIPE 4028
JUN 30 2008
PATENT & TRADEMARK OFFICE

INFORMATION DISCLOSURE CITATION FORM FOR PATENT APPLICATION (FORM PTO-1449) (Substitute)	Docket No.: 068A.0001.U1(US)	Serial No.: 11/439,725
	Applicant(s): R. Thibedeau	
	Filing Date: May 23, 2006	Group: 3622

U.S. PATENT DOCUMENTS

Examiner Initials	Document Number (Number-Kind Code)	Publication Date (MM-DD-YYYY)	Name of Patentee or Applicant	Class	Sub-class
/M.S./ /M.S./	US- 2005/0033643 A1	02-10-2005	Smith et al.	705	14
	US-2006/0247972 A1	11-02-2006	Baron et al.	705	14
	US-				
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FOREIGN PATENT DOCUMENTS

Examiner Initials	Document Number (Country Code-Number-Kind Code)	Publication Date (MM-DD-YYYY)	Name Of Patentee of Applicant	Translation? Yes/No/n/a
	- -			
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	- -			
	- -			
	- -			
	- -			
	- -			

OTHER DOCUMENTS (Author (Capitalize), Title, Date, Pages, Etc., if known)

Examiner's Signature: /Min Shin/ Date Considered: 09/09/2009

Initial if reference was considered, whether or not citation is in conformance with MPEP. Mark through citation if not considered. Include a copy of this citation form with your next correspondence to the Applicant(s).

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /M.S./

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www.uspto.gov

BIB DATA SHEET

CONFIRMATION NO. 7228

SERIAL NUMBER	FILING or 371(c) DATE RULE	CLASS	GROUP ART UNIT	ATTORNEY DOCKET NO.
11/439,725	05/23/2006	705	3688	068A.0001.U1(US)

APPLICANTS
Richard B. Thibedeau, Plainville, CT;

** **CONTINUING DATA** **********

** **FOREIGN APPLICATIONS** **********

** **IF REQUIRED, FOREIGN FILING LICENSE GRANTED** ** SMALL ENTITY **
06/13/2006

Foreign Priority claimed	35 USC 119(a-d) conditions met	Verified and Acknowledged	Met after Allowance	STATE OR COUNTRY	SHEETS DRAWINGS	TOTAL CLAIMS	INDEPENDENT CLAIMS
☐ Yes ☑ No	☐ Yes ☑ No	/MIN SHIN/ Examiner's Signature	☐ Initials	CT	9	52	5

ADDRESS

HARRINGTON & SMITH, PC
4 RESEARCH DRIVE, Suite 202
SHELTON, CT 06484-6212
UNITED STATES

TITLE

Intelligent coupon network

FILING FEE RECEIVED		
1500	FEES: Authority has been given in Paper No._____ to charge/credit DEPOSIT ACCOUNT No._____ for following:	☐ All Fees ☐ 1.16 Fees (Filing) ☐ 1.17 Fees (Processing Ext. of time) ☐ 1.18 Fees (Issue) ☐ Other _____ ☐ Credit

Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
	11439725	THIBEDEAU, RICHARD B.
	Examiner	Art Unit
	MIN SHIN	3688

✓	Rejected	-	Cancelled	N	Non-Elected	A	Appeal
=	Allowed	÷	Restricted	I	Interference	O	Objected

☐ Claims renumbered in the same order as presented by applicant ☐ CPA ☐ T.D. ☐ R.1.47

CLAIM		DATE								
Final	Original	09/09/2009								
	1	✓								
	2	✓								
	3	✓								
	4	✓								
	5	✓								
	6	✓								
	7	✓								
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	32	✓								
	33	✓								
	34	✓								
	35	✓								
	36	✓								

Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
	11439725	THIBEDEAU, RICHARD B.
	Examiner	Art Unit
	MIN SHIN	3688

✓	Rejected	-	Cancelled	N	Non-Elected	A	Appeal
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☐ Claims renumbered in the same order as presented by applicant ☐ CPA ☐ T.D. ☐ R.1.47

CLAIM		DATE								
Final	Original	09/09/2009								
	37	✓								
	38	✓								
	39	✓								
	40	✓								
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	42	✓								
	43	✓								
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	47	✓								
	48	✓								
	49	✓								
	50	✓								
	51	✓								
	52	✓								

INFORMATION DISCLOSURE CITATION FORM FOR PATENT APPLICATION (FORM PTO-1449) (Substitute)	Docket No.: 068A.0001.U1(US) Serial No.: to be assigned Applicant(s): Thibedeau Filing Date: herewith Group:

U.S. PATENT DOCUMENTS

Examiner Initials	Document Number (Number-Kind Code)	Publication Date (MM-DD-YYYY)	Name of Patentee or Applicant	Class	Sub-class
	US-4,601,490	07-22-1986	Brandon	283	56
	US-6,067,526	05-23-2000	Powell	705	14
	US-6,109,526	08-29-2000	Ohanian et al.	235	462.45
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	US-6,938,821 B2	09-06-2005	Gangi	235	380
	US-7,016,860 B2	03-21-2006	Modani et al.	705	14
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	US-2002/0161625 A1	10-31-2002	Brito-Valladares et al.	705	10
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	US-				
	US-				
	US-				
	US-				

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Examiner Initials	Document Number (Country Code-Number-Kind Code)	Publication Date (MM-DD-YYYY)	Name Of Patentee of Applicant	Translation? Yes/No/n/a
	JP 2000-020823	01-21-2000	Toshiba Tec Corp.	Abstract only
	JP 2002-041932	02-08-2002	Nippon Telegr & Teleph Corp.	Abstract only
	JP 02-308654	12-21-1990	Nitsushiyoo Kiko:KK	Abstract only
	JP 03-254996	11-13-1991	O P Kaade Syst KK	Abstract only
	JP 10-287074	10-27-1998	Nippon Signal Co Ltd	Abstract only
	- -			
	- -			

OTHER DOCUMENTS (Author (Capitalize), Title, Date, Pages, Etc., if known)

	"Polytronics: Rolling Out the Chips", Fraunhofer Magazine 1.2002, pgs. 8-11
	Internet article, "UCC/EAN-128 Coupon Extended Codes", March 1, 2006, www.morovia.com, 3 pgs.
	Internet information, © Copyright 2006, Valassis Communications, Inc., www.valassis.com, 3 pgs.

Examiner's Signature: /Min Shin/ Date Considered: 09/09/2009

Initial if reference was considered, whether or not citation is in conformance with MPEP. Mark through citation if not considered. Include a copy of this citation form with your next correspondence to the Applicant(s).

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /M.S./

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	11439725	THIBEDEAU, RICHARD B.
	Examiner	Art Unit
	MIN SHIN	3688

SEARCHED			
Class	Subclass	Date	Examiner
705	14	9/9/2009	MS

SEARCH NOTES		
Search Notes	Date	Examiner
EAST (USPAT, PGPUB, DERWENT, JPO, EPO)	9/9/2009	MS

INTERFERENCE SEARCH			
Class	Subclass	Date	Examiner

Quotient Ex. 1002
Page 346 of 470

EAST Search History

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	5723462	@rlad="20060523" or @ad<="20060523"	US-PGPUB; USPAT	OR	OFF	2009/09/09 17:30
L2	1	("20070276727").PN.	US-PGPUB; USPAT; USOCR	OR	OFF	2009/09/09 18:17
L3	5009	1 and 705/14.ccls.	US-PGPUB; USPAT	OR	OFF	2009/09/09 18:19
L4	2	3 and (card$3).ti. and (magnet$5 and coupon$3).ab.	US-PGPUB; USPAT	OR	ON	2009/09/09 18:26
L5	14	3 and (card$3).ti. and (coupon$3).ab.	US-PGPUB; USPAT	OR	ON	2009/09/09 18:26
L6	14	3 and (card$3 or smartcard $3).ti. and (coupon$3).ab.	US-PGPUB; USPAT	OR	ON	2009/09/09 18:29
L7	14	3 and (card$3 or smart-card $3).ti. and (coupon$3).ab.	US-PGPUB; USPAT	OR	ON	2009/09/09 18:29
L8	27	3 and (card$3).ti. and (magneti$5 and radio$3)	US-PGPUB; USPAT	OR	ON	2009/09/09 18:30
L9	182521	3 and ((card$3 or smartcard $3) and (coupon$3 or promot $7))".ab" "."	US-PGPUB; USPAT	OR	OFF	2009/09/09 18:45
L10	129	3 and ((card$3 or smartcard $3) and (coupon$3 or promot $7)).ab.	US-PGPUB; USPAT	OR	OFF	2009/09/09 18:45
L11	78	10 and (magnet$6)	US-PGPUB; USPAT	OR	OFF	2009/09/09 18:45
L12	26	11 and (rfid or radio)	US-PGPUB; USPAT	OR	ON	2009/09/09 18:46
L13	6	3 and (coupon$3 and card $3).ab. and (adhe$8)	US-PGPUB; USPAT	OR	OFF	2009/09/09 21:08
L14	5723462	@rlad="20060523" or @ad<="20060523"	US-PGPUB; USPAT	OR	OFF	2009/09/09 21:36
L15	1	("20070276727").PN.	US-PGPUB; USPAT; USOCR	OR	OFF	2009/09/09 21:36
L16	5009	1 and 705/14.ccls.	US-PGPUB; USPAT	OR	OFF	2009/09/09 21:36
L17	2	3 and (card$3).ti. and (magnet$5 and coupon$3).ab.	US-PGPUB; USPAT	OR	ON	2009/09/09 21:36

L18	14	3 and (card$3).ti. and (coupon$3).ab.	US-PGPUB; USPAT	OR	ON	2009/09/09 21:36
L19	14	3 and (card$3 or smartcard $3).ti. and (coupon$3).ab.	US-PGPUB; USPAT	OR	ON	2009/09/09 21:36
L20	14	3 and (card$3 or smart-card $3).ti. and (coupon$3).ab.	US-PGPUB; USPAT	OR	ON	2009/09/09 21:36
L21	27	3 and (card$3).ti. and (magneti$5 and radio$3)	US-PGPUB; USPAT	OR	ON	2009/09/09 21:36
L22	182521	3 and ((card$3 or smartcard $3) and (coupon$3 or promot $7))".ab" "."	US-PGPUB; USPAT	OR	OFF	2009/09/09 21:36
L23	129	3 and ((card$3 or smartcard $3) and (coupon$3 or promot $7)).ab.	US-PGPUB; USPAT	OR	OFF	2009/09/09 21:36
L24	78	10 and (magnet$6)	US-PGPUB; USPAT	OR	OFF	2009/09/09 21:36
L25	26	11 and (rfid or radio)	US-PGPUB; USPAT	OR	ON	2009/09/09 21:36
L26	6	3 and (coupon$3 and card $3).ab. and (adhe$8)	US-PGPUB; USPAT	OR	OFF	2009/09/09 21:36

9/9/2009 9:36:28 PM
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SEP 15 2008 PATENT AND TRADEMARK OFFICE

INFORMATION DISCLOSURE CITATION FORM FOR PATENT APPLICATION (FORM PTO-1449) (Substitute)	Docket No.: 068A.0001.U1(US) Serial No.: 11/439,725 Applicant(s): R. Thibedeau Filing Date: 5-23-2006 Group: 3622

U.S. PATENT DOCUMENTS

Examiner Initials	Document Number (Number-Kind Code)	Publication Date (MM-DD-YYYY)	Name of Patentee or Applicant	Class	Sub-class
/M.S./	US-5,612,527	03-18-1997	Ovadia	235	383
/M.S./	US-7,076,444 B1	07-11-2006	Baron et al.	705	14
/M.S./	US-2005/0171845 A1	08-04-2005	Halfman et al.	705	14
/M.S./	US-2005/0015300 A1	01-20-2005	Smith et al.	705	14
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FOREIGN PATENT DOCUMENTS

Examiner Initials	Document Number (Country Code-Number-Kind Code)	Publication Date (MM-DD-YYYY)	Name Of Patentee of Applicant	Translation? Yes/No/n/a
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OTHER DOCUMENTS (Author (Capitalize), Title, Date, Pages, Etc., if known)

/M.S./	"Who's Searching For You", http://www.zoominfo.com/people/Gray Gary 758777677.aspx, 3 pgs., 9/8/2008
/M.S./	"couponchief", http://www.couponchief.com/pages/about, 4 pgs., 9/8/2008
/M.S./	"lifehacker", http://www.lifehacker.com/software/coupons/find-discounts-online-with-coupon-chief-233654.php, 6 pgs., 9/8/2008

Examiner's Signature: /Min Shin/ Date Considered: 09/09/2009

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ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /M.S./

INFORMATION DISCLOSURE CITATION FORM FOR PATENT APPLICATION (FORM PTO-1449) (Substitute)	Docket No.: 068A.0001.U1(US)	Serial No.: 11/439,725
	Applicant(s): R. Thibedeau	
	Filing Date: 5-23-2006	Group: 3622

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U.S. PATENT DOCUMENTS

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	"couponchief", http://www.couponchief.com/pages/about, 4 pgs., 9/8/2008
	"lifehacker", http://www.lifehacker.com/software/coupons/find-discounts-online-with-coupon-chief-233654.php, 6 pgs., 9/8/2008

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TFW

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re U.S. Patent Application of:

Application No.: 11/439,725 Confirmation No.: 7228

Applicant(s): Richard Thibedeau

Filed: May 23, 2006

Art Unit: 3622

Examiner:

Title: Intelligent Coupon Network

Attorney Docket No.: 068A.0001.U1(US)
Customer No.: 29,683

MAIL STOP AMENDMENT
Commissioner For Patents
P.O. Box 1450
Alexandria, VA 22313-1450

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

(37 C.F.R. §1.97(b))

Dear Sir:

The following information on the attached Form PTO-1449 is being disclosed to the U.S. Patent and Trademark Office as information that may be material to the examination of the above-identified patent application.

The filing of this Statement is not to be construed as a representation that a search has been made regarding the claimed invention (37 C.F.R. §1.97(g)) or that no other possible material

Quotient Ex. 1002
Page 351 of 470

information exists. In addition, the filing of this Statement is not to be construed to be an admission that the information cited in the Statement is, or is considered to be, material to Patentability (37 C.F.R. §1.97(h)).

Respectfully submitted,

Walter J. Malinowski — September 10, 2008
Walter J. Malinowski — Date
Reg. No. 43,423

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Customer No.: 29683

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Date — Name of Person Making Deposit

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IFW

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re U.S. Patent Application of:

Application No.: 11/439,725 Confirmation No.: 7228

Applicant(s): Richard Thibedeau

Filed: May 23, 2006

Art Unit: 3622

Examiner:

Title: Intelligent Coupon Network

Attorney Docket No.: 068A.0001.U1(US)
Customer No.: 29,683

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information exists. In addition, the filing of this Statement is not to be construed to be an admission that the information cited in the Statement is, or is considered to be, material to Patentability (37 C.F.R. §1.97(h)).

Respectfully submitted,

Christine W. Beninati — 6-26-08
Christine W. Beninati — Date
Reg. No. 37,967

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INFORMATION DISCLOSURE CITATION FORM FOR PATENT APPLICATION (FORM PTO-1449) (Substitute)	Docket No.: 068A.0001.U1(US)	Serial No.: 11/439,725
	Applicant(s): R. Thibedeau	
	Filing Date: May 23, 2006	Group: 3622

U.S. PATENT DOCUMENTS

Examiner Initials	Document Number (Number-Kind Code)	Publication Date (MM-DD-YYYY)	Name of Patentee or Applicant	Class	Sub-class
	US- 2005/0033643 A1	02-10-2005	Smith et al.	705	14
	US-2006/0247972 A1	11-02-2006	Baron et al.	705	14
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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
11/439,725	05/23/2006	Richard B. Thibedeau	068A.0001.U1(US)	7228

29683 7590 12/10/2007
HARRINGTON & SMITH, PC
4 RESEARCH DRIVE
SHELTON, CT 06484-6212

EXAMINER	
RETTA, YEHDEGA	
ART UNIT	PAPER NUMBER
3622	

MAIL DATE	DELIVERY MODE
12/10/2007	PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

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DATE: 12/03/2007

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SHELTON, CT 06484-6212

To: Applicant of Serial Number 11439725
Filed on 23-MAY-2006
(Art Unit 3622)

It is estimated that this application will receive an Office action in approximately 31 months. This is an estimate that is based on the current inventory level of applications filed in this art area and the current staffing levels in this Art Unit. The USPTO is dedicated to minimizing first action and total pendency, and we are targeting resources to help address backlogs in art areas with high new application filings. Thank you for your inquiry.

Customer Service Office in Technology Center: 3600

Phone Number:	571-272-3600
Central Fax Number:	571-273-8300

Applicant/Attorney Contact Information:

Phone Number:	703-816-4000
Fax Number:	

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APPLICATION NUMBER	FILING OR 371(c) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
11/439,725	05/23/2006	Richard B. Thibedeau	068A.0001.U1(US)

CONFIRMATION NO. 7228

29683
HARRINGTON & SMITH, PC
4 RESEARCH DRIVE
SHELTON, CT06484-6212

Title: Intelligent coupon network

Publication No. US-2007-0276727-A1
Publication Date: 11/29/2007

NOTICE OF PUBLICATION OF APPLICATION

The above-identified application will be electronically published as a patent application publication pursuant to 37 CFR 1.211, et seq. The patent application publication number and publication date are set forth above.

The publication may be accessed through the USPTO's publically available Searchable Databases via the Internet at www.uspto.gov. The direct link to access the publication is currently http://www.uspto.gov/patft/.

The publication process established by the Office does not provide for mailing a copy of the publication to applicant. A copy of the publication may be obtained from the Office upon payment of the appropriate fee set forth in 37 CFR 1.19(a)(1). Orders for copies of patent application publications are handled by the USPTO's Office of Public Records. The Office of Public Records can be reached by telephone at (703) 308-9726 or (800) 972-6382, by facsimile at (703) 305-8759, by mail addressed to the United States Patent and Trademark Office, Office of Public Records, Alexandria, VA 22313-1450 or via the Internet.

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Pre-Grant Publication Division, 703-605-4283

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PATENT & TRADEMARK OFFICE

IN THE U.S. PATENT AND TRADEMARK OFFICE

In re U.S. Patent Application of:

APPLICANT: Richard Thibedeau

SERIAL NO.: 11/439,725 FILING DATE: 5/23/2006

EXAMINER: ART UNIT: 3622

ATTORNEY'S DOCKET NO.: 068A.0001U1US

TITLE: Intelligent Coupon Network

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

STATUS INQUIRY

Sir:

The above-identified patent application was filed with the United States Patent and Trademark Office on May 23, 2006 and no first Official Action has yet been received. Please advise the undersigned attorney as to the status of the application and when a first Action may be expected.

Respectfully submitted:

Christine Wilkes Beninati 10/16/07

Christine Wilkes Beninati (Reg. No. 37,967) Date

Customer No.: 29683
HARRINGTON & SMITH, PC
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Facsimile: (203)944-0245
email: cbeninati@hspatent.com

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10/16/2007 Elaine F. Main

Date Name of Person Making Deposit

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Page 360 of 470

052306 20427 U.S. PTO

113014 U.S.PTO 11/439725 052306

Attorney Docket No.: 068A.0001.U1(US)

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(Name of person mailing paper) (Signature)

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NEW APPLICATION TRANSMITTAL FORM

Sir:

Transmitted herewith for filing is the patent application of

Inventor(s): **Richard B. Thibedeau**

For (title): **INTELLIGENT COUPON NETWORK**

Enclosed are the following:

- ☒ Application Cover Page
- ☒ **33** pages of Specification that consists of, **23** pages of Description, **9** pages of Claims and **1** page of Abstract;
- ☒ **9** sheets of drawings;
- ☒ Inventor(s) Declaration;
- ☐ Preliminary Amendment;
- ☐ Priority is hereby claimed from:
  Patent Application Number filed on ;
  Patent Application Number filed on ;
- ☐ Certified Copy of priority document(s);
- ☐ English language translation of priority document;
- ☐ Application Data Sheet;
- ☒ Information Disclosure Statement and/or Form PTO 1449 and cited non-U.S. art (if applicable);
- ☐ Assignment and Recordation Form Cover Sheet;
- ☒ Return Receipt Postcard;
- ☐ Other:

Quotient Ex. 1002
Page 361 of 470

Assignment Data

☐ An assignment of the invention to
- ☐ is attached.
- ☐ will follow.
- ☐ has been previously filed.

Small Entity Status

☒ Applicant claims small entity status.

Fees

☒ Utility ☐ Reissue

☐ Design

Basic Filing Fee					$ 150.00
Excess Claim Fee					
	Number Filed	Number Extra		Rate	
Total Claims	**52** -20 =	**32**	x	$ 25.00	**$ 800.00**
Independent Claims	**5** - 3 =	**2**	**x**	$ 100.00	**$ 200.00**
☐ Multiple Dependent Claim Fee ($180.00)					$
Examination Fee					$ 100.00
Patent Search Fee					$ 250.00
Exceeding of 100 sheets of paper fee ($250.00 per each 50 sheets)					$
Assignment Recordal		**0**	**x**	$ 40.00	$
TOTAL FEES					**$ 1500.00**

☒ A check in the amount of **$1500.00** in payment of the filing fee is enclosed.

☐ Charge $ to Deposit Account No. 50-1924

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Quotient Ex. 1002
Page 362 of 470

Correspondence

Address all future communications to: **Customer No.: 29,683**
Direct telephone calls to Christine Wilkes Beninati at (203) 925-9400
Direct facsimiles to (203) 944-0245

5/23/06
Date

Christine Wilkes Beninati
Christine Wilkes Beninati (Reg. No.: 37,967)

Customer No.: 29,683

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Shelton, CT 06484-6212
(203) 925-9400

052306 20427 U.S. PTO

113014 U.S.PTO 11/439725 052306

Attorney Docket No.: 068A.0001.U1(US)

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NEW APPLICATION TRANSMITTAL FORM

Sir:

Transmitted herewith for filing is the patent application of

Inventor(s): **Richard B. Thibedeau**

For (title): **INTELLIGENT COUPON NETWORK**

Enclosed are the following:

- ☒ Application Cover Page
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- ☒ **9** sheets of drawings;
- ☒ Inventor(s) Declaration;
- ☐ Preliminary Amendment;
- ☐ Priority is hereby claimed from:
  Patent Application Number filed on ;
  Patent Application Number filed on ;
- ☐ Certified Copy of priority document(s);
- ☐ English language translation of priority document;
- ☐ Application Data Sheet;
- ☒ Information Disclosure Statement and/or Form PTO 1449 and cited non-U.S. art (if applicable);
- ☐ Assignment and Recordation Form Cover Sheet;
- ☒ Return Receipt Postcard;
- ☐ Other:

Quotient Ex. 1002
Page 364 of 470

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- ☐ is attached.
- ☐ will follow.
- ☐ has been previously filed.

Small Entity Status

☒ Applicant claims small entity status.

Fees

☒ Utility ☐ Reissue

☐ Design

Basic Filing Fee					$ 150.00
Excess Claim Fee					
	Number Filed	Number Extra		Rate	
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Independent Claims	**5** - 3 =	**2**	**x**	$ 100.00	**$ 200.00**
☐ Multiple Dependent Claim Fee ($180.00)					$
Examination Fee					$ 100.00
Patent Search Fee					$ 250.00
Exceeding of 100 sheets of paper fee ($250.00 per each 50 sheets)					$
Assignment Recordal		**0**	**x**	$ 40.00	$
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Direct facsimiles to (203) 944-0245

5/23/06
Date

Christine Wilkes Beninati
Christine Wilkes Beninati (Reg. No.: 37,967)

Customer No.: 29,683

Harrington & Smith, LLP
4 Research Drive
Shelton, CT 06484-6212
(203) 925-9400

Attorney Docket No.: 068A.0001U1US

Patent Application Papers Of:

Richard Thibedeau

For: INTELLIGENT COUPON NETWORK

INTELLIGENT COUPON NETWORK

TECHNICAL FIELD

[0001] The invention relates to the distribution and electronic processing of coupons and, in particular, to a network based system and method for validating and redeeming coupons.

BACKGROUND

[0002] Coupons provide benefits to manufacturers and consumers. For example, coupons are a beneficial way for manufacturers to test consumer interest in specific products, determine optimal pricing, and move out older inventory. Mail by the postal system, newspapers, and stores usually serve as outlets for providing coupons to consumers. Consumers benefit because coupons are universally accepted, follow GS1 (including Uniform Commercial Code) guidelines, are easily understood by consumers, and require no prior notification to a retailer.

[0003] However, there are several disadvantages to using coupons. These include, for the consumer, the labor and time expended in clipping and organizing coupons. For the manufacturer and retailer, the manual clearing of coupons is labor intensive and may not provide vital market intelligence for weeks or months. Extended barcodes, providing useful marketing intelligence to manufacturers, are not captured by retailers and therefore not available to manufacturers until the coupon completes the manual clearing process. Mistakes in printing of coupons also can last for the duration of a promotion.

Quotient Ex. 1002
Page 368 of 470

[0004] Accordingly, there is a need for a fast, convenient way for processing coupons and quickly providing comprehensive market intelligence to retailers and manufacturers. Embodiments of the invention satisfy this need and others.

SUMMARY

[0005] In accordance with an aspect of the invention, a system for redeeming coupons is provided that comprises a network; a Point-of-Sale (POS) terminal communicatively coupled to the network; a server communicatively coupled to the POS terminal; wherein the POS terminal transmits first coupon information from a coupon card read at the POS terminal to the server via the network.

[0006] In accordance with another aspect of the invention, a method for processing coupons is provided comprising reading first coupon information from a coupon card at a Point-of-Sale (POS) terminal; transmitting the first coupon information through a network to a coupon processing server; and, if the coupon processing server validates the first coupon information, transmitting second coupon information through the network to the POS terminal.

[0007] In accordance with a further aspect of the invention, a coupon card is provided that comprises a substrate; and a non-optically readable code provided on the substrate, wherein the coupon card includes information relating to at least one coupon retrievable over a network, the coupon card information being readable using non-optically readable technology.

[0008] In accordance with a further aspect of the invention, a computer readable medium storing computer code for processing coupons across a network in response to

Quotient Ex. 1002
Page 369 of 470

the non-optical reading of a coupon card, includes computer code for reading identification code from a coupon card that is non-optically read at a Point of Sale terminal; computer code for processing and formatting the read identification code; computer code for transmitting the formatted identification code across the network; computer code for receiving, interpreting, and validating the identification code at coupon processing server; if the identification code is validated, computer code for retrieving coupon codes corresponding to the identification code from a centralized database; computer code for transmitting the retrieved coupon codes to the Point of Sale terminal via the network; and computer code for redeeming the coupon codes.

[0009] In accordance with a further aspect of the invention a coupon card, comprises a substrate; and readable code provided on the substrate. The coupon card includes a unique coupon card identification number that relates to at least one coupon code retrievable over a network, wherein the coupon card does not store coupon codes.

BRIEF DESCRIPTION OF THE DRAWINGS

[00010] The foregoing and other aspects of these teachings are made more evident in the following Detailed Description, when read in conjunction with the attached drawings, wherein:

FIG. 1 illustrates an embodiment of a system for redeeming coupons;

FIG. 2A illustrates a block diagram of a first embodiment of information flow;

FIG.2B illustrates a block diagram of a second embodiment of information flow;

FIG. 3A illustrates an embodiment of the back side of a coupon card;

FIG. 3B illustrates an embodiment of the front side of a coupon card;

FIG. 4 illustrates a first embodiment of an insert with a card attached;

FIG. 5 illustrates a second embodiment of the coupon card utilizing RFID technology;

FIG. 6 illustrates an embodiment of a coupon redemption process between a Point of Sale terminal and an Intelligent Coupon Network server;

FIG. 7 illustrates an embodiment of a coupon code format;

FIG. 8 (FIGs. 8A and 8B) illustrates an embodiment, in detail, of the process of generating and redeeming a coupon card; and

FIG. 9 (FIGs. 9A and 9B) illustrates an alternate embodiment, in detail, of the process of generating and redeeming a coupon card.

DETAILED DESCRIPTION

[00011] Non-limiting embodiments of the invention are further described below. However, it should be appreciated that some of the features of the embodiments of the invention could be used to advantage without the corresponding use of other features. As such, the foregoing description should be considered as merely illustrative of the principles of the invention, and not in limitation thereof. Further, one skilled in the art will appreciate that the invention can be practiced by other than the described embodiments; that these described embodiments are presented for the purposes of illustration and not of limitation.

[00012] Embodiments of the invention relate to a coupon processing system and method that allows for automatic processing of coupons and provides linkage between a coupon card and coupon information stored in a centralized database. The coupon processing may entail validation (and invalidation) and, when validated, redemption of

Quotient Ex. 1002
Page 371 of 470

the appropriate coupon(s) or other appropriate action. The embodiments present novel ways of bundling technologies, including existing technologies such as real time communications and large volume data processing facilities, into a functioning operational platform and also present novel ways for doing business. Consumers may use the coupon card for a variety of products offered by a manufacturer and/or retailer.

[00013] FIG. 1 shows an embodiment of a system for redeeming coupons associated with a coupon card via a centralized database. The system may be an Intelligent Coupon Network (ICN) having an ICN server 114. An ICN is a system that provides for the electronic validation and redemption of coupons through real time communications and a centralized database, such as ICN database 116, which is coupled to the ICN server 114. The ICN server 114 executes software applications that process coupons for one or more manufacturers who have transacted with the owner of the ICN server 114 to provide such processing. The ICN server 114 may tabulate the raw data of the coupon processing transactions for a specific manufacturer and provide the tabulated data to the specific manufacturer in the form of reports.

[00014] Coupon processing typically includes validation and redemption and the supplying of the raw data to the appropriate manufacturer. In the embodiment shown in Figure 1, a coupon card may be read by a card reader 102 at a retail store or other establishment. The coupon information from the coupon card may then be sent to the Point-of-Sale (POS) terminal which then may transmit the information to the retail store server 106. The central component of a POS terminal is the processor than executes software application(s). The POS terminal may include a processor, memory, input/output interface circuitry, and the software application(s) to reformat coupon

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information in an appropriate digital form. The retail store server may record the coupon information and may transmit it to server 114, such as an ICN server, via a network 120. The server includes a processor and input/output interfaces, as needed, and may be implemented as a microprocessor based device, a main frame, a stand alone computer, or a network of computing devices. An ICN server may be a server dedicated solely to the processing of manufacturers' coupons. Associated with the server may be a centralized database 116 that is incorporated within the server or may be a stand alone device or storage system, such as a Redundant Array of Independent Disks (RAID). The network 120 may be an internet, such as the World Wide Web, an intranet, an extranet, or another network, and may use wired or wireless technology or a mixture of wired and wireless technology. The ICN server 114 then may notify the manufacturer of a completed transaction or completed set of transactions by sending status information to the manufacturer's server 110. As in the case of the ICN server 114, the manufacturer's server 110 may also include a processor, input/output interfaces, and memory to perform the function of processing coupons. The manufacturer's database 112 may be stored within a memory of the manufacturer's server 110 or as a stand alone device or system. Instead of transmitting coupon information from the retail server 106 to the ICN server 114, the coupon information may be transmitted from the retail server 106 to the appropriate manufacturer's server 110 for redemption. In this alternative embodiment, the manufacturer's server 110 notifies the ICN server 114 of the coupon redemption, as shown in FIG. 2B.

[00015] The coupon processing system (e.g., ICN system) distributes coupon codes, such as standard Uniform Code Council System 5 coupon codes or GS1 coupon

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codes, associated with a coupon card. In an embodiment, the coupon card may be a one-use card. In another embodiment, the coupon card may be useable as long as at least one coupon offer has not expired for a product that has yet to be purchased or a product limit that has not been attained. In yet another embodiment, the coupon card may be updated so as to provide additional coupon offers to a consumer. In still a further embodiment, the coupon card may be a permanent coupon card in which coupon information is updateable via a manufacturer's server or a coupon processing server.

[00016] Embodiments of the invention relate to information associated with a coupon card. A unique account number may be assigned to the consumer coupon card on a magnetic ink character recognition strip (i.e., magstripe) on the back of the consumer coupon card. A magstripe card has a strip of binding material containing ferromagnetic particles which is capable of storing data and is read by a reader head such as may be found in magnetic card readers. The system may include a centralized database containing the unique account numbers assigned to each card and a list of available manufacture coupon codes assigned to the account numbers on each coupon card. The coupon card may link the consumer at the Point of Sale (POS) to a centralized database where the coupon promotions reside. The linkage of one or more coupon promotions to a coupon card may be set at the time the coupon card is provided with a unique account number or shortly thereafter. In embodiments, where the coupon promotions may be updated, the coupon card account number may be linked to various coupon promotions at various times. In distribution methods contemplated by the invention, the consumer may receive a coupon card through a variety of ways, including, but not limited to, on a product's package, newspapers, magazines, postal system mail, or in-store promotions.

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In one embodiment, during checkout, the cashier presses a coupon card function key on the POS terminal and the consumer may slide his or her coupon card through the card reader, whereupon the POS terminal software may establish a communications link with a server, such as the retailer's server 106 or other computing device, and transmit the account number on the coupon card over the store's real time communication line to the centralized database of a coupon processing computer, such as an Intelligent Coupon Network server 114. The centralized database application may validate the account number, query the centralized database for any active coupon codes found, and transmit the first set of digits/ alphanumeric characters consisting of information, such as the NSC (Number System Code), Manufacture Number, Family Code, and Value Code of each active coupon code back to the POS terminal. Then, the POS terminal may begin a validation process to validate each coupon code against products purchased by the consumer for any coupon code redeemed, and the POS application, upon validation of a coupon code, may transmit back to the centralized database the second set of digits/ alphanumeric characters, corresponding to the redeemed coupon code, such as the NSC (Number System Code), Manufacture Number, Family Code, and Value Code. In an example of an implementation, the first set and second set of digits are eleven digits each in the case of a system 5 coupon and or twelve digits each in the case of a system 99 coupon. The first and second set of digits may have an equal number of digits/ alphanumeric characters or a different number of digits or alphanumeric characters. For example, the first set of digits may include 13 alphanumeric characters and the second set 11 alphanumeric characters.

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[00017] The coupon card 302 may be formed on a substrate, such as plastic or paper or other medium that is typically flexible, sufficiently durable, and cost effective to produce. For example, a 10 mil thick plastic sheet may be sized to the length and width of a credit card or key ring card. Thus, the coupon card may advantageously be of various sizes including the form of a credit card, grocery store shopper's card or key ring for ease of carrying in a wallet or purse or on a key ring.

[00018] As shown in FIG. 3B, the front of the coupon card 302 may display an image 308 of one or more products for which the coupon card offers a discount, including an image 310 of the amount and conditions of the savings. The displayed image may be formed through printing directly on the substrate or through application of a preprinted label. Other image forming techniques may be used including polytronic labeling. To better protect the information on a coupon card, non-optically readable technology may be used. The non-optically readable technology may include electromagnetics, magnetics, or smart card technology. As shown in FIG. 3A, in an embodiment, the back of the coupon card 302 has a swipe strip 304, preferably a Magnetic Ink Character Recognition (MICR) strip. Alternatively, Radio Frequency Identification (RFID) technology or other electromagnetics technology, such as Radio Frequency Data Communication (RFDC), may be employed. Where an RFID coupon card is implemented, the corresponding electronic circuitry on the coupon card may be formed on or adhered to the substrate of the coupon card. Yet, alternatively, optically readable technology, such as optically scannable bar codes, may be used. In an optically readable embodiment, coupon identification information 306 may be provided in a user viewable form on the back of the coupon card 302. In certain embodiments, biometric

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identification techniques may be employed. For example, in a biometric identification embodiment, a fingerprint scanning pad may be attached or placed proximate to the card reader in which a communications link is established between the fingerprint scanning pad and the POS terminal.

[00019] FIG. 5 illustrates an embodiment of a coupon card using RFID technology. An antenna 502 on the coupon card 508 may transmit and receive information from an RFID reader. The received information may be filtered, amplified, and digitized by processing signal circuitry 510 which may then be further processed for information content by processor 506. Coupled to the processor may be a memory 506. The coupon card memory 506 may be of one or more types of memory, including volatile memory, such as random access memory, and/or non-volatile memory, such as battery backed random access memory and/or read only memory.

[00020] Embodiments of the invention offer a way for Consumer Package Good's (CPG) manufacturers (i.e., manufacturers of consumables such as cleaning products, food, beverages, clothing, and the like) to distribute GS1, Uniform Code Council guideline or other coupons without the need of an optically readable barcode. Through a Direct Mail promotion, In-Store promotion, or a Free-Standing Insert (FSI) in the Sunday newspaper, the consumer may receive an insert, sheet, or flyer with a coupon card having a Magnetic Ink Character Recognition strip on its back. To aid a consumer, a shopping list 318, as shown in FIG. 4, may be provided along with a removable coupon card 302 detachable or removable from the insert, sheet, or flyer 312. To further aid a consumer, coupon information 316 may be printed or labeled on the insert, sheet, or flyer 312. The coupon information, in an embodiment, may provide a list of one or more brands with the

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amount of savings on a purchase; for example, Brand A's coupon may be a 50 cent off coupon, Brand B may require a purchase of two Brand B products for a savings of $ 2, Brand C may offer a 60 cent savings when purchased with Brand D, etc. Additionally, a space 314 may be dedicated to advertising, such as by displaying an image of one or more of the products, and another space 320 dedicated to miscellaneous information, such as a recipe. The revenue source for the coupons may be the manufacturer of Consumer Package Goods (CPG). The CPG manufacturer may pay for printing and distributing coupons on the coupon processing network, including FSI pages, Direct Mail, and In-Store, on package printing or labeling, coupon clearing fees, and real time data feeds for up to date promotion analysis and accounting.

[00021] FIG. 6 illustrates an embodiment of a method for processing one or more coupons from a coupon card. In an embodiment, contained in the MICR strip of a coupon card is a unique number assigned to the coupon card. At the POS 602, the consumer may swipe his/her coupon card through a card reader as would be done in a debit or credit card transaction. Using the real time communication network in the store, a network message may be sent 604 to the centralized database containing the unique coupon card account number along with the retailer's identification and location. The coupon processing server coupled to the centralized database may validate the unique ID number 606 and search for available coupons assigned to the card in the coupon processing server centralized database. Any coupon codes which have not expired or were not previously redeemed may be transmitted back to the POS terminal for normal validation 608 as part of a message that includes the retailer's identification and location and the identification of the POS terminal. For any coupon which is redeemed, the POS

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terminal may send back a network message to the coupon processing server centralized database indicating which coupons were successfully redeemed. The coupon processing server centralized database may update the customer record, accordingly. As shown in FIG. 6, the coupon processing server may send the first several (e.g., eleven) digits/ alphanumeric characters of the available coupon codes to the POS terminal via the retail server and network 610. The POS terminal may validate the coupons 612 and send the redeemed coupon code to the coupon processing server 614 as a second several digits/ alphanumeric characters and also, as additional digits and alphanumeric characters, other GS1 coupon code information (e.g., by triggering the Uniform Product Code (UPC) of the barcode information from a scanned product corresponding to the coupon being redeemed), to the coupon processing server via the network 616. The coupon processing server may then deactivate the redeemed coupons 618. The coupon processing server may also retrieve the remainder of the GS1 code corresponding to each of the redeemed coupons and send this information and information regarding the unique coupon card number and retailer information (e.g., location, POS terminal identification, time of purchase) to the corresponding CPG manufacturer.

[00022] The method of distributing, redeeming, and clearing Manufacturer Coupons may benefit all three groups involved in the transaction – consumers, retailers, and manufacturers. The benefit to consumers is the ease of use because clipping and/or organizing coupons is no longer needed. The benefits to the retailer are reducing the labor associated with processing paper coupons and substantially reducing the time it takes to receive reimbursement for the promotions from the manufacturer. The benefits to the manufacturer potentially include a better product for the consumer resulting in

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increase response rates, real time promotion tracking, faster and more reliable accounting, and a reduction in fraud associated with paper coupons.

[00023] Thus, embodiments disclosed provide a system and method that may be used for electronically distributing and clearing a variety of coupons. Each coupon may have a code. Each coupon code may include a base portion and an extended portion. For example, the embodiments may be used with GS1 coupons, such as the formerly designated Uniform Code Council (UCC) system five and system ninety nine manufacture coupons. GS1 format standards are maintained by the GS1 standards organization, formerly known as the Uniform Code Council. In an embodiment, similar to debit, credit and Electronic Benefit Transactions (EBT), the POS terminal reads a unique code from a coupon code and transmits this unique code to a centralized database, such as the centralized database of a coupon processing server via a network.

[00024] An example of an implementation of the coupon processing method of the invention is provided. A coupon card with unique coupon card account number 12345678 may have a coupon for .50 off a 2 liter beverage drink assigned to it; for example, 54900011050x, where x is the check digit. The check digit may be useful for paper coupons with barcodes being scanned by a scanner. On the ICN centralized database, the full coupon code assigned to card 12345678 may include a string of digits or alphanumeric characters such as 54900011050 x 8101 0 88062 0306. The consumer may purchase a 2 liter beverage drink with, for example, UPC code 0:49000:06390 and may swipe his or her coupon card. The POS terminal may transmit the coupon card account number, 12345678, to the ICN server. The ICN server may then send back a corresponding coupon code, e.g. 54900011050, to the POS terminal. The POS terminal

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then may determine if the coupon code is valid through a validation process, such as standard coupon validation routines. The POS terminal may send back to ICN a redeemed coupon code, e.g., 54900011050, and a triggering UPC product code, e.g., 04900006390. The ICN server may also provide in real time to the beverage drink manufacturer the fully redeemed coupon code, the location of the redemption transaction, and the product that triggered the redemption.

[00025] FIG. 7 shows an example of coupon format as the GS1 US format (formerly known as the Uniform Code Council System 5 coupon). A first portion of the coupon code may be GS1 US code, formerly known as the Universal Product Code (UPC), shown, in FIG. 7, to include a Number System Code, a manufacture number, a family code, a value code, and a check digit. A second portion of the coupon code may be the 'Extended Portion,' which includes information such as Manufacture Offer Code (MOC), Expiration Dates, Household Identifier, and associated application codes, and may correspond to the GS1, or European Article Numbering (EAN-128), format. The Extended Portion, as shown in FIG. 7, may include an application identifier, a product number system code (NSC), a manufacture offer code (MOC), an expiration date, another application identifier, and a household identifier. While this information may be necessary to the manufacturer, it is not currently captured and the extended portion of the code may not even be read when scanned by the POS terminal in which case the manufacturer may have to wait weeks until the redeemed coupon has completed the long journey through the manual coupon clearing process. In contrast, with a coupon redeemed through a coupon card of the invention, this information is available

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immediately upon receiving the network message that a particular coupon has been redeemed. Other coupon code formats are contemplated by the invention.

[00026] The method for processing coupons may include reading first coupon related information from a coupon card at a Point-of-Sale (POS) terminal. The first coupon related information may be householder identifier information, account identification, or the like. The first coupon related information may be transmitted through a network to coupon processing server. If the coupon processing server validates the first coupon related information, second coupon related information may be transmitted from the coupon processing server through the network to the POS terminal. The second coupon related information may be one or more system 5 or system 99 coupon codes available to the identified consumer and may include the NSC (Number System Code), Manufacture Number, Family Code, and Value Code.

[00027] FIG. 8 shows a flowchart of an embodiment of a method of the invention. A unique card account number, such as a unique coupon card account number, may be assigned to a coupon card 802. The unique card account number may be a randomly generated number, a household number, the first portion of the coupon code of Figure 7, or the like. Coupon codes may be then assigned to the coupon card 804. For example, GS1 system codes may be assigned to the coupon card. The unique card account number and coupon codes may be loaded into the coupon processing server database 806. The unique card account number may be loaded onto the MICR strip of the coupon card 808 through a magstripe writer. The coupon card and promotion may be sent to the consumer 810. The consumer may present the coupon card during checkout 812 to purchase a product that corresponds to a coupon associated with the coupon card. The cashier may

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select the coupon card function key on the POS terminal keyboard 814. Alternatively, the coupon card redemption process may be initiated automatically through the reading of the coupon information on the card. The consumer thereupon may slide the coupon card through the card reader for a magnetic swipe card or wave the card in proximity to a RFID reader 816 which reads the unique coupon card account number. A software application of the POS terminal may transmit the unique coupon card account number (as first coupon related information) to the coupon processing server database application 818 as part of a message package that includes identification of the retailer and identification of the POS terminal, either directly or via a retailer server. The coupon processing server database application may validate the unique coupon card account number 820 or send back an error message to the POS terminal. The coupon processing server database application may search for the coupon code (e.g., GS1 code) assigned to the coupon card 822. For active coupons, in an embodiment, the first eleven or twelve digits/ alphanumeric characters of the coupon code consisting of the NSC (Number System Code), Manufacture Number, Family Code, and Value Code may be transmitted back to the POS terminal 824 in a message package that identifies the retailer and the POS terminal (second coupon related information). In other embodiments, a different number of digits/ alphanumeric characters may be used. The software application at the POS terminal initiates a validation process of each coupon code received against the product(s) purchased 826. For any coupon redeemed, the corresponding coupon code may be sent back to the coupon processing server 828 along with the triggering UPC code of the corresponding product purchased as well as identification of the retailer and POS terminal and time of purchase (third coupon related information). The coupon

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processing server database application updates the unique coupon card account number with the redeemed coupon codes 830. Furthermore, the coupon processing server may then retrieve the remainder of the GS1 code (i.e., the GS1 code that was not transmitted to the POS terminal) of each redeemed coupon and report this information as part of a report to the corresponding CPG manufacturer. The invention is useful for providing market intelligence quickly to a manufacturer, a benefit not known to be provided by current technologies.

[00028] An alternative embodiment is provided in FIG. 9. The unique coupon card account number may be written to an MICR strip on the coupon card 902. The magnetic strip side of a coupon card is shown 904. The coupon code may be assigned to the card on the coupon processing server centralized database 906. A consumer may slide the coupon card through the MICR reader during a POS transaction 908. The POS software application may transmit the read unique coupon card account number to the coupon processing server 910 as part of a message package that identifies the retailer and the POS terminal (first coupon related information). The coupon processing server may check to determine if the unique coupon card account number is valid 902. If the account number is not valid, the coupon processing server may return a decline message to the POS software application 914. If the account number is validated, the coupon processing server database application may search for coupon codes assigned to the coupon card 916. A determination may be made as to whether there are active coupons available on the coupon card 918. If not, the coupon processing server may return a no coupons available message to the POS software application 920. If the coupon code is validated, active coupon codes (e.g., system 5 or 99 codes) assigned to the card may be transmitted

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back to the POS for validation against purchases 922 as part of a message package that identifies the retailer and POS terminal (second coupon related information). For example, the first 11 digits of the coupon code may be transmitted to the POS terminal for validation 922. A determination may be made as to redemption of the coupon(s) 924. If there has been no redemption of the coupon(s), the POS may resume the transaction 926. For coupons which are redeemed, the POS may send back the redeemed coupon code of the product which triggered the coupon redemption to the coupon processing server centralized database 928 along with the original redeemed coupon code information, the location of the retailer, identification of the POS terminal, and time of purchase (third coupon related information). The coupon processing server centralized database application may update the unique coupon card account number with the time, date, amount, location, and other information relating to the redemption activity 930. The coupon processing server may generate a report to the manufacturer regarding the coupon redemption transaction as requested or periodically to provide quick market intelligence to a CPG manufacturer.

[00029] Embodiments of the method of the invention may be implemented through instructions, stored on a computer-readable medium on a data storage device, which when executed by a computing device, cause the computing device to perform the designated operations. The instructions may be stored in computer-readable medium in a distributed fashion across two or more computing devices or as a single computing device. The computing devices may be one or more of the above mentioned servers. In an embodiment, the computer readable medium may be a small flash drive that connects to a Universal Serial Bus (USB) port of a POS terminal, a retailer server, or the like. For

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example, a small flash drive may measure less than about 10 cm X 3 cm X 3 cm) or may be pen-sized dimensions, such as 71 mm x 20 mm x 8 mm.

[00030] In an embodiment, a computer readable medium storing computer code for processing coupons across a network in response to the non-optical reading of a coupon card, includes computer code for reading identification code from a coupon card that is non-optically read at a Point of Sale terminal; computer code for processing and formatting the read identification code; computer code for transmitting the formatted identification code across the network; computer code for receiving, interpreting, and validating the identification code at coupon processing server; if the identification code is validated, computer code for retrieving coupon codes corresponding to the identification code from a centralized database; computer code for transmitting the retrieved coupon codes to the Point of Sale terminal via the network; and computer code for redeeming the coupon codes.

[00031] The coupon processing server coupon distribution and processing system and method offers advantages including 1) being easy to use, 2) saving time and money, 3) providing better validation, 4) expanding promotion tracking, 5) increasing response rates, and 6) reducing fraud. The coupon processing server coupon distribution and processing system and method are easy to use because there is no clipping or organizing of coupons and the coupon card may be discarded after the coupons are redeemed. The coupon processing server coupon distribution and processing system and method saves time and money because it avoids the manual counting and clearing of paper for both retailers and manufacturers. Coupon processing server coupon distribution and processing system and method coupons clear electronically so that financial settlements

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may be completed in a short period of time, such as hours, rather than weeks or months. Coupon coding errors may be corrected immediately as manufacturers avoid the handling of misprinted coupons that may circulate for months at a time. The coupon processing server coupon distribution and processing system and method provides better validation because the expiration dates are enforced by the coupon processing server. Expired coupons are recognized as such and are not sent to the POS for validation. Paper coupons may not be redeemed at a POS because of a faulty barcode or improper coding or printing. With the coupon processing server coupon distribution and processing system and method described herein, the use of a magnetic ink character recognition strip or RFID eliminates the problem of poorly printed barcodes. Invalid coupon codes may be corrected immediately in the centralized database. The coupon processing server coupon distribution and processing system and method expands promotion tracking with the real time reporting of coupon redemptions. Manufacturers are provided with the product information for the product the consumer purchased to trigger the coupon redemption. Manufacturers may track results at the individual household level by assigning unique numbers to the extended portion of the coupon code's application identifier.

[00032] The coupon processing server coupon distribution and processing system and method described herein also increases response rates by making the process of collecting and redeeming coupons easier and more in line with today's technology. The coupon processing server coupon distribution and processing system and method further reduces fraud as each coupon may be redeemed only once. Advantageously, the coupon processing server coupon distribution and processing system and method centralized

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database does not transmit to the POS a coupon which has already been redeemed. The coupon processing server coupled to the centralized database may also track in real time redemptions by store. Alternatively the centralized database may have one or more coupon processing processors built into it. Each redemption transaction has a date and time stamp. Abnormal transaction volumes from a particular store may be identified to prevent store personnel and/or others from fraudulently redeeming coupons for personal gain, to meet or exceed sales goals, and the like. The coupon processing server coupon distribution and processing system and method prevents a person from assembling a large volume of newspaper inserts to redeem coupons without selling the corresponding product. In another example, if someone were to determine how account numbers are generated on the coupon cards, the coupon processing serve may monitor in real time the volume and traffic of redeemed coupons and identify abnormalities to prevent coupon counterfeiting.

[00033] A further advantage is that embodiments may be implemented to provide a direct competitor to various marketing services by distributing coupon cards through Direct Mail, In-Store, and FSI or implemented as a service provider to marketing services. For example, marketing services companies may be charged for the distribution of coupons on the coupon processing server in which case the business model may be executed with less expense.

[00034] If a coupon is valid, but the retailer is temporarily out of stock, provisions may be made to issue a rain check electronically. The electronic rain check may be stored in the centralized database. Alternatively, in lieu of a rain check, the coupon

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processing server may offer a different product of the manufacturer at a special rate to the consumer.

[00035] As part of the system and method of the invention, in an embodiment, in-store scanners may also be provided to allow a consumer to reveal unexpired and unused coupons available through his or her coupon card.

[00036] In an embodiment, Consumer Package Good's (CPG) manufacturers may create and maintain their own shopper card program. For example, CPG manufacturer A may offer consumers a program in which each consumer or consumer household may sign up for a permanent card number. A consumer using such a coupon card may supply sufficient identification at the Point of Sale. This identification may include a driver's license, a passport, or other identification means, such as entry of a special code or biometrics scanning. The consumer, upon enrolling in a CPG manufacturer's program and being assigned a permanent coupon card, may then select discounts from CPG manufacturer A's web site in which the discounts would then be assigned to that permanent coupon card through a registration process using a centralized database of CPG manufacturer A.

[00037] In an embodiment, if the coupon processing server is experiencing down time, a retailer may access a mirror database maintained by a company managing the coupon processing server. Alternatively, individual manufacturers may keep mirrored versions of the coupon processing server's centralized database regarding their own coupons and redemption information in which case the individual manufacturers may offer a backup method for redeeming coupons if the coupon processing server were to become unavailable.

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[00038] It is believed that the invention and many of its attendant advantages will be understood by the forgoing description. It is also believed that it will be apparent that various changes may be made in the form, construction and arrangement of the components thereof without departing from the scope and spirit of the invention or without sacrificing all of its material advantages. The form herein before described being merely an explanatory embodiment thereof. It is the intention of the following claims to encompass and include such changes.

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WHAT IS CLAIMED IS:

1. A system for redeeming coupons, comprising:

a network;

a Point-of-Sale (POS) terminal communicatively coupled to the network;

a server communicatively coupled to the POS terminal;

wherein the POS terminal transmits first coupon related information from a coupon card read at the POS terminal to the server via the network.

2. A system as in claim 1, wherein the server is a coupon processing server, further comprising a retailer's server through which the POS terminal is communicatively coupled to the network and the coupon processing server.

3. A system as in claim 2, wherein the coupon processing server is an Intelligent Coupon Network (ICN) server, further comprising a manufacturer's server communicatively coupled to the ICN server.

4. A system as in claim 3, wherein the first coupon related information of the coupon card is contained in a Magnetic Ink Character Recognition strip on the coupon card.

5. A system as in claim 3, wherein the coupon card is a radio frequency identification (RFID) card.

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6. A system as in claim 1, wherein the first coupon related information is coupon card account identification information.

7. A system as in claim 1, wherein the server transmits second coupon related information to the POS terminal via the network.

8. A system as in claim 7, wherein the second coupon related information is GS1 coupon code.

9. A system as in claim 8, wherein the second coupon related information includes an application identifier, a product number system character, manufacturer offer code, expiration date, and household identifier.

10. A system as in claim 1, wherein the server is coupled to a centralized database that provides second coupon related information when the server receives first coupon information.

11. A system as in claim 1, wherein the server tabulates raw data of coupon processing transactions for a manufacturer.

12. A system as in claim 11, wherein the server provides the tabulated data to the manufacturer in the form of reports.

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13. A system as in claim 1, wherein a card reader coupled to the POS terminal reads the coupon card.

14. A system as in claim 1, wherein the network is the World Wide Web.

15. A system as in claim 1, wherein the network is an internet.

16. A system as in claim 1, wherein the coupon card is a one-time-use coupon card.

17. A system as in claim 3, wherein the coupon card is a radio frequency data communication (RFDC) card.

18. A system as in claim 1, wherein the card is distributed by a manufacturer of consumer package goods (CPG).

19. A system as in claim 13, wherein the card reader non-optically reads the coupon card.

20. A system as in claim 13, wherein the card reader optically reads the coupon card.

21. A system as in claim 20, wherein the coupon card comprises an optically scannable bar code that is optically read.

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22. A system as in claim 8, wherein the POS terminal transmits third coupon related information to the server upon successful redemption of a coupon.

23. A system as in claim 22, wherein the third coupon related information comprises identification information from the product purchased and the GS1 coupon code of the second coupon related information and retailer identification information.

24. A system as in claim 23, the third coupon related information being used by the server to generate a report to the manufacturer whose product was purchased through redemption of the coupon code retrieved by the coupon card.

25. A method for processing coupons, comprising: reading first coupon related information from a coupon card at a Point-of-Sale (POS) terminal; transmitting the first coupon related information through a network to a coupon processing server; if the coupon processing server validates the first coupon related information, transmitting second coupon related information through the network to the POS terminal.

26. A method as in claim 25, further comprising if the POS terminal validates the second coupon related information, redeeming a coupon corresponding to the coupon card and transmitting coupon redemption information to the coupon processing server.

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27. A method as in claim 26, further comprising when the coupon processing server receives the coupon redemption information, deactivating the coupon corresponding to the coupon card.

28. A method as in claim 27, further comprising the coupon processing server transmitting processed coupon information corresponding to the coupon redemption information to a manufacturer's server.

29. A method as in claim 25, further comprising swiping the coupon card in proximity to a reader coupled to the POS terminal to effect reading of the first coupon related information from the coupon card.

30. A method as in claim 29, further comprising biometrically identifying a user of the coupon card as a part of validating.

31. A method as in claim 29, wherein the reading is a non-optical reading.

32. A method as in claim 29, wherein the reading is an optical reading.

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33. A coupon card, comprising: a substrate; and a non-optically readable code provided on the substrate, wherein the coupon card includes information relating to at least one coupon retrievable over a network, the coupon card information being readable using non-optically readable technology, wherein the coupon card does not store coupon codes.

34. A coupon card as in claim 33, wherein the non-optically readable code is provided from the coupon card via radio frequency signals.

35. A coupon card as in claim 33, wherein the non-optically readable code is magnetically readable.

36. A coupon card as in claim 35, wherein the code is provided in a magnetic strip.

37. A coupon card as in claim 36, wherein the magnetic strip is readable by a magnetic swipe card reader.

38. A coupon card as in claim 34, wherein the coupon card is a radio frequency data communication (RFDC) card.

39. A coupon card as in claim 33, wherein the coupon card contains biometric identification information.

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40. A coupon card as in claim 33, wherein the code is provided through a medium that is printed on the substrate.

41. A coupon card as in claim 33, wherein the code is provided through a medium that is adhered to the substrate.

42. A coupon card as in claim 39, wherein the medium is a label.

43. A coupon card as in claim 39, wherein the medium comprises a radio frequency communications circuit.

44. A coupon card as in claim 33, wherein the coupon card is detachably part of a sheet of advertisement literature.

45. A coupon card as in claim 44, wherein the coupon card comprises a plastic substrate.

46. A coupon card as in claim 44, wherein the coupon card comprises a paper substrate.

47. A coupon card as in claim 44, wherein the coupon card is detachable because on or proximate to at least one border of the coupon card are one or more perforations.

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48. A coupon card as in claim 33, wherein the coupon card does not store coupon codes.

49. A computer readable medium storing computer code for processing coupons across a network in response to a non-optical reading of a coupon card, comprising: computer code for reading identification code from a coupon card that is non-optically read at a Point of Sale terminal; computer code for processing and formatting the read identification code; computer code for transmitting the formatted identification code across the network; computer code for receiving, interpreting, and validating the identification code at coupon processing server; if the identification code is validated, computer code for retrieving coupon codes corresponding to the identification code from a centralized database; computer code for transmitting the retrieved coupon codes to the Point of Sale terminal via the network; and computer code for redeeming the coupon codes.

50. The computer readable medium of claim 49, further comprising computer code for notifying the coupon processing server of successful coupon redemptions.

51. The computer readable medium of claim 50, further comprising computer code for identifying a user of the coupon card.

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52. A coupon card, comprising: a substrate; and readable code provided on the substrate, wherein the coupon card includes a unique coupon card identification number that relates to at least one coupon code retrievable over a network, wherein the coupon card does not store coupon codes.

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ABSTRACT

A system for redeeming coupons comprises a network; a Point-of-Sale (POS) terminal communicatively coupled to the network; a server communicatively coupled to the POS terminal; wherein the POS terminal transmits first coupon information from a coupon card read at the POS terminal to the server via the network.

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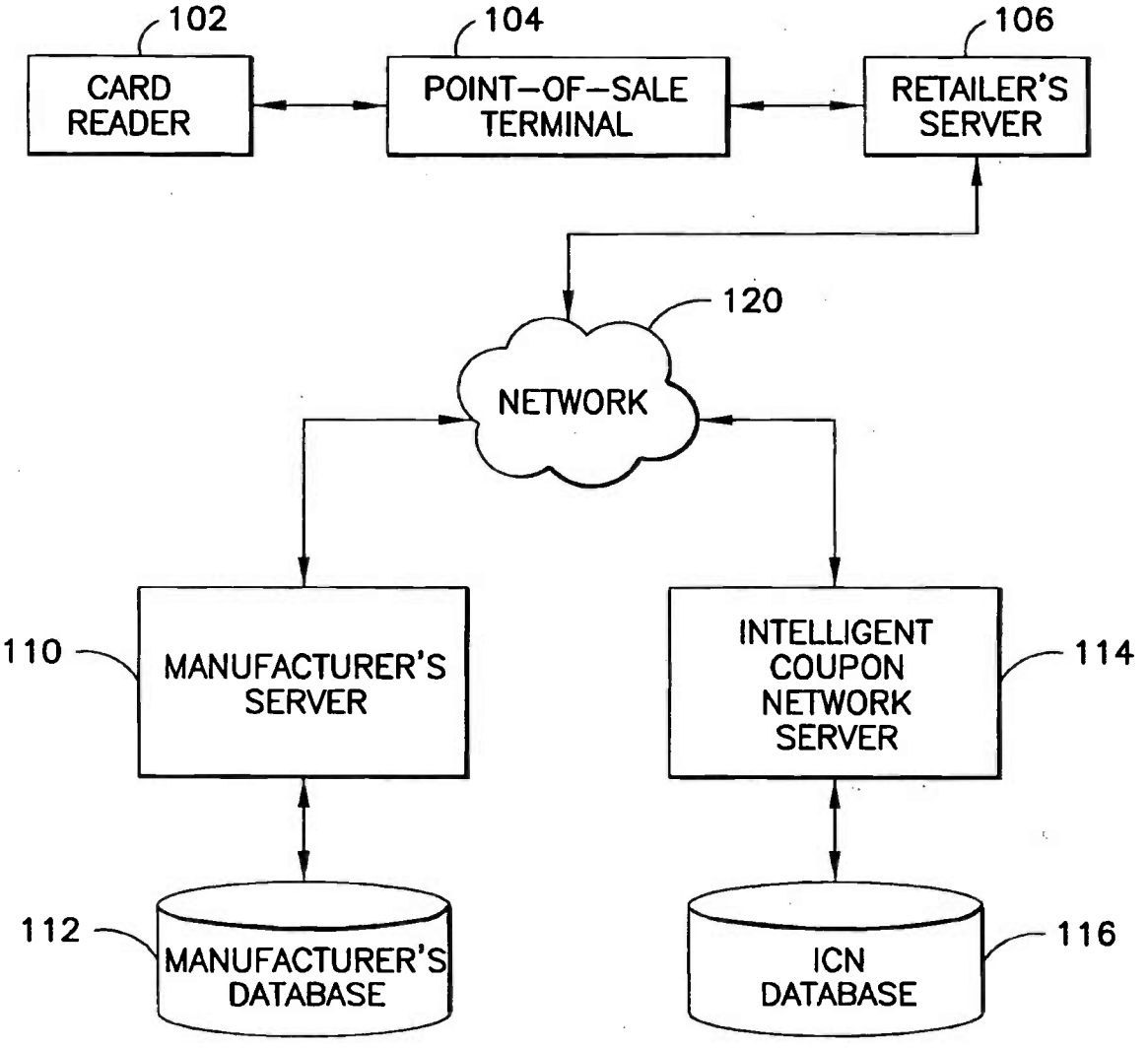

102
CARD READER
104
POINT-OF-SALE TERMINAL
106
RETAILER'S SERVER
120
NETWORK
110
MANUFACTURER'S SERVER
INTELLIGENT COUPON NETWORK SERVER
114
112
MANUFACTURER'S DATABASE
ICN DATABASE
116

FIG. 1

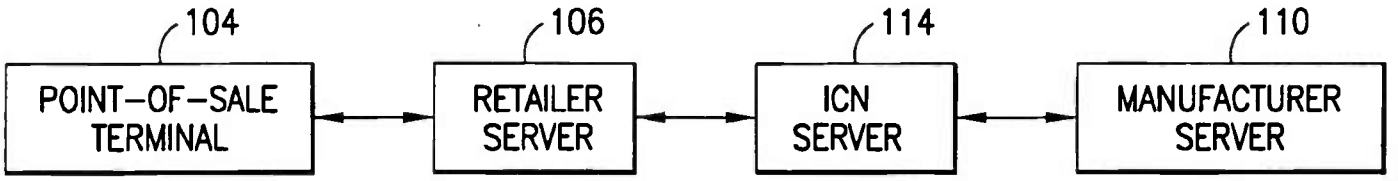


FIG.2A

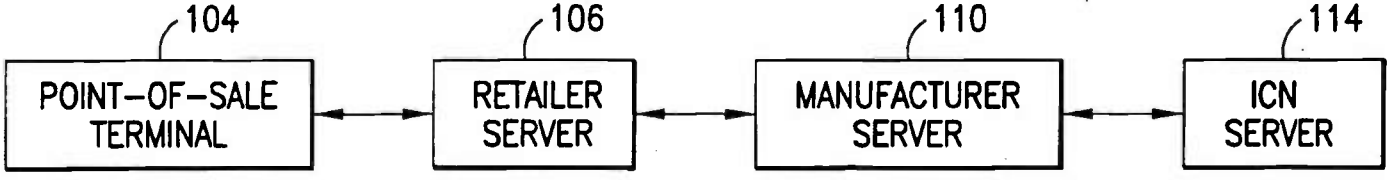


FIG.2B

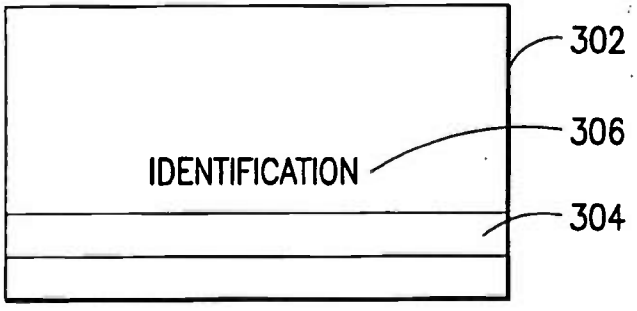


FIG.3A

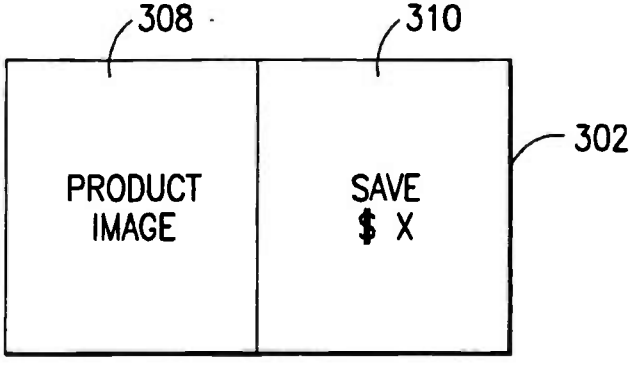
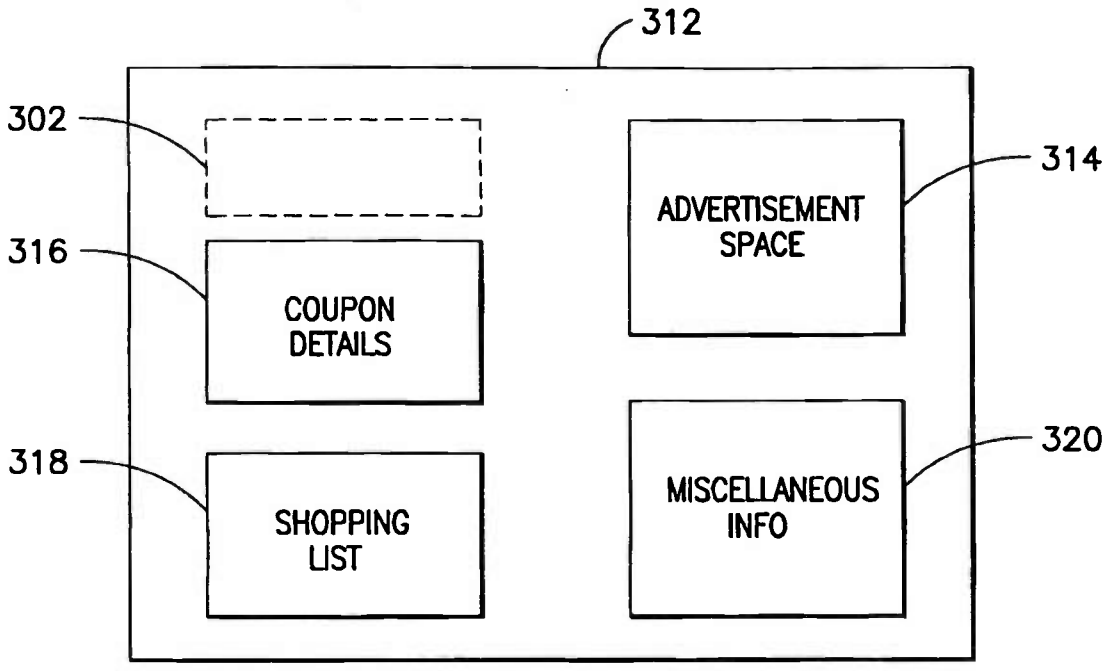


FIG.3B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302
314
ADVERTISEMENT SPACE
316
COUPON DETAILS
318
SHOPPING LIST
320
MISCELLANEOUS INFO

FIG.4

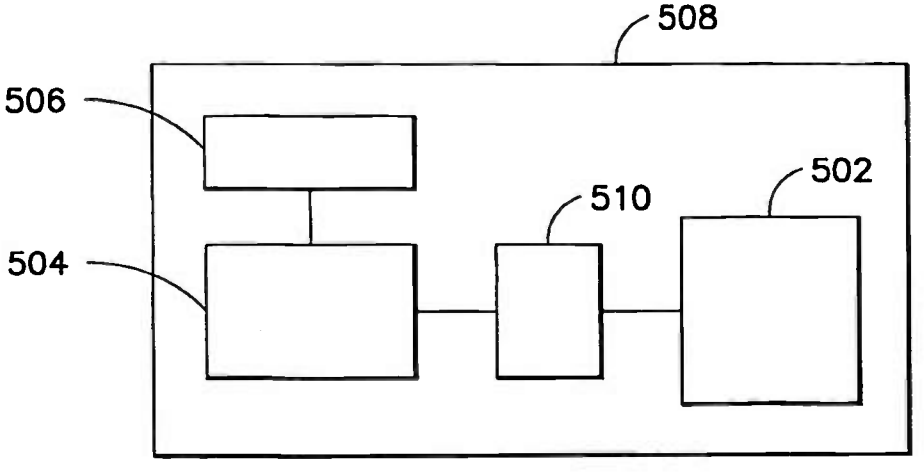
508
506
502
510
504

FIG.5

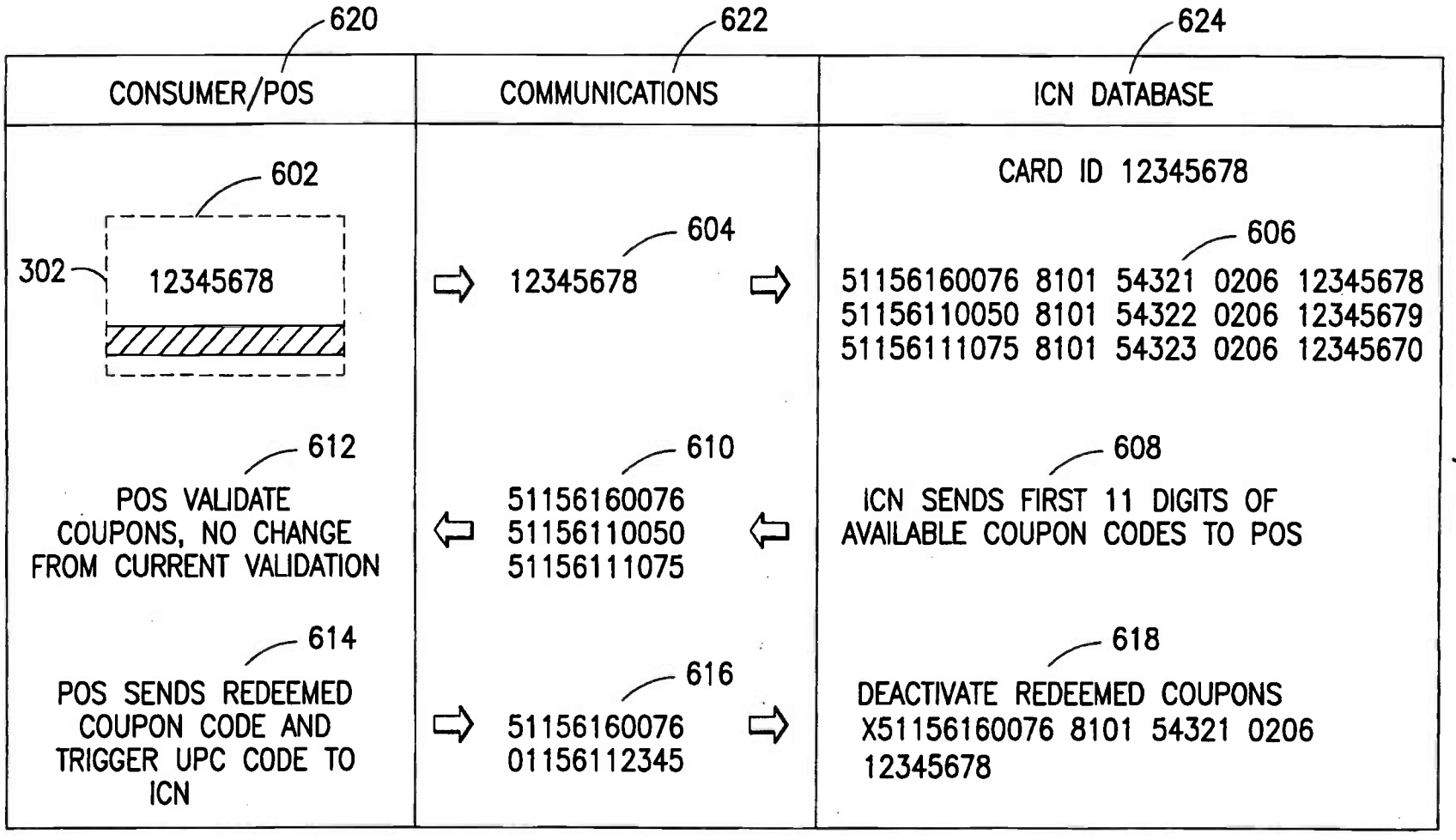
620
622
624
CONSUMER/POS
COMMUNICATIONS
ICN DATABASE
602
302
12345678
604
12345678
CARD ID 12345678
606
51156160076 8101 54321 0206 12345678
51156110050 8101 54322 0206 12345679
51156111075 8101 54323 0206 12345670
612
POS VALIDATE COUPONS, NO CHANGE FROM CURRENT VALIDATION
610
51156160076
51156110050
51156111075
608
ICN SENDS FIRST 11 DIGITS OF AVAILABLE COUPON CODES TO POS
614
POS SENDS REDEEMED COUPON CODE AND TRIGGER UPC CODE TO ICN
616
51156160076
01156112345
618
DEACTIVATE REDEEMED COUPONS
X51156160076 8101 54321 0206
12345678

FIG.6

UNIFORM CODE COUNCIL SYSTEM 5 COUPON

5 12843 41076 7 (8101)3 72565 0506 (21) 12345678

NUMBER SYSTEM CODE	5	TRANSMITTED TO POS FOR VALIDATION
MANUFACTURE NUMBER	12843	TRANSMITTED TO POS FOR VALIDATION
FAMILY CODE	410	TRANSMITTED TO POS FOR VALIDATION
VALUE CODE	76	TRANSMITTED TO POS FOR VALIDATION
CHECK DIGIT	7	TRANSMITTED TO POS FOR VALIDATION
APPLICATION IDENTIFIER	(8101)	STORED IN ICN DATABASE
PRODUCT NSC	3	STORED IN ICN DATABASE
MOC CODE	72565	STORED IN ICN DATABASE
EXPIRATION DATE	0506 (MMYY)	STORED IN ICN DATABASE
APPLICATION IDENTIFIER	(21)	STORED IN ICN DATABASE
HOUSEHOLD IDENTIFIER	12345678	STORED IN ICN DATABASE

FIG.7

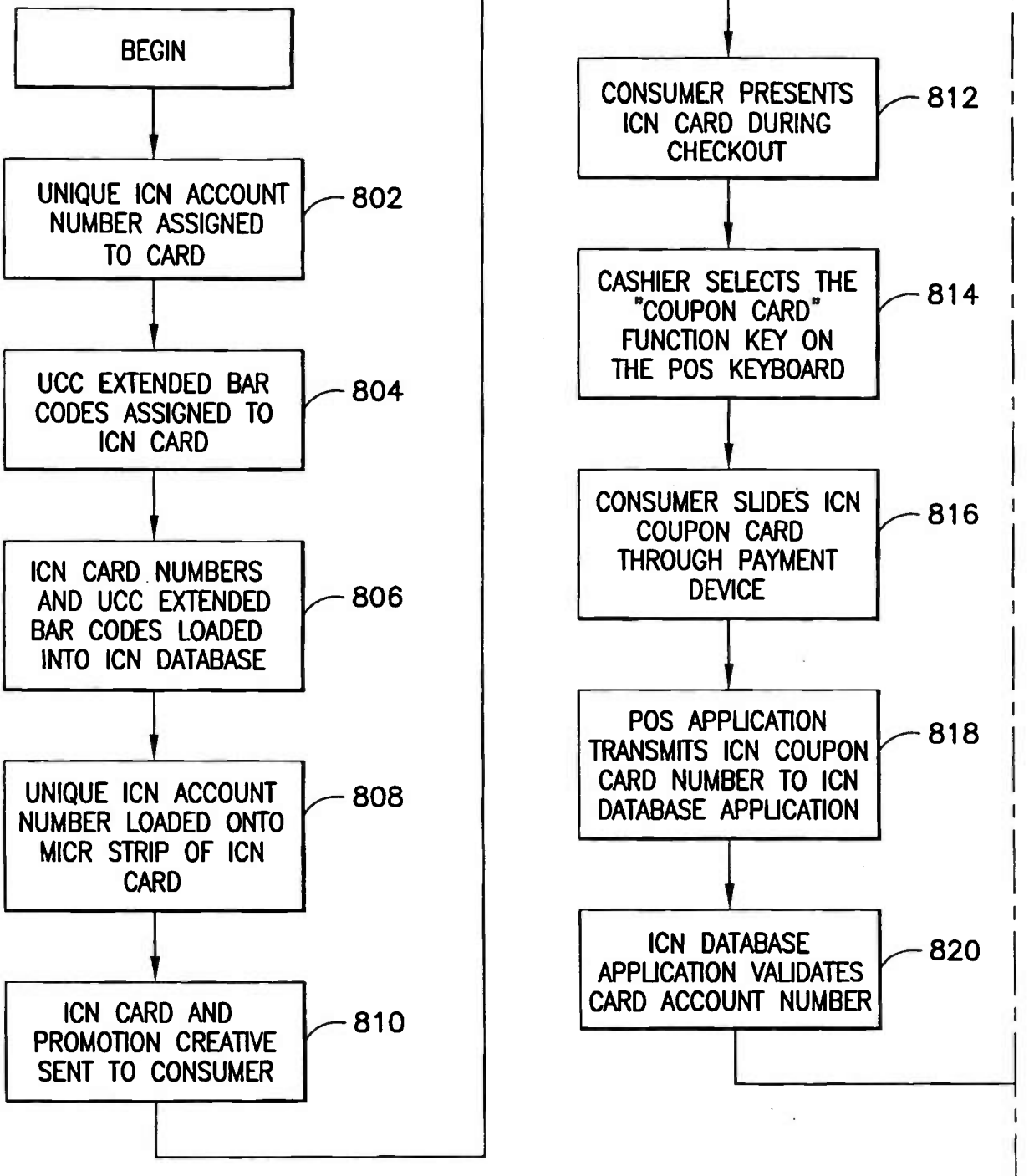

FIG.8A

FIG.8A
FIG.8B

FIG.8

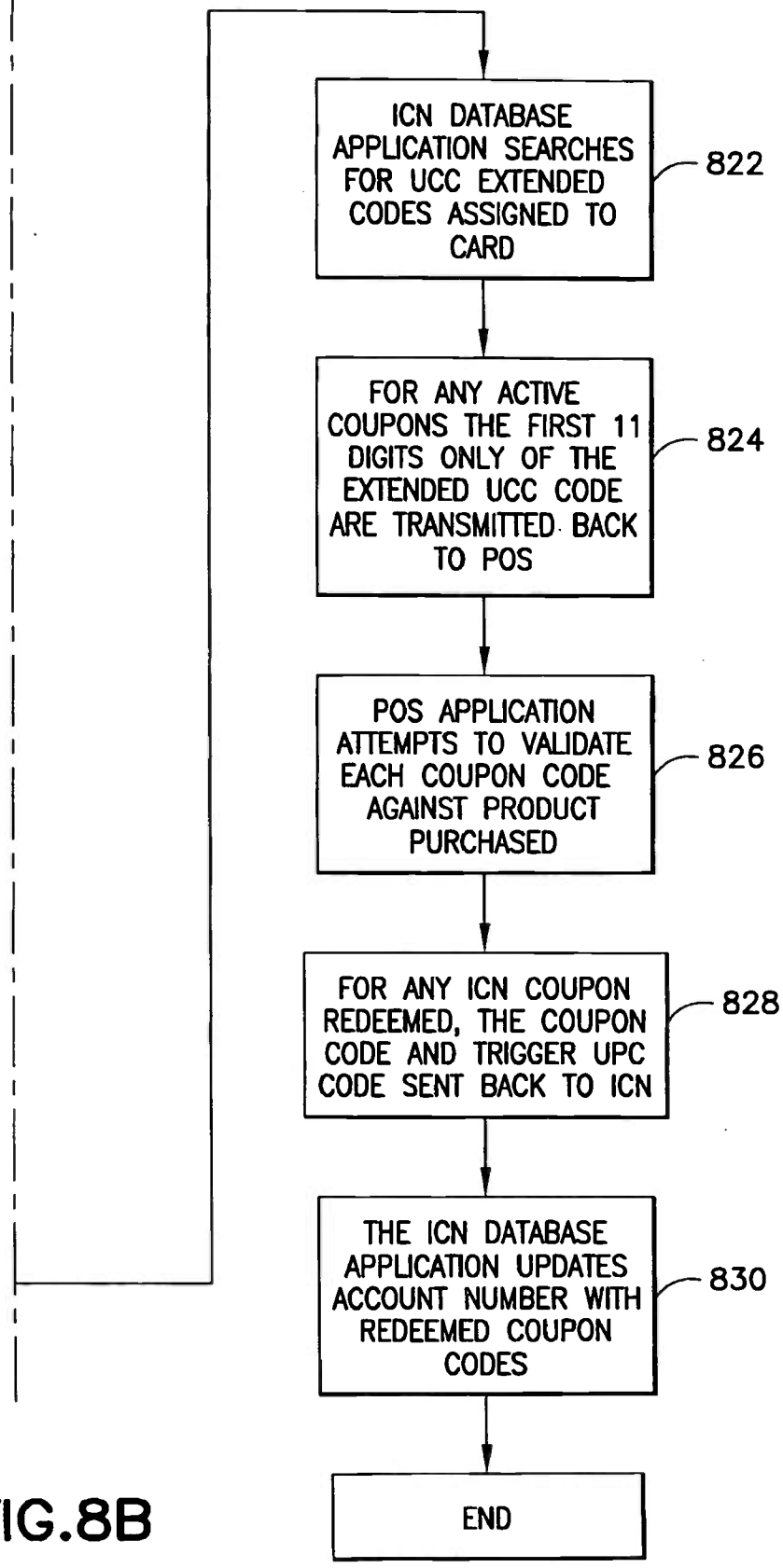
ICN DATABASE APPLICATION SEARCHES FOR UCC EXTENDED CODES ASSIGNED TO CARD
822
FOR ANY ACTIVE COUPONS THE FIRST 11 DIGITS ONLY OF THE EXTENDED UCC CODE ARE TRANSMITTED BACK TO POS
824
POS APPLICATION ATTEMPTS TO VALIDATE EACH COUPON CODE AGAINST PRODUCT PURCHASED
826
FOR ANY ICN COUPON REDEEMED, THE COUPON CODE AND TRIGGER UPC CODE SENT BACK TO ICN
828
THE ICN DATABASE APPLICATION UPDATES ACCOUNT NUMBER WITH REDEEMED COUPON CODES
830
END

FIG.8B

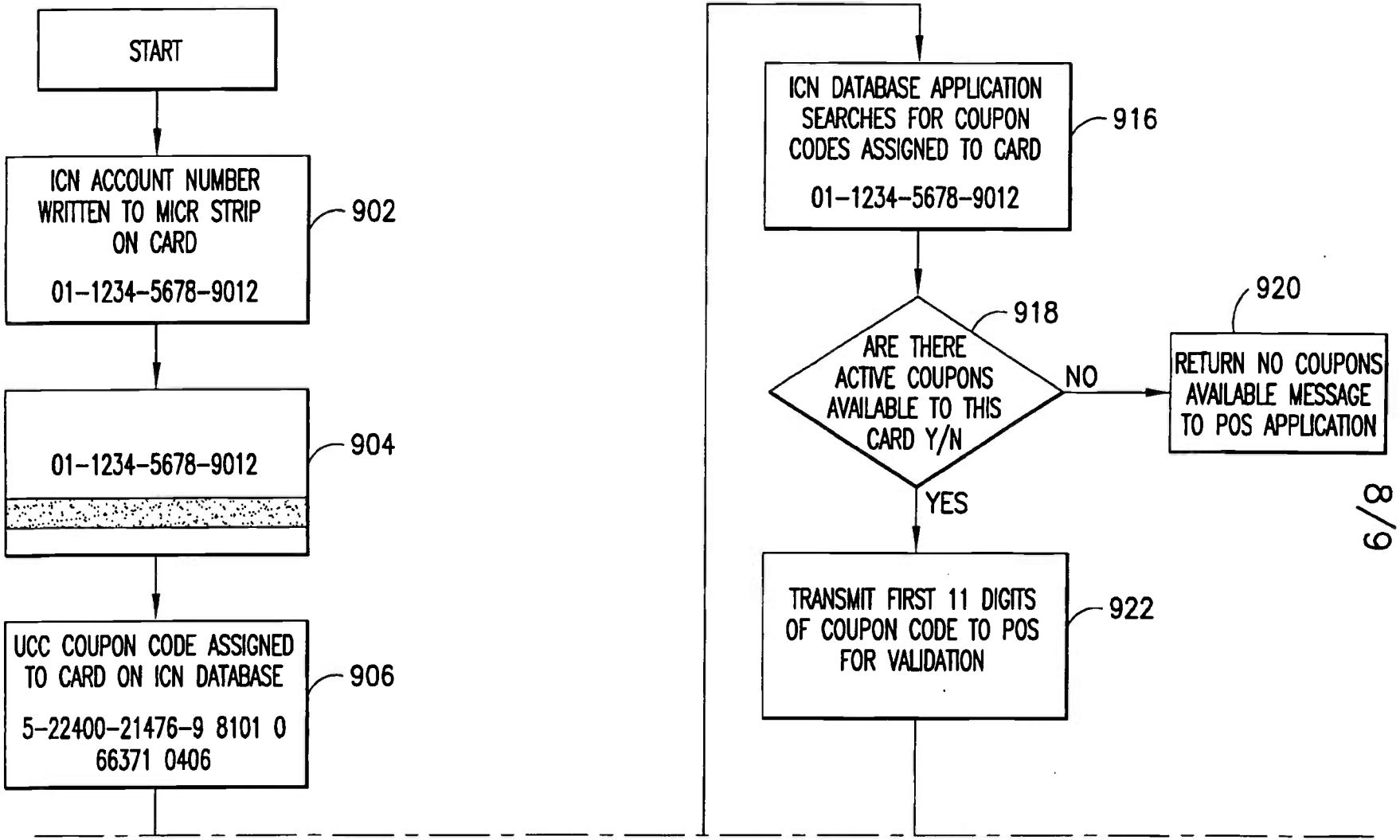

FIG.9A

FIG.9A
FIG.9B

FIG.9

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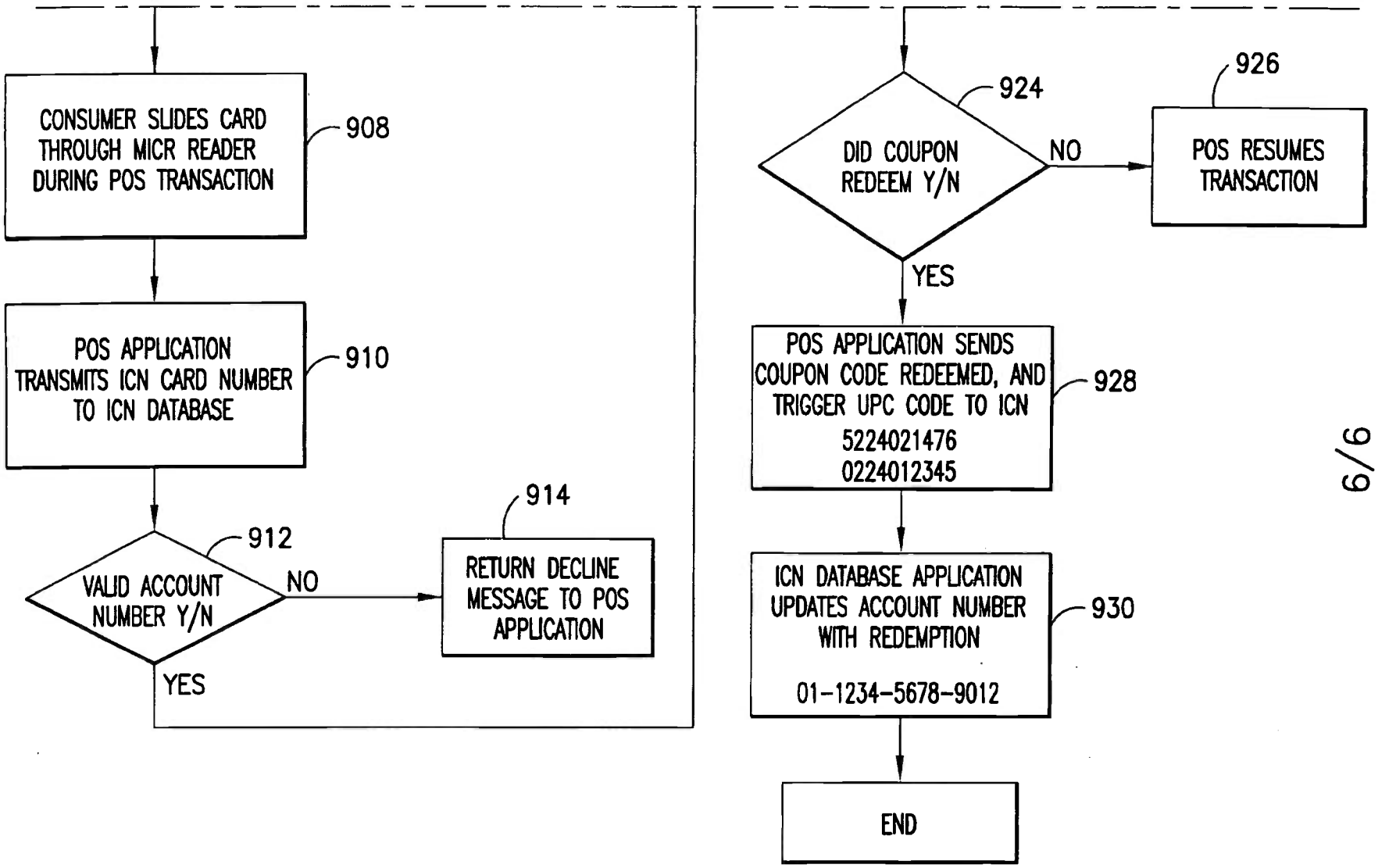
CONSUMER SLIDES CARD THROUGH MICR READER DURING POS TRANSACTION
908
POS APPLICATION TRANSMITS ICN CARD NUMBER TO ICN DATABASE
910
VALID ACCOUNT NUMBER Y/N
912
NO
RETURN DECLINE MESSAGE TO POS APPLICATION
914
YES
DID COUPON REDEEM Y/N
924
NO
POS RESUMES TRANSACTION
926
YES
POS APPLICATION SENDS COUPON CODE REDEEMED, AND TRIGGER UPC CODE TO ICN
5224021476
0224012345
928
ICN DATABASE APPLICATION UPDATES ACCOUNT NUMBER WITH REDEMPTION
01-1234-5678-9012
930
END

FIG.9B

6/6

Docket No.: **068A.0001.U1(US)**

DECLARATION AND POWER OF ATTORNEY FOR PATENT APPLICATION

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name.

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

INTELLIGENT COUPON NETWORK

the specification of which:

(check one) ☒ is attached hereto.

☐ was filed on _____ as U.S. Application Serial No. _____, and was amended on _____ (if applicable).

☐ was described and claimed in PCT International Application Number _____ filed on _____ and

☐ as amended under PCT Article 19 on _____ (if any) and/or

☐ as amended under PCT Article 34 as published in the Annex(es) to the International Preliminary Examination Report (if any).

I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose to the U.S. Patent and Trademark Office all information known to me to be material to the patentability of this application as defined in Title 37, Code of Federal Regulations, §1.56

I hereby claim foreign priority benefits under Title 35, United States Code, §119 of any foreign application(s) for patent or inventor's certificate(s) listed below and have also identified below any foreign application(s) for patent or inventor's certificate(s) having a filing date before that of the application on which priority is claimed:

Prior Foreign Application(s)			Priority Claimed
_____ (Number)	_____ (Country)	_____ (Day/Mon/Year Filed)	☐Yes ☐No

Quotient Ex. 1002
Page 410 of 470

I hereby claim the benefit under Title 35, United States Code, §119(e) of the United States provisional patent application(s) listed below:

_____
(Application Serial No.) (Filing Date)

I hereby claim benefit under Title 35, United States Code, §120 of any United States application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35, United States Code, §112, I acknowledge the duty to disclose material information as defined in Title 37, Code of Federal Regulations, §1.56(a) which occurred between the filing date of the prior application and the national or PCT international filing date of this application.

_____ _____
(Application Serial No.) (Filing Date) (Status)

POWER OF ATTORNEY: As a named inventor I hereby appoint the following attorney(s) and/or agent(s) to prosecute this application and transact all business in the U.S. Patent and Trademark Office connected therewith:

All attorneys associated with Customer No.: **29,683**

SEND CORRESPONDENCE TO:

Customer No. 29,683

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

FULL NAME OF INVENTOR:	LAST NAME	FIRST NAME	MIDDLE NAME
	Thibedeau	**Richard**	**B.**

RESIDENCE & CITIZENSHIP:	CITY & STATE OR COUNTRY	CITIZENSHIP
	Plainville, Connecticut	**US**

POST OFFICE ADDRESS: **38 Maria Road, Plainville, Connecticut 06062**

Signature Robert T Thibedeau Date 5/19/2006

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Page 411 of 470

PTO/SB/06 (12-04)
Approved for use through 7/31/2006. OMB 0651-0032
U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE
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PATENT APPLICATION FEE DETERMINATION RECORD

Substitute for Form PTO-875 Effective December 8, 2004

Application or Docket Number: 11/439,725

APPLICATION AS FILED – PART I

FOR	(Column 1) NUMBER FILED	(Column 2) NUMBER EXTRA	SMALL ENTITY RATE ($)	SMALL ENTITY FEE ($)	OR	OTHER THAN SMALL ENTITY RATE ($)	OTHER THAN SMALL ENTITY FEE ($)
BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A	150.00		N/A	300.00
SEARCH FEE (37 CFR 1.16(k), (l), or (m))	N/A	N/A	N/A	$250		N/A	$500
EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A	$100		N/A	$200
TOTAL CLAIMS (37 CFR 1.16(i))	52 minus 20 =	*32	X$ 25 =	800	OR	X$50 =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	5 minus 3 =	*2	X100 =	200		X200 =	
APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $250 ($125 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).						
MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))			+180=			+360=	
* If the difference in column 1 is less than zero, enter "0" in column 2.			TOTAL	1000		TOTAL	

25 52

APPLICATION AS AMENDED – PART II

23 49

AMENDMENT A	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	SMALL ENTITY RATE ($)	SMALL ENTITY ADDITIONAL FEE ($)	OR	OTHER THAN SMALL ENTITY RATE ($)	OTHER THAN SMALL ENTITY ADDITIONAL FEE ($)
Total (37 CFR 1.16(i))	*	Minus	**	=	X$ 25 =		OR	X$50 =	
Independent (37 CFR 1.16(h))	*	Minus	***	=	X100 =		OR	X200 =	
Application Size Fee (37 CFR 1.16(s))									
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))					+180=		OR	+360=	
					TOTAL ADD'L FEE		OR	TOTAL ADD'L FEE	

AMENDMENT B	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	SMALL ENTITY RATE ($)	SMALL ENTITY ADDITIONAL FEE ($)	OR	OTHER THAN SMALL ENTITY RATE ($)	OTHER THAN SMALL ENTITY ADDITIONAL FEE ($)
Total (37 CFR 1.16(i))	*	Minus	**	=	X$ 25 =		OR	X$50 =	
Independent (37 CFR 1.16(h))	*	Minus	***	=	X100 =		OR	X200 =	
Application Size Fee (37 CFR 1.16(s))									
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))					+180=		OR	+360=	
					TOTAL ADD'L FEE		OR	TOTAL ADD'L FEE	

* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.
** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".
*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".
The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.

This collection of information is required by 37 CFR 1.16. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

PATENT APPLICATION SERIAL NO. _____

U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE
FEE RECORD SHEET

05/26/2006 HDESTA1 00000024 11439725

01 FC:2011	150.00	OP
02 FC:2111	250.00	OP
03 FC:2311	100.00	OP
04 FC:2201	200.00	OP
05 FC:2202	800.00	OP

PTO-1556
(5/87)

*U.S. Government Printing Office: 2002 — 489-297/60033

INFORMATION DISCLOSURE CITATION FORM FOR PATENT APPLICATION (FORM PTO-1449) (Substitute)	Docket No.: 068A.0001.U1(US) Serial No.: to be assigned Applicant(s): Thibedeau Filing Date: herewith Group:

U.S. PATENT DOCUMENTS

Examiner Initials	Document Number (Number-Kind Code)	Publication Date (MM-DD-YYYY)	Name of Patentee or Applicant	Class	Sub-class
	US-4,601,490	07-22-1986	Brandon	283	56
	US-6,067,526	05-23-2000	Powell	705	14
	US-6,109,526	08-29-2000	Ohanian et al.	235	462.45
	US-6,199,044 B1	03-06-2001	Ackley et al.	704	275
	US-6,230,143 B1	05-08-2001	Simons et al.	705	14
	US-6,938,821 B2	09-06-2005	Gangi	235	380
	US-7,016,860 B2	03-21-2006	Modani et al.	705	14
	US-2002/0143612 A1	10-03-2002	Barik et al.	705	14
	US-2002/0161625 A1	10-31-2002	Brito-Valladares et al.	705	10
	US-2004/0054575 A1	03-18-2004	Marshall	705	14
	US-2004/0056101 A1	03-25-2004	Barkan et al.	235	472.03
	US-2005/0192906 A1	09-01-2005	Berstis	705	59
	US-				
	US-				
	US-				
	US-				

FOREIGN PATENT DOCUMENTS

Examiner Initials	Document Number (Country Code-Number-Kind Code)	Publication Date (MM-DD-YYYY)	Name Of Patentee of Applicant	Translation? Yes/No/n/a
	JP 2000-020823	01-21-2000	Toshiba Tec Corp.	Abstract only
	JP 2002-041932	02-08-2002	Nippon Telegr & Teleph Corp.	Abstract only
	JP 02-308654	12-21-1990	Nitsushiyoo Kiko:KK	Abstract only
	JP 03-254996	11-13-1991	O P Kaade Syst KK	Abstract only
	JP 10-287074	10-27-1998	Nippon Signal Co Ltd	Abstract only
	- -			
	- -			

OTHER DOCUMENTS (Author (Capitalize), Title, Date, Pages, Etc., if known)

	"Polytronics: Rolling Out the Chips", Fraunhofer Magazine 1.2002, pgs. 8-11
	Internet article, "UCC/EAN-128 Coupon Extended Codes", March 1, 2006, www.morovia.com, 3 pgs.
	Internet information, © Copyright 2006, Valassis Communications, Inc., www.valassis.com, 3 pgs.

Examiner's Signature:	Date Considered:

Initial if reference was considered, whether or not citation is in conformance with MPEP. Mark through citation if not considered. Include a copy of this citation form with your next correspondence to the Applicant(s).

PATENT ABSTRACTS OF JAPAN

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(43)Date of publication of application : 21.01.2000

(51)Int.Cl. G07G 1/12
G06F 17/60

(21)Application number : 10-185286

(22)Date of filing : 30.06.1998

(71)Applicant : TOSHIBA TEC CORP

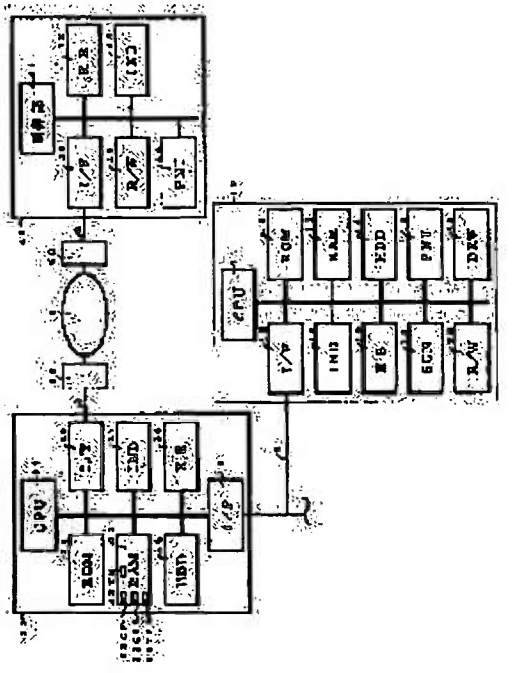
(72)Inventor : SUZUKI KAZUFUMI
KOGORI TOSHIMASA

(54) MERCHANDISE SALES DATA PROCESSING SYSTEM

(57)Abstract:

PROBLEM TO BE SOLVED: To quickly and inexpensively distribute electronic coupons and to simplify the execution and the handling of the coupons by distributing the prepared electronic coupons through a network, reading the stored distributed electronic coupon data at the time of accounting, and performing accounting processing on which the data are reflected.

SOLUTION: Coupon data are inputted, electronic coupons are prepared and stored in a general coupon file 33CF at a store controller 30 side. Then, a CPU 31 and a ROM 32 while reading the stored electronic coupons, prepares distribution data and transfers the distribution data to a Web server 50 and the electronic coupons are distributed through an Internet 3 by electronic mails. In a client (personal computer 40), the electronic mails are opened and the electronic coupons are written and stored in an IC card. Then, an electronic cache register 10 reads the electronic coupon data from the IC card and executes accounting processing on which the read electronic coupon data are reflected.



LEGAL STATUS

[Date of request for examination] 16.09.2004

[Date of sending the examiner's decision of rejection]

[Kind of final disposal of application other than the examiner's decision of rejection or application converted registration]

[Date of final disposal for application]

[Patent number]

[Date of registration]

[Number of appeal against examiner's decision of rejection]

[Date of requesting appeal against examiner's decision of rejection]

[Date of extinction of right]

Copyright (C); 1998,2003 Japan Patent Office

(19)日本国特許庁（ＪＰ）　(12) 公開特許公報（Ａ）　(11)特許出願公開
特開2000－2
（P2000－20
(43)公開日　平成12年１月21日

(51)Int.Cl.'	識別記号	ＦＩ		テ
Ｇ０７Ｇ　1/12	３２１	Ｇ０７Ｇ　1/12	３２１Ｌ	3
			３２１Ｐ	5
Ｇ０６Ｆ　17/60		Ｇ０６Ｆ　15/21	３１０Ｚ	

審査請求　未請求　請求項の数11　ＯＬ

(21)出願番号　特願平10－185286

(22)出願日　平成10年６月30日(1998.6.30)

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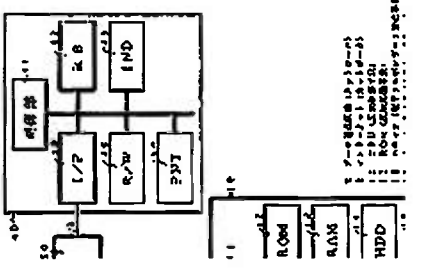
(54)【発明の名称】　商品販売データ処理システム

(57)【要約】
【課題】　クーポンを迅速かつ低コストで配布可能とする。
【解決手段】　クーポンデータを入力して電子クーポンを作成可能かつ作成された電子クーポンを、ネットワーク３を介して配信可能に形成するとともに、配信済電子クーポンが記憶された記憶媒体から当該電子クーポンデータを読取り可能かつ読取電子クーポンデータを反映させた会計処理を実行可能に形成されている。



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【特許請求の範囲】

【請求項１】　商品登録機能および会計処理機能を有する商品販売データ処理システムにおいて、

クーポンデータを入力して電子クーポンを作成可能かつ作成された電子クーポンをネットワークを介して配信可能に形成するとともに、配信済電子クーポンが記憶された記憶媒体から当該電子クーポンデータを読取り可能かつ読取電子クーポンデータを反映させた前記会計処理を実行可能に形成した商品販売データ処理システム。

【請求項２】　商品登録機能および会計処理機能を有する商品販売データ処理システムにおいて、

クーポンデータを入力するクーポンデータ入力手段と，入力されたクーポンデータを利用して電子クーポンを作成する電子クーポン作成手段と，作成された電子クーポンを記憶するクーポンファイルと，このクーポンファイルに記憶された電子クーポンをネットワークを介して配信する電子クーポン配信手段と，配信済電子クーポンが記憶された記憶媒体から当該電子クーポンデータを読み取る電子クーポンデータ読取手段と，読み取られた電子クーポンデータを反映させた前記会計処理を実行する反映処理手段とを設けた商品販売データ処理システム。

【請求項３】　前記電子クーポン作成手段がランク別電子クーポンを作成可能に形成されている請求項２記載の商品販売データ処理システム。

【請求項４】　前記電子クーポン配信手段が前記ランク別電子クーポンを当該ランク別に配信可能に形成されている請求項３記載の商品販売データ処理システム。

【請求項５】　前記電子クーポン配信手段が電子メールの形で前記電子クーポンを配信可能に形成されている請求項２から請求項４までのいずれか１項に記載された商品販売データ処理システム。

【請求項６】　前記電子クーポン配信手段がインターネットのホームページの形で前記電子クーポンを配信可能に形成されている請求項２から請求項４までのいずれか１項に記載された商品販売データ処理システム。

【請求項７】　前記記憶媒体がＩＣカードから形成されかつ前記電子クーポンデータ読取手段がＩＣカードに記憶されている前記配信済電子クーポンの電子クーポンデータを読取可能なＩＣカードリーダーから形成されている請求項２から請求項６までのいずれか１項に記載されシステム。

【請求項８】　前記配信済電子クーポンデータが前記スキャナで読取り可能なバーコードまたは２次元コードで前記シートに印刷されている請求項７記載の商品販売データ処理システム。

【請求項９】　前記スキャナが前記商品から商品コードを読み取るスキャナである請求項８記載の商品販売データ処理システム。

【請求項１０】　前記配信済電子クーポンデータが前記スキャナで読取り可能なバーコードまたは２次元コードで前記シートに印刷されている請求項９記載の商品販売データ処理システム。

【請求項１１】　前記スキャナが前記商品から商品コードを読み取るスキャナである請求項１０記載の商品販売データ処理

【発明の詳細な説明】

【０００１】

【発明の属する技術分野】本発明は，商品登録機能および会計処理機能を有し、特に電子クーポンおよび配信電子クーポンの読取り・反映する商品販売データ処理システムに関する。

【０００２】

【従来の技術】商品販売データ処理システムは，電子キャッシュレジスタからなり、各端末（キャッシュレジスタ等）と各端末を一括管理するホストコンピュータ（コントローラ）とをデータ通信可能に接続してからなり、さらに上位機と店舗外のホストコンピュータをデータ通信可能に接続した構成とされている。

【０００３】いずれにしても、各端末（キャッシュレジスタ）で商品登録を行いかつ会計処理を行い、この会計の際に，客がクーポンを提出すれば、クーポンで約束された値引き等のサービスを受けることができる。

【０００４】このクーポンは、一般的に，紙のメディアやこれらに付随的なチラシ等に印刷される。また，クーポン内容は文字情報である。

【０００５】

【発明が解決しようとする課題】ところで，紙媒体を介した場合は，コスト高でかつ時間的遅れがあり，顧客にとっては利用し難い場合も多く、店舗側においても有効期間外の場合の取扱が難しく。また，顧客からのクーポン切り取り状態がまちまちであり，汚れや破損がある場合には業務能率が低下する。特に，常連客と一般客との個別化されたクーポンを発行することが難しい。

【０００６】本発明の目的は，迅速かつ

させた前記会計処理を実行可能に形成された商品販売データ処理システムである。

【０００８】かかる発明では、システム内において入力されたクーポンデータに基づき電子的にクーポンが作成される。作成された電子クーポンは、ネットワークを介して配信（配布）される。かくして、迅速に配布できかつ低コストである。また、客は電子クーポンを記憶媒体に記憶することにより電子クーポンを迅速に入手できるから利用性が高まる。すなわち、その後の会計の際に記憶媒体を提出すると、そこに記憶された配信済電子クーポンデータが読取られかつ当該電子クーポンデータを反映した会計処理が受けられる。店舗側にとっても、画一的な記憶媒体であるから、取扱が簡単で業務能率も向上できる。したがって、クーポンを迅速かつ低コストで配布できるとともに、その実行（反映させた会計処理）に際する取扱が簡単である。

【０００９】また、請求項２の発明は、商品登録機能および会計処理機能を有する商品販売データ処理システムにおいて、クーポンデータを入力するクーポンデータ入力手段と，入力されたクーポンデータを利用して電子クーポンを作成する電子クーポン作成手段と，作成された電子クーポンを記憶するクーポンファイルと，このクーポンファイルに記憶された電子クーポンをネットワークを介して配信する電子クーポン配信手段と，配信済電子クーポンが記憶された記憶媒体から当該電子クーポンデータを読み取る電子クーポンデータ読取手段と，読み取られた電子クーポンデータを反映させた前記会計処理を実行する反映処理手段とを設けた商品販売データ処理システムである。

【００１０】かかる発明では、クーポンデータ入力手段を用いてクーポンデータを入力すると、電子クーポン作成手段が、入力されたクーポンデータを利用して電子クーポンを作成する。すると、電子クーポン配信手段が、直ちにあるいは指令を待って、作成されかつクーポンファイルに記憶された電子クーポンをネットワークを介して配信する。客は、配信された電子クーポンを記憶媒体に例えば電子的にあるいは機械的に記憶する。

【００１１】客から記憶媒体を受け取った係員は、電子クーポンデータ読取手段を用いて記憶媒体から電子クーポンデータを読み取る。すると、反映処理手段が、読み

れている商品販売データ処理システムで

【００１４】かかる発明では、例えばク
力手段やランク入力手段を利用してラン
すれば、電子クーポン作成手段がランク
ンを作成する。かくして、電子クーポン
ばインターネットホームページにより配
れている場合には、客はランク（例えば
スワード）を入力して当該ランクのク
ことにより当該ランクの電子クーポンを
することができる。

【００１５】したがって、請求項２の発
な作用効果を奏することができることに
えば常連客に対する格別のクーポンサー
的、差別化的な適用ができる。

【００１６】また、請求項４の発明は、
ン配信手段が前記ランク別電子クーポン
に配信可能に形成されている商品販売デ
ムである。

【００１７】かかる発明では、電子クー
は、例えば電子メール形式で、ランク別
当該ランク別に配信することができる。
求項３の発明の場合と同様な作用効果を
きることに加え、さらにランク別クーポ
と正確かつ迅速に行える。

【００１８】また、請求項５の発明は、
ン配信手段が、電子メールの形で前記電
信可能に形成されている商品販売データ
ある。

【００１９】かかる発明では、電子クー
は、電子メールの形で、電子クーポンを
がって、請求項２から請求項４までの発
な作用効果を奏することができることに
客宛に当該クーポンを正確に配布するこ

【００２０】また、請求項６の発明は、
ン配信手段がインターネットのホームペ
電子クーポンを配信可能に形成されてい
タ処理システムである。

【００２１】かかる発明では、電子クー
は、インターネットのホームページの形
ンを配信する。したがって、請求項２か

電子クーポンをＩＣカードからなる記憶媒体に記憶する。店舗では、電子クーポンデータ読取手段を用いて、客から提出されたＩＣカードに記憶されている配信済電子クーポンの電子クーポンデータを読取る。

【００２４】したがって、請求項２から請求項６までの発明の場合と同様な作用効果を奏することができることに加え、さらに電子クーポンデータを迅速かつ正確に読取れるとともに取扱がより簡単である。

【００２５】さらに、請求項８の発明は、前記ＩＣカードがクレジットカードを兼用するものとされている商品販売データ処理システムである。

【００２６】かかる発明では、クレジット会計する際にクレジットカードからクレジットデータとともに電子クーポンデータを同時に読み取ることができる。したがって、請求項７の発明の場合と同様な作用効果を奏することができることに加え、さらにクーポン反映に対する読取操作等を一緒可能であるから、一段と業務能率を向上できる。

【００２７】さらに、請求項９の発明は、前記記憶媒体がプリンタを用いて前記配信済電子クーポンの電子クーポンデータを印刷可能なシートから形成されかつ前記電子クーポンデータ読取手段がシートに記憶されている電子クーポンデータを読取可能なスキャナから形成されている商品販売データ処理システムである。

【００２８】かかる発明では、客は配信された電子クーポンをプリンタを用いてシートに印刷記憶すればよい。店舗側では、例えば商品登録時に使用するスキャナを用いて電子クーポンデータを読取ることができる。したがって、請求項２から請求項６までの発明の場合と同様な作用効果を奏することができることに加え、さらに客および店舗側の装置経済が有利であり、一段の普及拡大が容易である。

【００２９】さらに、請求項１０の発明は、前記配信済電子クーポンの電子クーポンデータが前記スキャナで読取り可能なバーコードまたは２次元コードで前記シートに印刷される商品販売データ処理システムである。

【００３０】かかる発明では、電子クーポンデータがスキャナで読取り可能なバーコード（または、２次元コード）であるから、従来の印刷文字情報のみの場合に比較してシートに大量のデータ量を記憶させることができ

て、請求項１０の発明の場合と同様な作用ことができることに加え、さらに取扱が、な会計処理ができる。

【００３３】

【発明の実施の形態】以下、本発明の実施図面を参照して詳細に説明する。本商品販システムは、図１に示す構成とされ、かタを入力して電子クーポンを作成可能かクーポンファイル（３３ＣＦ）に記憶されンをネットワーク（３）を介して配信可能ともに、配信済電子クーポンが記憶され当該電子クーポンデータを読取り可能かポンデータを反映させた会計処理を実行ている。

【００３４】図１において、各端末を形ッシェレジスタ１０は、ＣＰＵ１１、ＲＯＭ１３、ＨＤＤ（ハードディスク装置）（ＳＣＮ）１５、キーボード（ＫＢ）１ＮＤ）１７、プリンタ（ＰＮＴ）１８、（ＬＡＮ）１用のインターフェイス（Ｉ／動開放装置付きのドロワ（ＤＲＷ）２９ドのリーダーライタ（Ｒ／Ｗ）２０を含能、会計処理機能、クーポン反映機能等

【００３５】すなわち、スキャナ１５を（商品コード）の入力に基づき商品登録０）することができる。キー操作により５１のＹＥＳ）を実行すると、制御部（合計金額を算出（ＳＴ５２）する。

【００３６】現金会計の場合は、入力・Ｔ５６，ＳＴ５７）された合計金額およびした釣銭額の算出等を含む会計処理（Ｓされる。ドロワ２９は自動開放され、プ字されたレシートも発行される。

【００３７】クレジット会計の場合は、２０に挿入されたクレジットカード（Ｉ読取・記憶（ＳＴ５３，ＳＴ５４，ＳＴ額データを利用して会計処理（ＳＴ６６る。

【００３８】ここに、スキャナ１５は、た２次元コード（または、バーコードで

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Ｄ３４，キーボード３６，表示器３７，データ通信回線（ＬＡＮ）１用のインターフェイス（Ｉ／Ｆ）３８およびデータ通信回線（ＩＳＤＮ）２用のインターフェイス（Ｉ／Ｆ）３９を含み、各端末（１０）の一括管理機能と電子クーポン配信機能等を有する。

【００４１】また、ストアコントローラ３０は、Ｗｅｂサーバ５０を介してインターネット３に接続されている。クライアント側のパソコン４０は、データ通信回線（ＩＳＤＮ）２およびプロバイダサーバ６０を介してインターネット３に接続されている。

【００４２】このパソコン４０は、制御部（ＣＰＵ，ＲＯＭ，ＲＡＭ）４１，キーボード４２，表示器４２，プリンタ４４，ＩＣカードのリーダーライタ４５およびデータ通信回線（ＩＳＤＮ）２用のインターフェイス４９を含み、かつ閲覧ソフト・電子メールソフト等がインストール済みである。

【００４３】この実施形態では説明簡略化便宜のために、電子クーポンを記憶可能かつ読取可能な記憶媒体を、電子クーポンデータを迅速かつ正確に読取れるとともに取扱がより簡単であるＩＣカードと、客および店舗側の装置経済が有利であり一段の普及拡大が容易であるシート（用紙）との双方から形成し、選択的に利用可能に形成してあるが、そのいずれか一方だけを備えたシステムと、その他方のみを備えたシステムでも実施することができる。

【００４４】ここにおいて、ストアコントローラ３０側で、電子クーポン作成を要求指示（図２のＳＴ１０でＹＥＳ）し、かつクーポンデータ入力手段（キーボード３６）を用いてクーポンデータを入力（ＳＴ１１のＹＥＳ）する。この入力には、文字情報のみならず、例えば内蔵ソフトを利用した画像情報の入力も含まれる。

【００４５】すると、電子クーポン作成手段（ＣＰＵ３１、ＲＯＭ３２）が、電子クーポンを作成する（ＳＴ１２、ＳＴ１３のＹＥＳ）。作成された電子クーポン（電子クーポンデータ）は、図１に示す一般クーポンファイル３３ＣＦに格納（ＳＴ１４）されかつＨＤＤ３４でバックアップされる。

【００４６】また、電子クーポン作成手段（３１，３２）は、クーポンデータ入力手段（３６）を用いて入力されたクーポンデータおよびランク入力手段（キーボー

ＹＥＳ）すると、電子クーポン配信デーＰＵ３１，ＲＯＭ３２）が、クーポンファイＦ，３３ＣＦＲ）を検索（ＳＴ１６）されている電子クーポンを読み出しつつ配信する。

【００４９】ランク別配信データの場合ＥＳ，ＳＴ１８）は図１に示すランク別配３ＴＦＲに記憶され、一般配信データのNのＮＯ，ＳＴ１９）は一般配信ファイルされる。

【００５０】かくして、作成が終了（ＳＳ）すると、電子クーポン配信手段（ＣＭ３２）が、当該電子クーポンをＷｅｂ送する（ＳＴ２１）。

【００５１】また、電子メール配信を選２２でＹＥＳ）すると、電子クーポンメ作成手段（ＣＰＵ３１，ＲＯＭ３２）ががある場合（ＳＴ２３のＹＥＳ）は、ライル３３ＴＦＲを検索（ＳＴ２４）してストを作成する（ＳＴ２５、ＳＴ２６）。

【００５２】ランク別指示がない場合（Ｏ）は、一般配信ファイル３３ＴＦを検索して一般配信リストを作成する（ＳＴ２９）。

【００５３】かくして、電子クーポンの配つ配信実行指令があると（ＳＴ３０のＹーポン配信手段（ＣＰＵ３１，ＲＯＭ３サーバ５０に転送する（ＳＴ２１）。つルでそれぞれに電子クーポンが配信され

【００５４】なお、Ｗｅｂサーバはスト３０と一体的に構成してもよい。

【００５５】クライアント（パソコン４メールがある場合（図７のＳＴ７０でＹを開く（ＳＴ７１）。電子クーポンがあのＹＥＳ）、必要によって、リーダーラてＩＣカード（クレジットカード…記憶記憶する（ＳＴ７３，ＳＴ７４）。あるい４４を用いて用紙（記憶媒体）に印刷すＳＴ７６）。これにより、自己宛の格別を正確かつ迅速に入手することができる。

http://www4.ipdl.ncipi.go.jp/NSAPITMP/web206/20060421061702360939.gif

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のランク（この実施形態では、当該店舗から付与された会員番号またはクレジットカード番号）をキー入力（ＳＴ８１のＹＥＳ）しなければならない。

【００５８】さて、店舗において電子キャッシュレジスタ１０でかつ現金会計（図６のＳＴ５６でＹＥＳ）する場合に、記憶媒体たるＩＣカードを受け取った係員（キャッシャー）が、当該カードを電子クーポンデータ読取手段たるＩＣカードリーダー（リーダーライタ２０）にセット（ＳＴ５８のＹＥＳ）すると、電子クーポンデータが読取され一時記憶される（ＳＴ５９のＹＥＳ、ＳＴ６０）。

【００５９】すると、当該電子キャッシュレジスタ１０の問合せ手段（ＣＰＵ１１、ＲＯＭ１２）が、有効期間等についてストアコントローラ３０に問合せをする（ＳＴ６３）。

【００６０】これを受信（図４のＳＴ４０でＹＥＳ）したストアコントローラ３０側では、クーポンファイル（３３ＣＦ，３３ＣＦＲ）を検索（ＳＴ４１）し、当該電子クーポンの有効期間等について有効か否かを判別（ＳＴ４２）する。応答手段（ＣＰＵ３１，ＲＯＭ３２）は、当該電子キャッシュレジスタ１０に有効応答（ＳＴ４３）または無効応答（ＳＴ４４）をする。

【００６１】当該電子キャッシュレジスタ１０では、有効応答を受信する（図６のＳＴ６４でＹＥＳ）と、反映処理手段（ＣＰＵ１１，ＲＯＭ１２）が、当該電子クーポンのクーポンサービス内容を反映させた会計処理（ＳＴ６５）を実行する。無効応答を受信（ＳＴ６４のＮＯ）した場合には、クーポンサービスのない会計処理（ＳＴ６６）である。

【００６２】クレジット会計の場合（ＳＴ５３のＹＥＳ）も同様である（ＳＴ５４，ＳＴ５５，ＳＴ５９のＹＥＳ、ＳＴ６０、ＳＴ６３～ＳＴ６５）。

【００６３】また、クーポンを印刷したシート（用紙…記憶媒体）が提出された場合は、スキャナ（電子クーポンデータ読取手段）１５を用いて電子クーポンデータをスキャン入力（ＳＴ５８のＹＥＳ）する。この場合にも、クーポンサービスを受けられる（ＳＴ６２、ＳＴ６３～ＳＴ６５）。

【００６４】画一的で汚れ等のない記憶媒体（クーポン）であるから、読取作業が簡単でかつ業務効率が向上

計処理）に際する取扱が簡単である。

【００６６】また、クーポンデータ入力手電子クーポン作成手段（３１，３２）とル（３３ＣＦ，３３ＣＦＲ）と電子クー（３１，３２）と記憶媒体から当該電子を読み取る電子クーポンデータ読取手段と反映処理手段（１１，１２）とを設けローラ３０側で電子クーポンを作成かつされるとともに各電子キャッシュレジスて反映会計処理可能に形成されているのン作成にはクーポンデータ入力手段（３媒体からの電子クーポン読取には電子ク取手段（１５または２０）の操作をする；ン作成・配布および記憶クーポンの読取む会計処理ができる。一段と取扱が容易

【００６７】また、電子クーポン作成手２）が、ランク別電子クーポンを作成可例えば常連客に対する格別のサービス等できる。

【００６８】また、電子クーポン配信手２）が、ランク別電子クーポンを当該ラ能であるから、ランク別クーポンの配布つ迅速に行える。

【００６９】また、クーポンファイルがファイル３３ＣＦおよびランク別クーポＣＦＲから形成されているので、データつミス作成を極減できる。

【００７０】また、電子クーポン配信デ（３１，３２）が、クーポンファイル（ＣＦＲ）を検索しつつ作成したランク別ランク別配信ファイル３３ＴＦＲに記憶しータの場合を一般配信ファイル３３ＴＦと形成されているので、一般とランク別く、何時でも正確かつ迅速に作成かつ配

【００７１】また、電子メール配信の場ーポンメール配信リスト作成手段（３１，ンク別配信リストおよび一般配信リスト・と形成されているので、この点からもよに電子メール配信することができる。

【００７２】また、電子キャッシュレジ

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【００７３】また、電子クーポン配信手段（３１、３２）が、電子メールの形で電子クーポンを配信可能に形成されているので、各客に当該クーポンを正確に配布することができる。

【００７４】また、電子クーポン配信手段（３１、３２）が、インターネット３のホームページの形で電子クーポンを配信可能に形成されているので、クーポンを必要とするより多数の客に迅速に配布できる。

【００７５】また、記憶媒体がＩＣカードから形成されかつ電子クーポンデータ読取手段がＩＣカードリーダー（２０）から形成されているので、電子クーポンデータを迅速かつ正確に読取れるとともに取扱がより簡単である。

【００７６】さらに、ＩＣカードがクレジットカードを兼用するものとされているので、クーポン反映に対する読取操作等を一緒可能であるから、一段と業務能率を向上できる。

【００７７】さらに、記憶媒体がプリンタ４４を用いて配信済電子クーポンの電子クーポンデータを印刷可能なシート（用紙）から形成されかつ電子クーポンデータ読取手段がスキャナ１５から形成されているので、客および店舗側の装置経済が有利であり、一段と普及拡大が容易である。

【００７８】さらに、配信済電子クーポンの電子クーポンデータがスキャナ（１５）で読取可能な２次元コード（または、バーコードであってもよい。）でシート（用紙等）に印刷されるものとされているので、電子クーポンに画像データを含めるなどの多様な形態による運用ができる。

【００７９】さらにまた、普及が目覚しくかつ取扱いが簡単なパソコン４０で電子クーポンを取得できるので、客にとってもクーポン（記憶媒体）の取扱が楽で、店舗側にとっても汚れや破損がないので取扱い性および業務能率が向上する。

【００８０】さらにまた、電子クーポン読取用スキャナが商品登録の際に商品から商品コードを読み取るスキャナ１５から形成されているので、取扱がより簡単で迅速な会計処理ができる。

【００８１】さらにまた、各店舗に共通な電子クーポンを１店舗（３０）で作成かつ配信することができるか

単である。大量なクーポン配布効果もあ

【００８３】また、請求項２の発明によ
データ入力手段と電子クーポン作成手段
イルと電子クーポン配信手段と電子クー
手段と反映処理手段とを設け、電子クー
配信可能に形成されかつ記憶媒体から電
取って反映会計処理可能に形成されてい
１の発明の場合と同様な効果を奏し得る
り、さらにクーポンデータ入力手段およ
データ読取手段の操作をするだけでクー
および記憶クーポン読取り・割引き等を
できるから、一段と取扱が容易である。

【００８４】また、請求項３の発明によ
ポン作成手段がランク別電子クーポンを
されているので、請求項２の発明の場合
奏することができることに加え、さらに
対する格別のクーポンサービスをする等
化的な運用ができる。

【００８５】また、請求項４の発明によ
ポン配信手段がランク別電子クーポンを
配信可能に形成されているので、請求項
と同様な効果を奏することができること
ランク別クーポンの配布を一段と正確か
る。

【００８６】また、請求項５の発明によ
ポン配信手段が電子メールの形で電子ク
能に形成されているので、請求項２から
発明の場合と同様な効果を奏することが
え、さらに各客宛に当該クーポンを正確
ができる。

【００８７】また、請求項６の発明によ
ポン配信手段がインターネットのホーム
子クーポンを配信可能に形成されている
から請求項４までの発明の場合と同様な
とができることに加え、さらにクーポン
り多数の一般客に迅速に配布することが

【００８８】また、請求項７の発明によ
がＩＣカードから形成されかつ電子クー
手段がＩＣカードに記憶されている配信
の電子クーポンデータを読取可能なＩＣ

【００９０】さらに、請求項９の発明によれば、記憶媒体がプリンタを用いて配信済電子クーポンを印刷可能なシートから形成されかつ電子クーポンデータ読取手段がシートから電子クーポンデータを読取可能なスキャナから形成されているので、請求項２から請求項６までの発明の場合と同様な効果を奏することができることに加え、さらに客および店舗側の装置経済が有利であり、一段の普及拡大が容易である。

【００９１】さらに、請求項１０の発明によれば、電子クーポンデータがバーコードまたは２次元コードでシートに印刷されるものとされているので、請求項９の発明の場合と同様な効果を奏することができることに加え、さらに電子クーポンに画像データを含める等の多様な形態による運用ができる。

【００９２】さらにまた、請求項１１の発明によれば、スキャナが商品登録の際に商品から商品コードを読み取るスキャナから形成されているので、請求項１０の発明の場合と同様な効果を奏することができることに加え、さらに取扱がより簡単で迅速な会計処理ができる。

【図面の簡単な説明】

【図１】本発明の実施形態を示すブロック図である。

【図２】同じく、ストアコントローラ側の動作を説明するためのフローチャート（１）である。

【図３】同じく、ストアコントローラ側の動作を説明するためのフローチャート（２）である。

【図４】同じく、ストアコントローラ側の動作を説明するためのフローチャート（３）である。

【図５】同じく、電子キャッシュレジスタ側の動作を説明するためのフローチャート（１）である。

【図６】同じく、電子キャッシュレジスタ側の動作を説明するためのフローチャート（２）である。

【図７】同じく、クライアント（パソコン）側の動作を説明するためのフローチャート（１）である。

【図８】同じく、クライアント（パソコン）側の動作を説明するためのフローチャート（２）である。

【符号の説明】

２　データ通信回線（ネットワーク）

３　インターネット（ネットワーク）

１０　電子キャッシュレジスタ（商品販売システム）

１１　ＣＰＵ（反映処理手段）

１２　ＲＯＭ（反映処理手段）

１３　ＲＡＭ

１４　ＨＤＤ

１５　スキャナ（電子クーポンデータ読

１６　キーボード

２０　リーダーライタ（ＩＣカードリーポンデータ読取手段）

３０　ストアコントローラ（商品販売デム）

３１　ＣＰＵ（電子クーポン作成手段、信手段）

３２　ＲＯＭ（電子クーポン作成手段、信手段）

３３　ＲＡＭ

３３ＣＦ　一般クーポンファイル（クー

３３ＣＦＲ　一般配信ファイル

３３ＴＦ　ランク別クーポンファイル（ル）

３３ＴＦＲ　ランク別配信ファイル

３４　ＨＤＤ

３６　キーボード（クーポンデータ入力

３７　表示器

４０　パソコン

４１　制御部

４２　キーボード

４３　表示器

４４　プリンタ

４５　リーダーライタ

５０　Ｗｅｂサーバ

６０　プロバイダサーバ

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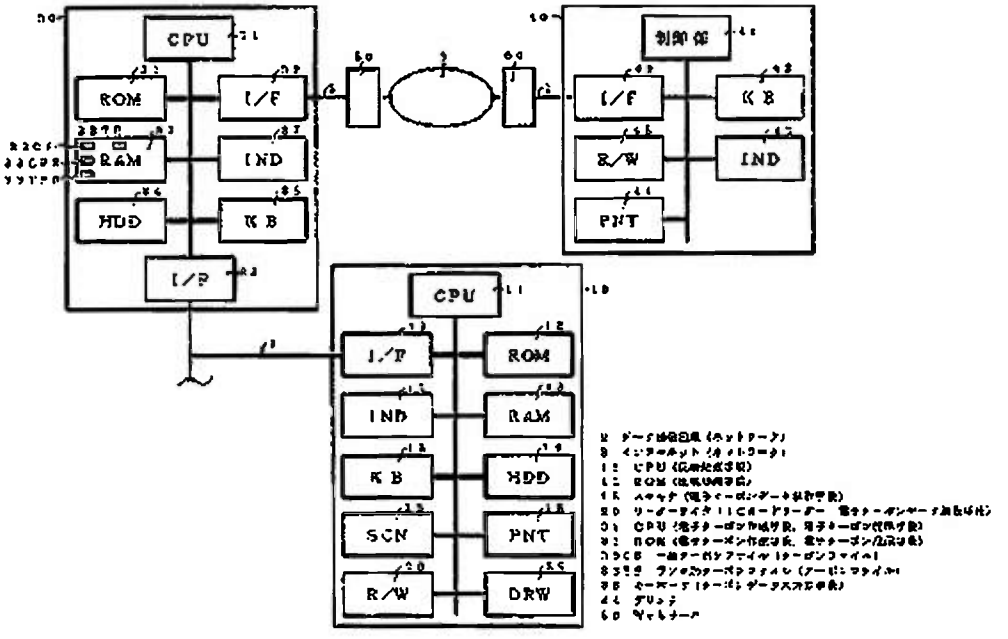
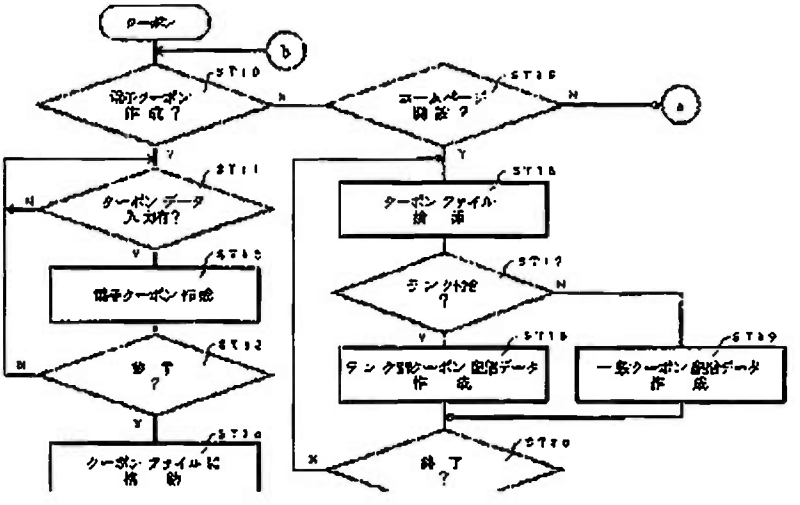
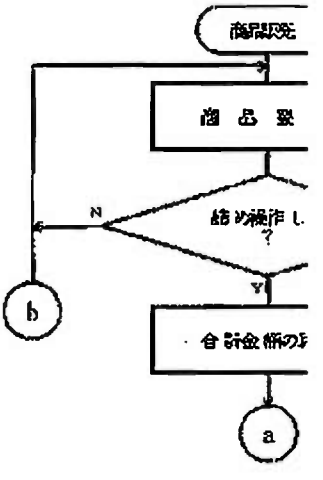
【図１】



【図２】

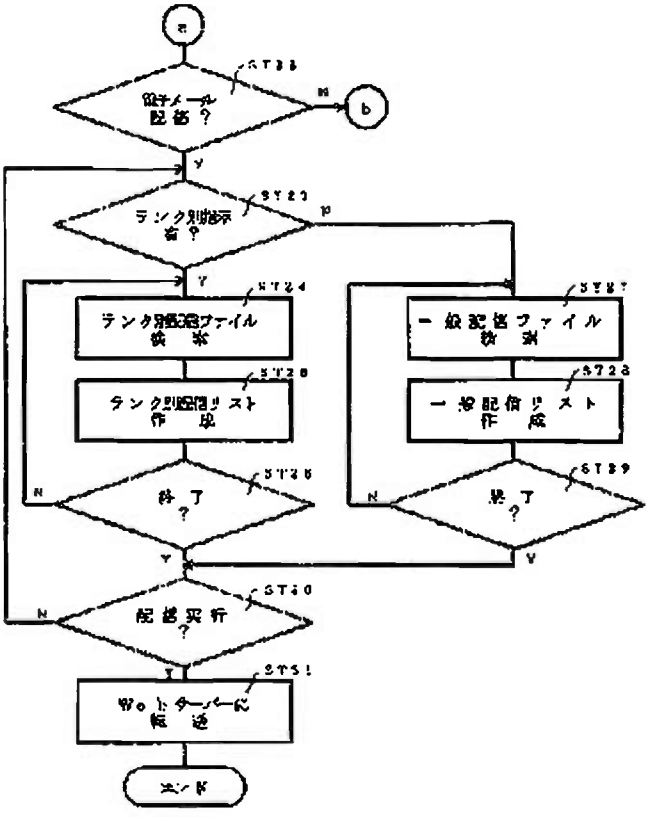


【図５】

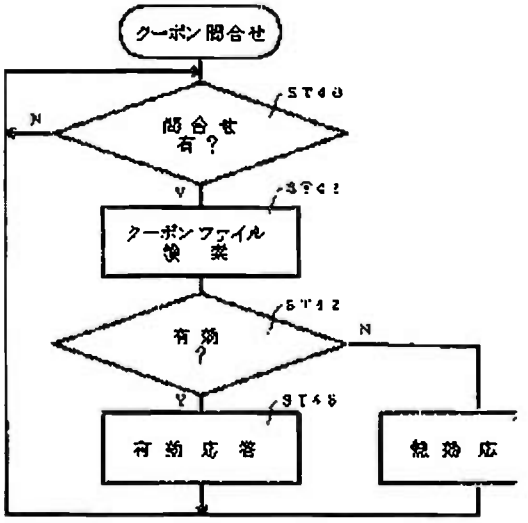


http://www4.ipdl.ncipi.go.jp/NSAPITMP/web206/20060421061830734793.gif

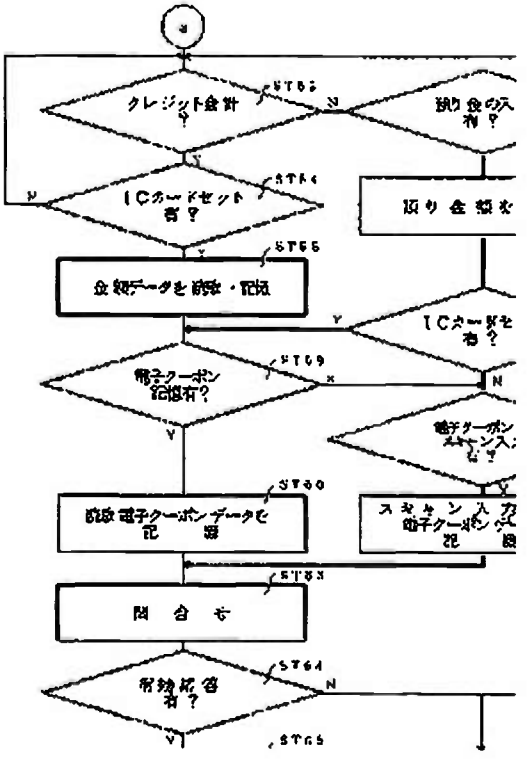
【図3】


a
ST33
電子メール
配信？
N
b
Y
ST23
ランク別指示
者？
Y
N
ST24
ランク別配信ファイル
検索
ST27
一般配信ファイル
検索
ST28
ランク別配信リスト
作成
ST29
一般配信リスト
作成
ST25
終了
？
N
ST39
終了
？
N
Y
Y
ST30
配信実行
？
N
Y
ST31
Webサーバに
転送
エンド

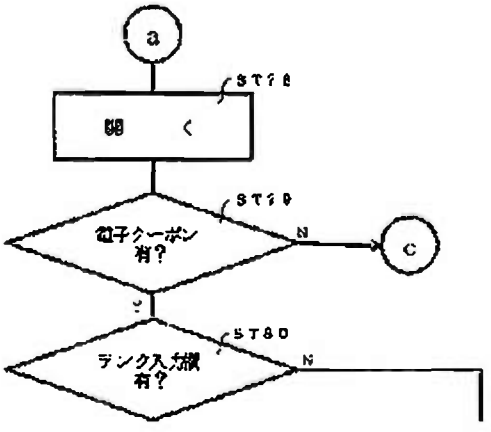
【図4】


クーポン問合せ
ST40
問合せ
有？
N
Y
ST42
クーポンファイル
検索
ST42
有効
？
N
Y
ST45
有効応答
無効応

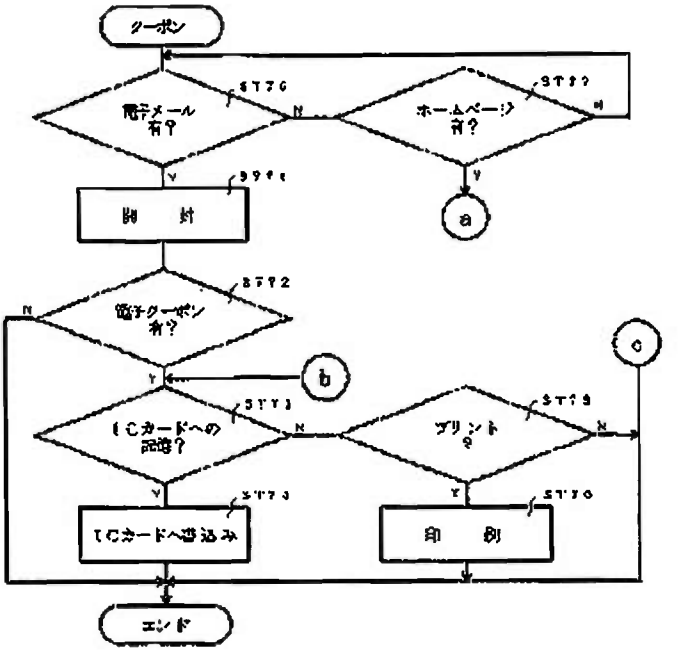
【図6】


a
ST63
クレジット会計
？
N
Y
ST64
ICカードセット
者？
Y
ST65
会員データを読取・記憶
ST69
電子クーポン
記憶有？
Y
ST70
読取電子クーポンデータ化
記憶
ST53
問合せ
ST64
有効応答
有？
N
Y
ST65

【図8】


a
ST78
開く
ST79
電子クーポン
有？
N
c
Y
ST80
ランク入力値
有？
N

【図７】



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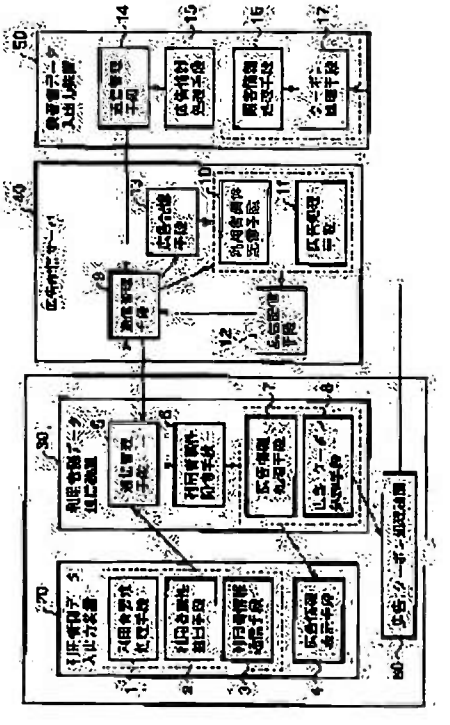
(54) SYSTEM AND METHOD FOR DISTRIBUTING ADVERTISEMENT, COUPON UTILIZING METHOD, RECORDING MEDIUM WITH ADVERTISEMENT DISTRIBUTION PROGRAM RECORDED THEREIN, AND RECORDING MEDIUM WITH COUPON UTILIZING PROGRAM RECORDED THEREIN

(57)Abstract:

PROBLEM TO BE SOLVED: To provide a system and method for distributing electronic advertisement and coupons to users of a network via an advertisement distribution server, a coupon utilizing method, a recording medium with the advertisement distribution program recorded therein, and a recording medium with a coupon utilizing program recorded therein.

SOLUTION: Only advertisement requested by the users can be automatically distributed from the advertisement distribution server together with the coupons by completely converting advertisement information, coupon information and attributes of the users into electronic data and distributing via the network to protect paper resources, and automatically collecting and storing the attributes such as tastes of the users. The electronic coupons are stored in a portable terminal and an IC card, and automatically acquired by traders when the coupons are used,



and the traders can automatically utilize information on the users utilizing the coupons as customer information by automatically adding user information to the coupons.

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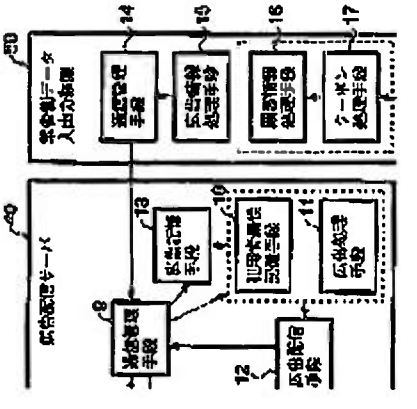
(54)【発明の名称】　広告配信システム、広告配信方法、クーポン利用方法、広告配信プログラムを記録し体、ならびにクーポン利用プログラムを記録した記録媒体

(57)【要約】
【課題】本発明の課題は、広告配信サーバを中継してネットワークを利用している利用者に対して電子化された広告およびクーポンを配信する広告配信システム、広告配信方法、クーポン利用方法、広告配信プログラムを記録した記録媒体、ならびにクーポン利用プログラムを記録した記録媒体を提供することにある。
【解決手段】本発明は、広告情報、クーポン情報、利用者属性など全てを電子化しネットワークにより配信することで紙資源を保護するとともに、利用者の嗜好などの



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【特許請求の範囲】

【請求項１】　コンピュータネットワークにおいて、利用者からの要求を入力する手段、利用者の嗜好等の属性を対話により自動的に抽出する手段、利用者の属性を通信する手段および電子化された広告や特典情報を含むクーポンを表示する手段を備えた利用者側データ入出力装置と、

前記利用者側データ入出力装置から送信されてきた各種情報をネットワーク上の広告配信サーバに送信したり広告配信サーバから送られてくる情報を処理する通信管理手段、広告配信サーバから送付されてきた広告やクーポンの情報を利用者の指示に従い前記利用者側データ入出力装置もしくはパソコン等の端末に表示する手段、利用者の特定の情報を記憶する利用者属性記憶手段、および広告配信サーバから送付されてきたクーポン情報に利用者属性記憶手段に記憶されている利用者情報を自動的に付加し利用者の指示する可搬型端末もしくはＩＣカードなどの記憶媒体に記憶させる広告、クーポン処理手段を備えた利用者側データ通信装置と、

前記利用者側データ通信装置から得た広告、クーポン情報と利用者情報を記憶する手段を備えた可搬型端末もしくはＩＣカードなどの広告、クーポン処理装置と、

前記利用者側データ通信装置から送信されてきた利用者の要求を処理する通信管理手段、利用者属性などの情報を記憶する利用者属性記憶手段、広告を提供する業者から送付されてきた広告、クーポン等の情報を記憶する広告記憶手段、各利用者の属性に基づいて利用者の希望する種別あるいは希望する種別に近い広告およびクーポンのみを選別する広告処理手段、各利用者毎に選別された広告及びクーポンを定期的および利用者の要望があった時に各利用者の利用者側データ通信装置に向けて配信する広告配信手段を備える広告配信サーバと、

業者が作製した電子化された広告およびクーポン情報を記憶する広告情報処理手段、業者の指示に従って広告、クーポンを前記広告配信サーバに送信する通信管理手段、利用者の持参した利用者情報の付加されたクーポン情報を記憶した広告、クーポン処理装置からクーポン情報を取り込むクーポン処理手段、利用者情報を顧客情報として記憶、処理するする顧客情報処理手段を備え、利用者へはクーポン情報に従った特典を提供する業者側データ

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求を前記利用者側データ入出力装置から通信装置における通信管理手段を介して前の通信管理手段に伝達し、

前記データベースから利用者の希望するする広告およびクーポン情報を検索し、存在した場合には広告およびクーポン情致しない場合には不一致の情報を広告配用者側データ通信装置へ送信することを配信システム。

【請求項３】　請求項１記載の広告配信て、

前記広告配信サーバから送付されてきたポン情報の中から、利用者が購入希望商能を持つ前記利用者側データ入出力装置前記利用者側データ入出力装置から送信購入希望商品情報に、前記利用者属性記れている利用者情報及びクレジットカーい手段情報を付加するとともに、これら処理を行い業者へ直接情報を送信する通つ前記利用者側データ通信装置と、

前記利用者側データ通信装置から受信しれた情報から利用者情報、購入希望商品を取り込む販売処理手段、利用者情報を顧客情報処理手段を備え、利用者へはクった特典を提供するとともに支払い手段課金処理を行う前記業者側データ入出力広告配信サーバから構成され、

ネットワークを利用した利用者への自動およびクーポンの配信、電子決済による販た業者へはクーポン利用により利用者情り込み顧客情報として利用可能としたこ広告配信システム。

【請求項４】　請求項３記載の広告配信て、

前記広告配信サーバにおける広告記憶手スとし、

利用者の希望する特定の分類の商品に対求を前記利用者側データ入出力装置から通信装置における通信管理手段を介して前の通信管理手段に伝達し、

前記広告配信サーバから送付されてきた各種広告．クーポン情報の中から、利用者が購入希望商品を選択する機能を持つ前記利用者側データ入出力装置と、
前記利用者側データ入出力装置から送信された利用者の購入希望商品情報に、前記利用者属性記憶手段に記憶されている利用者情報を付加するとともに前記広告配信サーバに送信する通信管理手段を持つ前記利用者側データ通信装置と、
前記利用者側データ入出力装置において自動的に抽出された利用者情報および利用者から別途抽出したクレジット番号などの支払手段情報を記憶する利用者属性記憶手段．前記利用者側データ通信装置から送信されてきた利用者の購入希望商品情報と利用者情報から商品情報、利用者情報、支払い手段情報に基づき業者に代わって利用者に課金処理を行う機能を持つ前記広告配信サーバと、
利用者の購入要求を広告配信サーバから受信する通信管理手段、利用者情報、購入希望商品．クーポン情報を取り込む販売処理手段、利用者情報を記憶、処理する顧客情報処理手段を備え、利用者へはクーポン情報に従った特典を提供する前記業者側データ入出力装置から構成され．
ネットワークを利用した利用者への自動的な電子広告およびクーポンの配信、電子決済による販売、広告を出した業者へはクーポン利用により利用者情報を自動的に取り込み顧客情報として利用可能とし．更に広告配信サーバ側で課金代行を行うことで利用者のクレジットカード番号などの支払手段情報をネットワーク上で漏すことなく安全に買い物可能としたことを特徴とする広告配信システム。
【請求項６】　請求項５記載の広告配信システムにおいて．
前記広告配信サーバにおける広告記憶手段をデータベースとし、
利用者の希望する特定の分類の商品に対する広告配信要求を前記利用者側データ入出力装置から利用者側データ通信装置における通信管理手段を介して広告配信サーバの通信管理手段に伝達し．
前記データベースから利用者の希望する分類の商品に関する広告およびクーポン情報を検索し．一致する情報が存在した場合には広告およびクーポン情報を．１件も一

得装置を備え．在宅の利用者だけに時間
およびクーポン情報をリアルタイムで配
徴とする広告配信システム。
【請求項８】　請求項１記載の広告配信
て．
省電力電波による広告、クーポン情報配
報発信装置を業者側の店舗等に備え．
この電波を受信し、広告．クーポン情報
するとともに．予め記憶された利用者情
報に付加する機能を有する広告、クーポ
用者が所持し．
前記広告情報発信装置の設置してある業
記広告、クーポン処理装置を所持した利
際に．広告、クーポン情報を受信し．受
載してある商品の買い物の際に同時に受
ンを使用することで、
利用者への自動的な電子広告およびクー
広告を出した業者へはクーポン利用によ
自動的に取り込み顧客情報として利用可
特徴とする広告配信システム。
【請求項９】　利用者側データ入出力装
利用者属性に利用者側データ通信装置の
報が付加された利用者属性情報、および
出力装置から送信された広告、クーポン
通信管理ステップと、
前記通信管理ステップで受け取った利用
憶する利用者属性記憶ステップと、
前記通信管理ステップで受け取った広告
を記憶する広告記憶ステップと、
前記利用者属性情報記憶ステップで記憶
性情報と前記広告記憶ステップで記憶さ
比較して各利用者に応じた広告情報を選
ステップと、
前記広告処理ステップで選別された広告
属性の中の配信希望時間に応じて配信す
ップとを有することを特徴とする広告配
【請求項１０】　請求項９記載の広告配
て．
広告記憶ステップにてデータベースに記
利用者の希望する特定の分類の商品に対

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利用者属性情報として、電子決済に用いるクレジットカード番号等の支払い方法情報を付加し、電子決済による広告配信を利用可能としたことを特徴とする広告配信方法。

【請求項１２】　請求項１１記載の広告配信方法において、

広告記憶ステップにてデータベースに記憶し、

利用者の希望する特定の分類の商品に対する広告配信要求を利用者側データ入出力装置から利用者側データ通信装置を介して受け取り、

前記データベースから利用者の希望する分類の商品に関する広告およびクーポン情報を検索し、一致する情報が存在した場合には広告およびクーポン情報を、１件も一致しない場合には不一致の情報を広告配信ステップにより利用者側データ通信装置へ送信し、

送信された広告、クーポン情報の中から購入希望商品がある場合には、電子決済による販売を可能としたことを特徴とする広告配信方法。

【請求項１３】　請求項９記載の広告配信方法において、

利用者側データ入出力装置において自動的に抽出された利用者情報および利用者から別途抽出したクレジット番号などの支払手段情報を記憶する利用者属性記憶ステップと、利用者側データ通信装置から送信されてきた利用者の購入希望商品情報と利用者情報から商品情報、利用者情報、支払い手段情報に基づき業者に代わって利用者に課金処理を行う広告処理ステップを有し、

課金代行を行うことで利用者のクレジットカード番号などの支払手段情報をネットワーク上で流すことなく安全に買い物可能としたことを特徴とする広告配信方法。

【請求項１４】　請求項１３記載の広告配信方法において、

広告記憶ステップにてデータベースに記憶し、

利用者の希望する特定の分類の商品に対する広告配信要求を利用者側データ入出力装置から利用者側データ通信装置を介して受け取り、

前記データベースから利用者の希望する分類の商品に関する広告およびクーポン情報を検索し、一致する情報が存在した場合には広告およびクーポン情報を、１件も一致しない場合には不一致の情報を広告配信ステップより

広告配信方法。

【請求項１６】　請求項９記載の広告配信方法において、

広告情報発信装置から省電力電波による広告情報を配信し、

利用者への自動的な電子広告およびクーポンを利用可能としたことを特徴とする広告配信方法。

【請求項１７】　利用者属性を抽出する属性抽出ステップと、

前記利用者属性抽出ステップで抽出された利用者属性を記憶する利用者属性記憶ステップと、

前記利用者属性抽出ステップで抽出された利用者のＩＰアドレス情報を付加して広告配信サーバとの通信管理ステップと、

広告配信サーバから送信された広告、クーポンを記憶するとともに、表示する広告情報処理、利用者が希望する商品、クーポン情報を入力するデータ入力ステップと、

業者側データ入出力装置で登録された利用者情報に対し、広告、クーポン処理装置に情報を送信し、広告、クーポン処理ステップとを有するクーポン利用方法。

【請求項１８】　請求項１７記載のクーポン利用方法において、

広告配信サーバから送付されてきた各種広告情報の中から、利用者が購入希望商品を選択する要求処理ステップと、

前記利用者要求処理ステップで選択された利用者の希望商品情報に、利用者属性記憶ステップで記憶された利用者情報及び電子決済に用いるクレジットカード番号等の支払い方法情報を付加するとともに、これらに暗号化処理を行い業者へ直接情報を送信するステップとを有し、

電子決済を利用可能としたことを特徴とするクーポン利用方法。

【請求項１９】　請求項１７記載のクーポン利用方法において、

広告配信サーバから送付されてきた各種広告情報の中から、利用者が購入希望商品を選択する要求処理ステップと、

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する在宅情報取得装置を用い、在宅の利用者だけが時間限定の特価販売およびクーポン情報をリアルタイムで受信することを特徴とするクーポン利用方法。

【請求項２１】　請求項１７記載のクーポン利用方法において、広告．クーポン処理装置に記憶された利用者情報．広告、クーポン情報を他利用者の広告、クーポン処理装置にオリジナルの利用者情報は他利用者に閲覧できない形でコピー可能としたことを特徴とするクーポン利用方法。

【請求項２２】　請求項１７記載のクーポン利用方法において、

省電力電波による広告、クーポン情報配信をする広告情報発信装置から電波をクーポン処理装置で受信し．広告．クーポン情報を記憶し．表示するとともに．予め記憶された利用者情報をクーポン情報に付加するステップと．

前記広告情報発信装置から前記広告．クーポン処理装置が広告、クーポン情報を受信し、受信した広告に掲載してある商品の買い物の際に同時に受信されたクーポンを使用するステップとを有することを特徴とするクーポン利用方法。

【請求項２３】　利用者側データ入出力装置で抽出された利用者属性に利用者側データ通信装置のＩＰアドレス情報が付加された利用者属性情報、および業者側データ入出力装置から送信された広告、クーポン情報を受け取る通信管理手順．

前記通信管理手順で受け取った利用者属性情報を記憶する利用者属性記憶手順、

前記通信管理手順で受け取った広告．クーポン情報を記憶する広告記憶手順、

前記利用者属性情報記憶手順で記憶された利用者属性情報と前記広告記憶手順で記憶された広告情報を比較して各利用者に応じた広告情報を選別する広告処理手順、

前記広告処理手順で選別された広告情報を各利用者属性の中の配信希望時間に応じて配信する広告配信手順をコンピュータに実行させるための広告配信プログラムを記録した記録媒体。

【請求項２４】　請求項２３載の広告配信プログラムを記録した記録媒体において．

広告記憶手順にてデータベースに記憶し．

記録した記録媒体において．

利用者属性情報として、電子決済に用いードド番号等の支払い方法情報を付加するータに実行させるための広告配信プログ記録媒体。

【請求項２６】　請求項２５記載の広告を記録した記録媒体において、

広告記憶手順にてデータベースに記憶し．利用者の希望する特定の分類の商品に対求を利用者側データ入出力装置から利用装置を介して受け取り、

前記データベースから利用者の希望するする広告およびクーポン情報を検索し．存在した場合には広告およびクーポン情致しない場合には不一致の情報を利用者置へ送信する手順をコンピュータに実行告配信プログラムを記録した記録媒体。

【請求項２７】　請求項２３記載の広告を記録した記録媒体において、

利用者側データ入出力装置において自動利用者情報および利用者から別途抽出し号などの支払手段情報を記憶する利用者利用者側データ通信装置から送信されて入希望商品情報と利用者情報から商品情報．支払い手段情報に基づき業者に代わ金処理を行う広告処理手順をコンピューための広告配信プログラムを記録した記

【請求項２８】　請求項２７記載の広告を記録した記録媒体において、

広告記憶手順にてデータベースに記憶し．利用者の希望する特定の分類の商品に対求を利用者側データ入出力装置から利用装置を介して受け取り、

前記データベースから利用者の希望するする広告およびクーポン情報を検索し．存在した場合には広告およびクーポン情致しない場合には不一致の情報を利用者置へ送信する手順をコンピュータに実行告配信プログラムを記録した記録媒体。

【請求項２９】　請求項２３記載の広告

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手順.
前記利用者属性抽出手順で抽出された利用者属性を記憶する利用者属性記憶手順.
前記利用者属性抽出手順で抽出された利用者属性にＩＰアドレス情報を付加して広告配信サーバに送信する通信管理手順、
広告配信サーバから送信された広告．クーポン情報を記憶するとともに．表示する広告情報処理手順、
希望する商品．クーポン情報が入力される利用者要求処理手順、
業者側データ入出力装置で登録された利用者属性を付加し．広告、クーポン処理装置に情報を送信し記憶させる広告．クーポン処理手順をコンピュータに実行させるためのクーポン利用プログラムを記録した記録媒体。
【請求項３２】　請求項３１記載のクーポン利用プログラムを記録した記録媒体において、
広告配信サーバから送付されてきた各種広告、クーポン情報の中から．利用者が購入希望商品を選択する利用者要求処理手順.
前記利用者要求処理手順で選択された利用者の購入希望商品情報に、利用者属性記憶手順で記憶された利用者情報及び電子決済に用いるクレジットカード番号等の支払い方法情報を付加するとともに、これらの情報に暗号化処理を行い業者へ直接情報を送信する通信管理手順をコンピュータに実行させるためのクーポン利用プログラムを記録した記録媒体。
【請求項３３】　請求項３１記載のクーポン利用プログラムを記録した記録媒体において、
広告配信サーバから送付されてきた各種広告、クーポン情報の中から．利用者が購入希望商品を選択する利用者要求処理手順.
前記利用者要求処理手順で選択された利用者の購入希望商品情報に、利用者属性記憶手順に記憶されている利用者情報を付加するとともに前記広告配信サーバに送信する通信管理手順をコンピュータに実行させるためのクーポン利用プログラムを記録した記録媒体。
【請求項３４】　請求項３１記載のクーポン利用プログラムを記録した記録媒体において、利用者宅に備えられた在宅か不在の情報を取得する在宅情報取得装置を用い．在宅の利用者だけが時間限定の特価販売およびクー
【請求項３６】　請求項３１記載のクーラムを記録した記録媒体において、
省電力電波による広告、クーポン情報配報発信装置から電波をクーポン処理装置告．クーポン情報を記憶し．表示すると憶された利用者情報をクーポン情報に付前記広告情報発信装置から前記広告．クが広告、クーポン情報を受信し、受信してある商品の買い物の際に同時に受信さ使用する手順をコンピュータに実行させン利用プログラムを記録した記録媒体。
【発明の詳細な説明】
【０００１】
【発明の属する技術分野】本発明はコンワークにおいて．広告配信サーバを中継クを利用している利用者に対して電子化びクーポンを配信する広告配信システム.法．クーポン利用方法、広告配信プログ記録媒体、ならびにクーポン利用プログ記録媒体に関する。
【０００２】
【従来の技術】現在、広告配信のほとん告．チラシ、ダイレクトメールのようにものであり、広告と併せて配信されるクチケットも紙を媒体としている。また．．においても広告配信は実施されており．．に配置された利用可能なデータそれぞれデータを含ませて配信を希望したネット電子メールで配信している。更に、利用ワーク上のホームページにおいて、利用の属性情報を登録することで、利用者のを電子メールで配信するシステムも実用
【０００３】
【発明が解決しようとする課題】従来のは．利用者にとっては全く不必要な情報．媒体として配信されており．そのような無駄使いにすぎなかった。また、時折何いたクーポンも併せて配信されているが．るため、使用の際にはそれを切り取ってあるという煩わしさが存在していた。

の属性情報を登録することで、利用者の必要とする広告を電子メールで配信するシステムも存在するが、利用者の属性情報登録の煩わしさが存在している。

【０００６】ネットワーク上でのクーポンに関しては、利用者からの積極的なアクセスを前提として、ホームページにクーポンを掲載している業者も存在するが、その使用に関しては、ホームページに掲載してあるクーポン情報を印刷して持参するか、ネットワークアクセス可能な携帯端末でクーポンの掲載されたホームページを保存して持参する必要があり、利用者には煩わしさを感じさせるシステムとなっている。

【０００７】さらにこれらのクーポンは単なるクーポンであり、業者にとってはクーポン利用者を有望顧客として登録しようとする際には、あらためて利用者自身に利用者情報を登録してもらう必要があり、利用者に煩わしさを感じさせる面が存在する。

【０００８】また、同様にホームページ上で特定の広告にポイントを付けて、利用者が広告を閲覧する毎にポイントを加算し、ポイント数に応じて商品と交換したり、提携された有料制サービスで利用料として使用したりするシステムも存在するが、ポイント制をとっているためアクセスにはユーザ登録が必要で、アクセスの度にユーザＩＤ、パスワードを入力する必要がある等の煩わしさが存在する。

【０００９】本発明は上記の事情に鑑みてなされたもので、広告情報、クーポン情報、利用者属性など全てを電子化しネットワークにより配信することで紙資源を保護するとともに、利用者の嗜好などの属性を自動収集し記憶することで、利用者が必要とする広告のみをクーポンと共に広告配信サーバより自動的に配信し、電子化されたクーポンは可搬型端末やＩＣカードに記憶されると共にクーポン利用時には業者がそれを自動的に取得し、更にクーポンに利用者情報を自動的に付加することで、業者は自動的にクーポンを利用する利用者情報を顧客情報として利用することが出来る広告配信システム、広告配信方法、クーポン利用方法、広告配信プログラムを記録した記録媒体、ならびにクーポン利用プログラムを記録した記録媒体を提供することを目的とする。

【００１０】

【課題を解決するための手段】上記目的を達成するため

前記利用者側データ入出力装置もしくは末に表示する手段、利用者の特定の情報者属性記憶手段、および広告配信サーバきたクーポン情報に利用者属性記憶手段る利用者情報を自動的に付加し利用者の端末もしくはＩＣカードなどの記憶媒体告、クーポン処理手段を備えた利用者側と、前記利用者側データ通信装置から得ン情報と利用者情報を記憶する手段を備もしくはＩＣカードなどの広告、クーポ前記利用者側データ通信装置から送信さの要求を処理する通信管理手段、利用者を記憶する利用者属性記憶手段、広告をら送付されてきた広告、クーポン等の情告記憶手段、各利用者の属性に基づいてる種別あるいは希望する種別に近い広告のみを選別する広告処理手段、各利用者広告及びクーポンを定期的および利用者時に各利用者の利用者側データ通信装置る広告配信手段を備える広告配信サーバした電子化された広告およびクーポン情告情報処理手段、業者の指示に従って広前記広告配信サーバに送信する通信管理持参した利用者情報の付加されたクーポた広告、クーポン処理装置からクーポンクーポン処理手段、利用者情報を顧客情処理するする顧客情報処理手段を備え、ポン情報に従った特典を提供する業者側置から構成され、ネットワークを利用し動的な電子広告およびクーポンの配信と業者へはクーポン利用により利用者情報込み顧客情報として利用可能としたことのである。

【００１１】また本発明は、前記広告配いて、前記広告配信サーバにおける広告タベースとし、利用者の希望する特定のする広告配信要求を前記利用者側データ利用者側データ通信装置における通信管広告配信サーバの通信管理手段に伝送し、ースから利用者の希望する分類の商品に

ている利用者情報及びクレジットカード番号等の支払い手段情報を付加するとともに、これらの情報に暗号化処理を行い業者へ直接情報を送信する通信管理手段を持つ前記利用者側データ通信装置と、前記利用者側データ通信装置から受信した暗号化処理された情報から利用者情報、購入希望商品、クーポン情報を取り込む販売処理手段、利用者情報を記憶、処理する顧客情報処理手段を備え、利用者へはクーポン情報に従った特典を提供するとともに支払い手段情報に基づいて課金処理を行う前記業者側データ入出力装置および前記広告配信サーバから構成され、ネットワークを利用した利用者への自動的な電子広告およびクーポンの配信、電子決済による販売、広告を出した業者へはクーポン利用により利用者情報を自動的に取り込み顧客情報として利用可能としたことを特徴とするものである。

【００１３】また本発明は、前記広告配信システムにおいて、前記広告配信サーバにおける広告記憶手段をデータベースとし、利用者の希望する特定の分類の商品に対する広告配信要求を前記利用者側データ入出力装置から利用者側データ通信装置における通信管理手段を介して広告配信サーバの通信管理手段に伝達し、前記データベースから利用者の希望する分類の商品に関する広告およびクーポン情報を検索し、一致する情報が存在した場合には広告およびクーポン情報を、１件も一致しない場合には不一致の情報を、広告配信サーバの広告配信手段より利用者側データ通信装置へ送信し、送信された広告、クーポン情報の中から購入希望商品がある場合には、電子決済による販売を可能としたことを特徴とするものである。

【００１４】また本発明は、前記広告配信システムにおいて、前記広告配信サーバから送付されてきた各種広告、クーポン情報の中から、利用者が購入希望商品を選択する機能を持つ前記利用者側データ入出力装置と、前記利用者側データ入出力装置から送信された利用者の購入希望商品情報に、前記利用者属性記憶手段に記憶されている利用者情報を付加するとともに前記広告配信サーバに送信する通信管理手段を持つ前記利用者側データ通信装置と、前記利用者側データ入出力装置において自動的に抽出された利用者情報および利用者から別途抽出したクレジット番号などの支払手段情報を記憶する利用者

的な電子広告およびクーポンの配信、電
売、広告を出した業者へはクーポン利用
報を自動的に取り込み顧客情報として利
に広告配信サーバ側で課金代行を行うこ
レジットカード番号などの支払手段情報
上で流すことなく安全に買い物可能とし
するものである。

【００１５】また本発明は、前記広告配
いて、前記広告配信サーバにおける広告
タベースとし、利用者の希望する特定の
する広告配信要求を前記利用者側データ
利用者側データ通信装置における通信管
広告配信サーバの通信管理手段に伝達し
ースから利用者の希望する分類の商品に
びクーポン情報を検索し、一致する情報
には広告およびクーポン情報を、１件も
には不一致の情報を、広告配信サーバの
り利用者側データ通信装置へ送信し、送
クーポン情報の中から購入希望商品があ
決済による販売を可能とするが、広告配
金代行を行うことで利用者のクレジット
の支払手段情報をネットワーク上で流す
買い物可能としたことを特徴とするもの

【００１６】また本発明は、前記広告配
いて、利用者宅に在宅か不在の情報を取
取得装置を備え、在宅の利用者だけに時
売およびクーポン情報をリアルタイムで
特徴とするものである。

【００１７】また本発明は、前記広告配
いて、省電力電波による広告、クーポン
広告情報発信装置を業者側の店舗等に備
受信し、広告、クーポン情報を記憶し、
に、予め記憶された利用者情報をクーポ
る機能を有する広告、クーポン処理装置
し、前記広告情報発信装置の設置してあ
を前記広告、クーポン処理装置を所持し
する際に、広告、クーポン情報を受信し
に掲載してある商品の買い物の際に同時
ーポンを使用することで、利用者への自
およびクーポンの配信と、広告を出した

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来る。さらに業者は広告を希望する利用者に確実に広告を配信できるほか、利用者の電子クーポン使用時に、クーポンに付加された利用者情報を自動的に得ることができ、顧客データベース等を自動的に作製することが出来るほか、利用者の会員登録なども自動的に行うことやリピータの確保も可能となる。更に、利用者に様々な種類の広告とクーポンを自動配信することで、利用者の購買欲求を多方面に引き出すことができるとともに、電子クーポンによって顧客情報を得ることができるため、業者にはより多くの有望顧客を得る機会が与えられる。

【００１９】

【発明の実施の形態】以下図面を参照して本発明の実施形態例を詳細に説明する。

【００２０】［実施形態例１］図１を参照すると、本発明の一実施形態例である広告配信システムは、利用者側データ入出力装置２０、利用者側データ通信装置３０、広告配信サーバ４０、業者側データ入出力装置５０、広告、クーポン処理装置６０で構成されている。

【００２１】利用者側データ入出力装置２０は、利用者の様々な要求を処理する利用者要求処理手段１、利用者の様々な属性を抽出する利用者属性抽出手段２、利用者の要求や属性を送信する利用者情報通信手段３、広告、クーポン情報を表示する広告情報表示手段４から構成される。

【００２２】利用者側データ通信装置３０は、利用者側データ入出力装置２０と広告配信サーバ４０との通信を行う通信管理手段５、利用者属性を記憶する利用者属性記憶手段６、配信されてきた広告、クーポン情報を保存したり利用者側データ入出力装置２０に送信する広告情報処理手段７、広告、クーポン情報を記憶する広告、クーポン処理装置６０に情報を与える広告、クーポン処理手段８から構成される。

【００２３】広告配信サーバ４０は、各利用者の利用者側データ通信装置３０からの要求に対応する通信管理手段９と利用者属性を記憶する利用者属性記憶手段１０、業者から送信されてきた広告、クーポン情報を記憶する広告記憶手段１３、記憶された利用者属性に対応した広告、クーポン情報を選別する広告処理手段１１、選別された広告を各利用者に配信する広告配信手段１２から構成される。

の具体的な方法は後述する。

【００２６】（１）まず、利用者側データ０の利用者属性抽出手段２において、利用する。このとき抽出される利用者属性は、年齢、住所、職業、電話番号、Ｆａｘ番アドレス、趣味、広告配信を希望する商品分類、広告配信を希望しない商品分類・店配信を希望する店名、特に広告配信を希広告配信希望地域・店・時間等の情報でブ１００）

（２）次に利用者側データ通信装置３０報が送信され、そのうち一部の情報（名齢、住所、職業、電話番号、Ｆａｘ番号、ドレス）が利用者属性記憶手段６に記憶ップ１０１）

（３）ステップ１００にて抽出された情ータ通信装置３０のＩＰアドレス情報が配信サーバ４０に情報が送信される。広０では、送信された情報を全て利用者属に記憶する。（ステップ１０２）

（４）一方、業者側は業者側データ入出いて広告、クーポンに関する情報を広告５に登録し、通信管理手段１４が広告配向けて送信する。この際、送信される情分類、商品名、商品画像（映像）、商品特率、特売日、クーポン特典、店分類、店配信希望地域、住所、開店日、営業時間、ａｘ番号、メールアドレス、ＵＲＬ等でブ１０３）

（５）広告配信サーバ４０に送信された情報は広告記憶手段１３において記憶さブ１０４）

（６）次に、広告配信サーバ４０内の広においてて、ステップ１０２と１０４で記属性と広告情報を比較することで、各利告情報を選別し、各利用者属性の中の配じて配信する。（ステップ１０５）

（７）利用者側データ通信装置３０内の段７は、送信された広告、クーポン情報もに、利用者の指示する広告情報表示装

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機型情報端末やＩＣカード等が使用される。

【００２７】（９）実際の買い物時に利用者は広告、クーポン処理装置６０を持参し、支払い時に業者側データ入出力装置５０内のクーポン処理手段１７が利用者の広告．クーポン処理装置６０に記憶された情報を取得する。（ステップ１０８）

（１０）最終的に利用者はクーポンに付加されている特典を受けることができる。（ステップ１０９）

（１１）業者は．各利用者の名前、性別、年齢．住所、職業．電話番号．Ｆａｘ番号、電子メールアドレス、購入商品情報を取得することができ、優良顧客情報や顧客会員情報等に利用可能となる。（ステップ１１０）

以上が本発明に係る広告配信の概略的な方法である。また．ステップ１０６～１１０にいたる手順を、ここではステップ１１１の一連の流れとして扱う。次に．各種手順の詳細について説明する。

【００２８】本発明の広告配信方法における利用者属性を抽出し登録する具体的手順について図３に示すフローを参照して説明する。

【００２９】（１）一番最初に行う必要のある作業は、利用者が利用者側データ入出力装置２０の利用者要求処理手段１に利用開始となる要求を入力する。（ステップ１２０）

（２）次に利用者属性抽出手段２がコンピュータのディスプレィ上などにおいて利用者と対話形式で利用者属性を抽出する。抽出されるデータは、名前、性別．年齢、住所．職業、電話番号、Ｆａｘ番号．電子メールアドレス．趣味、広告配信を希望する商品分類・店分類．広告配信を希望しない商品分類・店分類．特に広告配信を希望する店名、特に広告配信を希望しない店名、広告配信希望地域・店・時間等のデータである。（ステップ１２１）

（３）利用者情報通信手段３は、ステップ１２１で抽出された利用者属性を利用者側データ通信装置３０の通信管理手段５に向けて送信する。（ステップ１２２）

（４）利用者属性を受信した通信管理手段５は．利用者側データ通信装置３０内の利用者属性記憶手段６と広告配信サーバ４０内の通信管理手段９に向けて利用者属性を送信する。（ステップ１２３）

（５）利用者側データ通信装置３０内の利用者属性記憶

利用者属性は．利用者の要求する度にデ
享が出来る。

【００３０】次に、本発明の広告配信方
者が広告、クーポン情報を登録する具体
図４に示すフローを参照して説明する。

【００３１】（１）享業者は、商品分類．
画像（映像）．商品特徴．値段、割引率．
ポン特典、店分類、店名．地域、広告配
所．開店日、営業時間、電話番号、Ｆａ
アドレス、ＵＲＬ等のデータを持つ広告．
を作製し、享業者側データ入出力装置５
処理手段１５に情報を記憶させる。（ス
（２）享業者側データ入出力装置５０内
１４は、広告．クーポン情報が記憶され
定期的に、広告．クーポン情報を広告配
広告記憶手段１３に向けて送信する。（
１）

（３）広告配信サーバ４０内の広告記憶
信した広告、クーポン情報を記憶する。
２）

以上で、業者側の行う広告．クーポン情
る。ここで、商品画像を映像や３Ｄ画像
で．従来行われてきた電子メールによる
折込広告とは異なる新たな広告配信が可

【００３２】次に、本発明の広告配信方
配信サーバ４０から各利用者に広告を配
順について図５に示すフローを参照して

【００３３】（１）まず．広告配信サー
て．各利用者の属性が記憶された利用者
０が．各利用者の属性に含まれる広告配
告配信要求を広告処理手段１１に送信す
１４０）

（２）広告配信要求を受信した広告処理
用者属性記憶手段１０に記憶された利用
憶手段１３に記憶された広告、クーポン
各利用者の属性に対応した広告、クーポ
る。（ステップ１４１）

（３）選択された広告、クーポン情報を
２に送信し、広告配信手段１２は、利用
た利用者側データ通信装置３０のＩＰア

http://www4.ipdl.ncipi.go.jp/NSAPITMP/web344/20060421062316933890.gif

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用者に配信された広告、クーポン情報を処理する具体的手順について図６に示すフローを参照して説明する。

【００３６】（１）利用者側データ通信装置３０内の通信管理手段５は、受信した広告、クーポン情報を同装置内の広告情報処理手段７に送信する。（ステップ１５０）

（２）広告情報処理手段７は、広告、クーポン情報を記憶するとともに、利用者の指示する表示装置（例えば、利用者側データ入出力装置２０の広告情報表示手段４、あるいはＴＶやパソコンなど）に広告、クーポン情報を表示する。（ステップ１５１）

（３）利用者が利用者側データ入出力装置２０内の利用者要求処理手段１において、必要とする商品に対する広告、クーポン情報を選択すると、その情報が利用者情報通信手段３、利用者側データ通信装置３０の通信管理手段５を介して広告、クーポン処理手段８に送信され、広告、クーポン処理手段８内において選択された広告、クーポン情報に、利用者属性記憶手段６に記憶された利用者属性データが付加される。（ステップ１５２）

（４）次に、広告、クーポン処理手段８は、利用者の所有する広告、クーポン処理装置６０に、利用者属性の付加された広告、クーポン情報を送信し、記憶させる。（ステップ１５３）このとき、広告、クーポン処理装置６０は、携帯電話やＰＤＡなどの可搬型情報端末やＩＣカード等であり、記憶された広告、クーポン情報を、利用者が希望するときに自由に閲覧可能な装置である。

【００３７】（５）利用者は、買い物の際に前記広告、クーポン処理装置６０を持参し、支払いの際に業者側データ入出力装置５０内のクーポン処理手段１７が利用者の広告、クーポン処理装置６０から記憶されているクーポン情報、利用者属性データを取得する。この際、購入された商品情報等まで同時に取得しておくことが出来る。（ステップ１５４）

（６）利用者は、クーポンに付加されている何らかの特典を受けることができる。（ステップ１５５）

（７）業者側データ入出力装置５０では、クーポン処理装置１７で抽出した利用者属性データや購入商品情報などのデータを顧客情報処理手段１６に送信し、優良顧客情報や、顧客会員情報などとして取得したデータを利用可能となる。（ステップ１５６）

であり、同図を参照して具体的手順を説明
におけるシステムの構成は図１における
テム構成と同様である。

【００４０】（１）利用者は特定の商品、
分類の商品等に関する広告、クーポンを
ときに、利用者側データ入出力装置２０
理手段１に広告検索の要求を入力する。
０）

（２）利用者側データ入出力装置２０内
出手段２は、利用者と対話形式で利用者
る商品や商品分類に関する情報を抽出す
出される情報は、広告配信を希望する商
類、特定の商品名・店名、購入希望地域
ある。（ステップ１６１）

（３）利用者側データ入出力装置２０内
信手段３は、ステップ１６１で抽出され
報と検索要求を利用者側データ通信装置
理手段５に送信する。（ステップ１６２

（４）利用者側データ通信装置３０内の
は受信した検索対象の情報と検索要求を
４０内の通信管理手段９に送信する。（
３）

（５）広告配信サーバ４０内の通信管理
した検索対象の情報と検索要求を広告処
信し、（ステップ１６４）広告処理手段
サーバ４０内の広告記憶手段１３内に記
報の中から利用者から送信された検索対
する広告情報を検索する。（ステップ１

（６）ステップ１６５にて検索の結果、
存在しない場合には、当該広告が無いと
配信サーバ４０内の広告配信手段１２に
信手段１２は利用者側データ通信装置３
手段５に送信する。通信管理手段５は広
７に送信し、広告情報処理手段７は利用
告情報表示手段４にその情報を表示する。
６６）

（７）利用者が再検索を希望する場合に
処理手段１を通して要求を入力し、利用
２が再度利用者と対話形式で利用者の必
品や商品分類に関する情報を抽出しステ

【００４２】本発明は、実施形態例１における広告配信方法において、広告、クーポン処理装置６０を用いずに、電子決済を用いてネットワーク上で利用者が商品購入し、業者は利用者からの購入要求情報から顧客情報を抽出するという点に特徴を持つ。

【００４３】図８は電子決済を利用した広告配信システム構成を示す図であり、利用者側データ入出力装置１９０、利用者側データ通信装置２００、広告配信サーバ２１０、業者側データ入出力装置２２０で構成されている。

【００４４】利用者側データ入出力装置１９０は、利用者の様々な要求を処理する利用者要求処理手段１７０、利用者の様々な属性を抽出する利用者属性抽出手段１７１、利用者の要求や属性を送信する利用者情報通信手段１７２、広告、クーポン情報を表示する広告情報表示手段１７３から構成される。

【００４５】利用者側データ通信装置２００は、利用者側データ入出力装置１９０と広告配信サーバ２１０および業者側データ入出力装置２２０との通信を行う通信管理手段１７４、利用者属性を記憶する利用者属性記憶手段１７６、配信されてきた広告、クーポン情報を保存したり利用者側データ入出力装置１９０の広告情報表示手段１７３に送信する広告情報処理手段１７５から構成される。

【００４６】広告配信サーバ２１０は、各利用者の利用者側データ通信装置２００からの要求に対応する通信管理手段１７７と利用者属性を記憶する利用者属性記憶手段１７８、業者から送信されてきた広告、クーポン情報を記憶する広告記憶手段１８１、記憶された利用者属性に対応した広告、クーポン情報を選別する広告処理手段１７９、選別された広告を各利用者に配信する広告配信手段１８０から構成される。

【００４７】業者側データ入出力装置２２０は、業者の作製した広告、クーポン情報を記憶する広告情報処理手段１８３、広告、クーポン情報を広告配信サーバ２１０に送信する通信管理手段１８２、利用者側データ通信装置２００から送信された購入情報を電子決済で処理するとともにクーポン情報、利用者属性を抽出する販売処理手段１８５、抽出された利用者属性情報を顧客情報として処理する顧客情報処理手段１８４から構成される。

味、広告配信を希望する商品分類・店分
希望しない商品分類・店分類、特に広告
店名、特に広告配信を希望しない店名、
域・店・時間、電子決済に用いるクレジ
等の支払い方法情報となり、ステップ１
属性記憶手段に記憶される情報は名前、
所、職業、電話番号、Ｆａｘ番号、電子
ス、電子決済に用いるクレジットカード
方法情報となる。

【００４９】図１の広告配信システムと
の配信された広告、クーポンの処理手順
れが本発明では電子決済に置き換わる。
電子決済の処理手順を説明する。

【００５０】（１）利用者側データ通信
通信管理手段１７４は、広告配信サーバ
された広告、クーポン情報を利用者側デ
００内の広告情報処理手段１７５に送信
プ２３０）

（２）広告情報処理手段１７５は、利用
告情報表示手段１７３に広告、クーポン
る。（ステップ２３１）

（３）広告情報表示手段１７３に表示さ
中で利用者の購入したい商品がある場合
利用者要求処理手段１７０を用いて商品
力し、購入希望商品情報と付随するクー
用者情報通信手段１７２に送信し、利用
１７２はその情報を利用者側データ通信
通信管理手段１７４に送信する。（ステ

（４）通信管理手段１７４は受信した購
とクーポンの情報に、利用者属性記憶手
された利用者属性を付加し、この情報に
し、業者側データ入出力装置２２０の通
２を介して販売処理手段１８５に暗号化
信する。（ステップ２３３）

（５）業者側データ入出力装置２２０の
８５は受信された情報を解読し、決済処
課金処理、クーポン処理などの販売処理
ップ２３４）

（６）利用者は商品受領、支払いを行う
ポンに付加された特典を受ける。（ステ

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るという点に特徴を持っており、システムの構成は図８と同様であり．またそのフローは図７の広告検索配信手順と同様である。但し、図７のフローにおいて．ステップ１１１の部分が全て図９の電子決済処理手順に置き換わる。

【００５２】［実施形態例５］次に．本発明に係るネットワークを利用し電子決済を利用した広告配信方法の実施形態例について説明する。

【００５３】本発明は、実施形態例３における電子決済を利用した広告配信方法において、予め広告配信サーバに利用者属性の一部として利用者のクレジットカード番号などの支払方法を登録しておき、利用者の購入要求を広告配信サーバを通して業者へ送信することで．直接ネットワーク上に利用者のクレジットカード番号などの情報を流すことなく利用者は商品購入が出来るとともに、広告配信サーバ上で登録されたクレジットカードに課金し．料金回収の代行を業者に変わって行うことで利用者．業者の双方に安心感を与えることを特徴としている。

【００５４】図１０は電子決済を利用した広告配信システム構成を示す図であり．構成要素は図８と同様であり．同一部分は同一符号を付してその説明を省略する。

【００５５】本発明に係る電子決済を利用した広告配信において、利用者属性データ登録手順．広告クーポン情報登録手順、自動広告配信手順は図１の広告配信システム構成における図３，４．５とそれぞれ同様である。図１１を参照して本発明の電子決済の処理手順を説明する。

【００５６】（１）利用者側データ通信装置２００内の通信管理手段１７４は、広告配信サーバ２１０から送信された広告、クーポン情報を利用者側データ通信装置２００内の広告情報処理手段１７５に送信する。（ステップ２４０）

（２）広告情報処理手段１７５は、利用者の指示する広告情報表示手段１７３に広告、クーポン情報を表示する。（ステップ２４１）

（３）広告情報表示手段１７３に表示された商品情報の中で利用者の購入したい商品がある場合には、利用者は利用者要求処理手段１７０を用いて商品購入の要求を入力し、購入希望商品情報と付随するクーポンの情報を利用者の支払方法を参照して利用者に課金通信管理手段１７７を介して業者側データ２０に利用者属性と購入希望商品情報とを送信する。（ステップ２４４）

（６）業者側データ入出力装置２２０内１８２は情報を受信し、その情報を販売に送信する。販売処理手段１８５は．受性と購入希望商品情報から商品配送．クの販売処理を行う。（ステップ２４５）

（７）利用者は業者から商品を受領する配信サーバ２１０からの課金に従い代金ともに、クーポンに付加された特典を受ブ２４６）

（８）業者は．業者側データ入出力装置情報処理手段１８４にて．販売処理手段された顧客情報を優良顧客情報等として る。また、広告配信サーバ２１０が代行を別途得ることが出来る。（ステップ２

［実施形態例６］次に、本発明に係る広するとともに電子決済を利用した広告施形態例について説明する。

【００５７】本発明は実施形態例５の電た広告検索配信方法において、利用者のきに利用者が必要とする広告、クーポンるという点に特徴を持っており、システ０と同様であり．またそのフローは図７手順と同様である。但し．図７のフローップ１１１の部分が全て図１１の電子決き換わる。

【００５８】［実施形態例７］次に．本イム広告配信方法について説明する。

【００５９】本発明は、実施形態例１に配信方法において、利用者宅に在宅が不する在宅情報取得装置を備えることで．けに時間限定の特価販売およびクーポンイムで配信することを特徴としている。

【００６０】図１２は本発明のリアルタ法のシステム構成を示す図である。シス１の広告配信システム構成に在宅情報取付加したものとなっている。図中．同一

れとなる。その他の流れは、図３から６の各種手順と同様である。

【００６１】［実施形態例８］次に、本発明の広告配信方法におけるクーポン情報のコピー利用の実施形態例について説明する。

【００６２】実施形態例１～４で説明した本発明の広告配信方法では、広告、クーポン処理装置６０に記憶された利用者情報、広告、クーポン情報は、直接業者側データ入出力装置５０で取り込まれていたが、ここではクーポン情報を同様の広告、クーポン処理装置６０を持つ別の利用者に広告、クーポン処理装置６０間でコピーすることで、より多くの利用者にクーポンによる特典を提供する。このことにより、業者はより多くの利用者に宣伝効果を与えることが出来る。また、このクーポン情報のコピーの際、オリジナルのクーポン情報を持っていた最初の利用者の属性がコピーされたクーポンに付加されており、この情報を業者が取得することで利用価値の高い顧客情報として利用することが出来る。また、広告、クーポン処理装置６０では、コピーされた広告、クーポン情報は閲覧できるが、コピーされた利用者属性は閲覧できないような仕組みとする。

【００６３】［実施形態例９］次に、本発明に係る省電力無線を利用した広告情報発信装置を用いた無線広告配信方法の実施形態例について説明する。

【００６４】本発明は、実施形態例１における広告配信方法において、業者側に省電力無線を使用する広告情報発信装置を備え、利用者の所持する広告、クーポン処理装置に広告、クーポン情報を含んだ省電力無線電波を受信する機能を持たせ、利用者が広告情報発信装置の近くを通る際に広告およびクーポン情報を受信し、すぐさま受信したクーポンを使用できる点に特徴を持つ。

【００６５】図１３は本発明の無線広告配信システム構成を示す図であり、業者側データ入出力装置３５０に省電力無線電波を発信する広告情報発信装置３１８を備えること以外は図１の広告配信システム構成と同様である。広告配信サーバ３４０から送信された業者自身の広告、クーポン情報は、業者側データ入出力装置３５０内の通信管理手段３１４に受信されたあと、広告情報発信装置３１８に送信され、そこで広告、クーポン情報は記憶されるとともに省電力電波に乗せられて近辺に発信さ

報が受信可能であるという信号を広告情
８から受信し、利用者に知らせる。（ス
（３）利用者は広告情報を受信するか否
ン情報処理３６０上で選択でき、受信を
は、広告、クーポン処理装置３６０が広
報を受信する。また、利用者は受信した
告、クーポン情報に対して記憶するか否
（ステップ３７２）
（４）広告、クーポン処理装置３６０内
たクーポン情報に対して自動的に予め広
理装置３６０に記憶された利用者情報を
テップ３７３）
（５）利用者は記憶したクーポン情報を
舗において買い物する際に、対象のクー
した広告、クーポン処理装置３６０を持
際に業者側データ入出力装置３５０内の
段３１７が利用者の広告、クーポン処理
記憶されているクーポン情報、利用者属
する。この際、購入された商品情報等ま
ておくことが出来る。（ステップ３７４
（６）利用者は、クーポンに付加されて
典を受けることができる。（ステップ３
（７）業者側データ入出力装置３５０で
理手段３１７で抽出した利用者属性デー
報などのデータを顧客情報処理手段３１
良顧客情報や、顧客会員情報などとして
を利用可能となる。（ステップ３７６）
尚、本発明における広告配信方法は、具
ナルコンピュータ（ＰＣ）等のコンピュ
め所定の記録媒体に記録された広告配信
づいて実行される。

【００６８】すなわち、本発明の広告配
記録した記録媒体は、利用者側データ入
された利用者属性に利用者側データ通信
レス情報が付加された利用者属性情報、
ータ入出力装置から送信された広告、ク
け取る通信管理手順、前記通信管理手順
用者属性情報を記憶する利用者属性記憶
管理手順で受け取った広告、クーポン情
告記憶手順、前記利用者属性情報記憶手

スから利用者の希望する分類の商品に関する広告およびクーポン情報を検索し、一致する情報が存在した場合には広告およびクーポン情報を、１件も一致しない場合には不一致の情報を利用者側データ通信装置へ送信する手順をコンピュータに実行させる。

【００７０】また本発明は、前記広告配信プログラムを記録した記録媒体において、利用者属性情報として、電子決済に用いるクレジットカード番号等の支払い方法情報を付加する手順をコンピュータに実行させるまた本発明は、前記広告配信プログラムを記録した記録媒体において、広告記憶手順にてデータベースに記憶し、利用者の希望する特定の分類の商品に対する広告配信要求を利用者側データ入出力装置から利用者側データ通信装置を介して受け取り、前記データベースから利用者の希望する分類の商品に関する広告およびクーポン情報を検索し、一致する情報が存在した場合には広告およびクーポン情報を、１件も一致しない場合には不一致の情報を利用者側データ通信装置へ送信する手順をコンピュータに実行させる。

【００７１】また本発明は、前記広告配信プログラムを記録した記録媒体において、利用者側データ入出力装置において自動的に抽出された利用者情報および利用者から別途抽出したクレジット番号などの支払手段情報を記憶する利用者属性記憶手順、利用者側データ通信装置から送信されてきた利用者の購入希望商品情報と利用者情報から商品情報、利用者情報、支払い手段情報に基づき業者に代わって利用者に課金処理を行う広告処理手順をコンピュータに実行させる。

【００７２】また本発明は、前記広告配信プログラムを記録した記録媒体において、広告記憶手順にてデータベースに記憶し、利用者の希望する特定の分類の商品に対する広告配信要求を利用者側データ入出力装置から利用者側データ通信装置を介して受け取り、前記データベースから利用者の希望する分類の商品に関する広告およびクーポン情報を検索し、一致する情報が存在した場合には広告およびクーポン情報を、１件も一致しない場合には不一致の情報を利用者側データ通信装置へ送信する手順をコンピュータに実行させる。

【００７３】また本発明は、前記広告配信プログラムを記録した記録媒体において、在宅の利用者だけに時間限

【００７６】すなわち、本発明のクーポ
ムを記録した記録媒体は、利用者属性を
属性抽出手順、前記利用者属性抽出手順
用者属性を記憶する利用者属性記憶手順、
性抽出手順で抽出された利用者属性に
を付加して広告配信サーバに送信する通
告配信サーバから送信された広告、クー
するとともに、表示する広告情報処理手
品、クーポン情報が入力される利用者要
者側データ入出力装置で登録された利用
し、広告、クーポン処理装置に情報を送
広告、クーポン処理手順をコンピュータ

【００７７】また本発明は、前記クーポ
ムを記録した記録媒体において、広告配
付されてきた各種広告、クーポン情報の
が購入希望商品を選択する利用者要求処
用者要求処理手順で選択された利用者の
報に、利用者属性記憶手順で記憶された
電子決済に用いるクレジットカード番号
情報を付加するとともに、これらの情報
行い業者へ直接情報を送信する通信管理
ータに実行させる。

【００７８】また本発明は、前記クーポ
ムを記録した記録媒体において、広告配
付されてきた各種広告、クーポン情報の
が購入希望商品を選択する利用者要求処
用者要求処理手順で選択された利用者の
報に、利用者属性記憶手順に記憶されて
を付加するとともに前記広告配信サーバ
管理手順をコンピュータに実行させる。

【００７９】また本発明は、前記クーポ
ムを記録した記録媒体において、利用者
在宅か不在の情報を取得する在宅情報取
在宅の利用者だけが時間限定の特価販売
情報をリアルタイムで受信する手順をコ
行させる。

【００８０】また本発明は、前記クーポ
ムを記録した記録媒体において、広告
置に記憶された利用者情報、広告、クー
用者の広告、クーポン処理装置にオリジ

に同時に受信されたクーポンを使用する手順をコンピュータに実行させる。

【００８２】

【発明の効果】以上述べたように本発明によれば、ネットワークを利用する利用者に電子化された広告およびクーポンを配信する方法であり、利用者が増えることで新聞折込広告の電子化が加速され紙による広告をなくすことが出来、環境に優しい社会を創出できる。また、利用者は自分の要望にあった広告を自動的に得ることができるほか、電子クーポンを利用することで特典を得ることが出来る。利用者は必要な広告やクーポンを要求したときにも広告配信サーバ内で自動的に検索して必要な情報を得ることが出来る。さらに業者は広告を希望する利用者に確実に広告を配信できるほか、利用者の電子クーポン使用時に、クーポンに付加された利用者情報を自動的に得ることができ、顧客データベース等を自動的に作製することが出来るほか、利用者の会員登録なども自動的に行うことやリピータの確保も可能となる。更に、利用者に様々な種類の広告とクーポンを自動配信することで、利用者の購買欲求を多方面に引き出すことができるとともに、電子クーポンによって顧客情報を得ることができるため、業者にはより多くの有望顧客を得る機会が与えられる。

【図面の簡単な説明】

【図１】本発明の実施形態例における広告配信システムを示す構成説明図である。

【図２】本発明の実施形態例における広告配信方法を示すフローチャートである。

【図３】本発明の実施形態例における利用者属性データ登録手順を示すフローチャートである。

【図４】本発明の実施形態例における広告、クーポン情報登録手順を示すフローチャートである。

【図５】本発明の実施形態例における自動広告配信手順を示すフローチャートである。

【図６】本発明の実施形態例における利用者に配信された広告、クーポン情報の処理手順を示すフローチャートである。

【図７】本発明の実施形態例における利用者の希望する広告を検索し配信する方法を示すフローチャートである。

【図８】本発明の実施形態例における電子広告配信システムを示す構成説明図である。

【図９】本発明の実施形態例における電子クーポンを示すフローチャートである。

【図１０】本発明の実施形態例における電子クーポンした広告配信システムを示す構成説明図である。

【図１１】本発明の実施形態例における電子クーポン順を示すフローチャートである。

【図１２】本発明の実施形態例における電子クーポン告配信システムを示す構成説明図である。

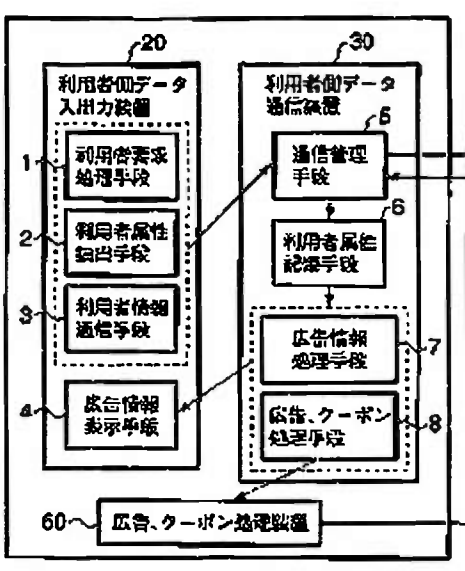
【図１３】本発明の実施形態例における電子クーポンステムを示す構成説明図である。

【図１４】本発明の実施形態例における電子クーポンおける広告、クーポン情報処理手順を示すフローチャートである。

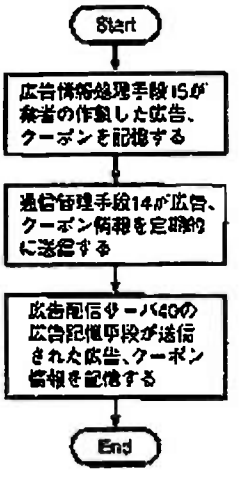
【符号の説明】

１　利用者要求処理手段
２　利用者属性抽出手段
３　利用者情報通信手段
４　広告情報表示手段
５　通信管理手段
６　利用者属性記憶手段
７　広告情報処理手段
８　広告、クーポン処理手段
９　通信管理手段
１０　利用者属性記憶手段
１１　広告処理手段
１２　広告配信手段
１３　広告記憶手段
１４　通信管理手段
１５　広告情報処理手段
１６　顧客情報処理手段
１７　クーポン処理手段
２０　利用者側データ入出力装置
３０　利用者側データ通信装置
４０　広告配信サーバ
５０　業者側データ入出力装置
６０　広告、クーポン処理装置

【図１】

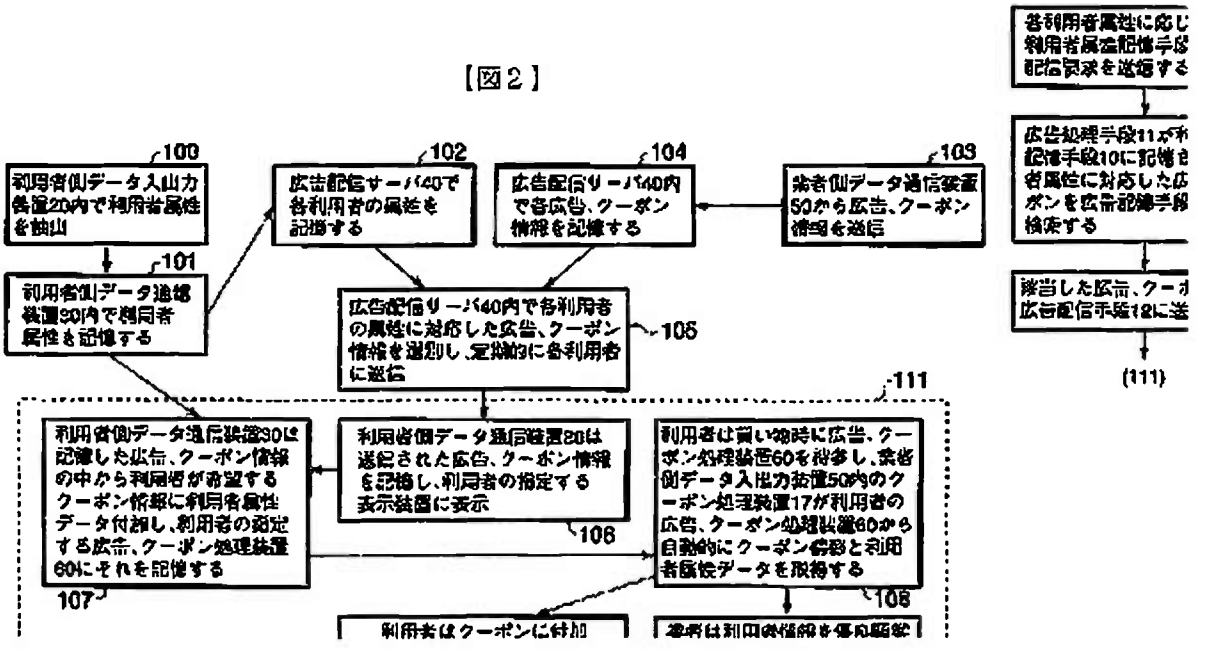

20
利用者側データ入出力装置
30
利用者側データ通信装置
40
広告配信サーバ
50
業者側データ入出力装置
1
利用者要求処理手段
2
利用者属性抽出手段
3
利用者情報通信手段
4
広告情報表示手段
5
通信管理手段
6
利用者属性記憶手段
7
広告情報処理手段
8
広告、クーポン処理手段
9
通信管理手段
10
利用者属性記憶手段
11
広告処理手段
12
広告配信手段
13
広告記憶手段
14
通信管理手段
15
広告情報処理手段
16
顧客情報処理手段
17
クーポン処理手段
60
広告、クーポン処理装置

【図４】

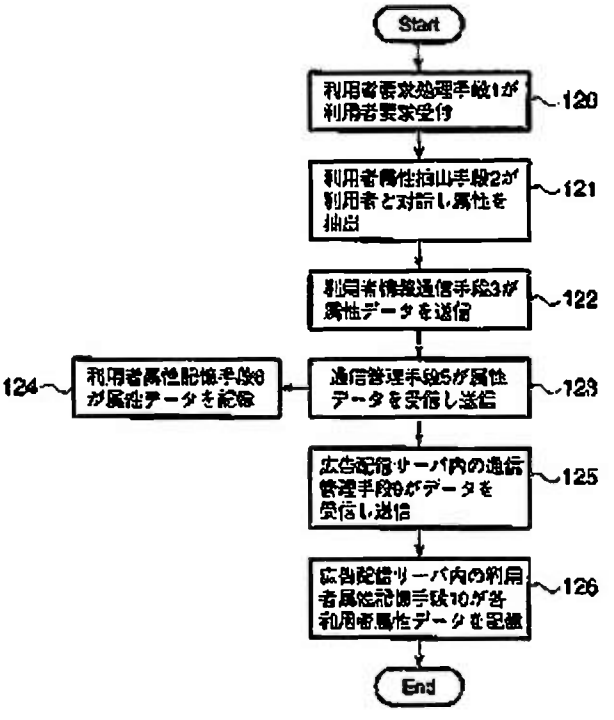

Start
広告情報処理手段15が業者の作製した広告、クーポンを記憶する
通信管理手段14が広告、クーポン情報を定期的に送信する
広告配信サーバ40の広告記憶手段が送信された広告、クーポン情報を記憶する
End

【図

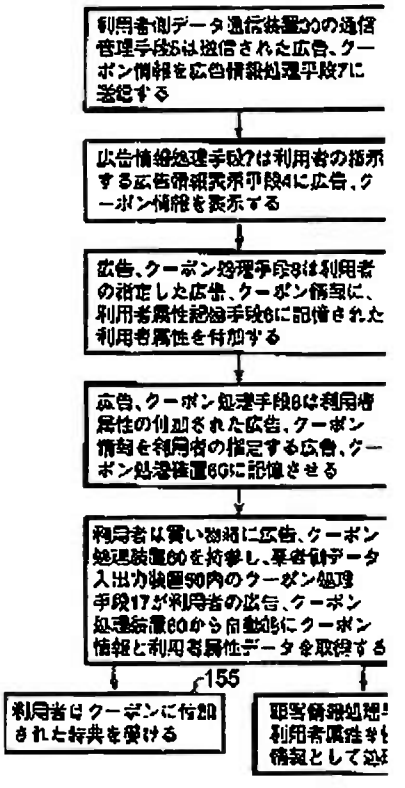
【図２】


100
利用者側データ入出力装置20内で利用者属性を抽出
101
利用者側データ通信装置30内で利用者属性を記憶する
102
広告配信サーバ40で各利用者の属性を記憶する
104
広告配信サーバ40内で各広告、クーポン情報を記憶する
103
業者側データ通信装置50から広告、クーポン情報を送信
105
広告配信サーバ40内で各利用者の属性に対応した広告、クーポン情報を選別し、定期的に各利用者に送信
111
利用者側データ通信装置30は記憶した広告、クーポン情報の中から利用者が希望するクーポン情報に利用者属性データ付加し、利用者の指定する広告、クーポン処理装置60にそれを記憶する
107
利用者側データ通信装置30は送信された広告、クーポン情報を記憶し、利用者の指定する表示装置に表示
106
利用者は買い物時に広告、クーポン処理装置60を持参し、業者側データ入出力装置50内のクーポン処理装置17が利用者の広告、クーポン処理装置60から自動的にクーポン情報と利用者属性データを取得する
108
利用者はクーポンに付加
各利用者属性に応じ
広告処理手段11が
(111)

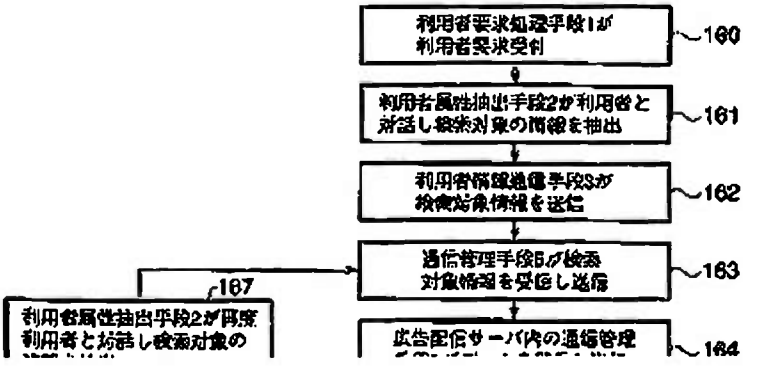
【図３】


Start
利用者要求処理手段1が利用者要求受付
120
利用者属性抽出手段2が利用者と対話し属性を抽出
121
利用者情報通信手段3が属性データを送信
122
通信管理手段5が属性データを受信し送信
123
利用者属性記憶手段8が属性データを記憶
124
広告配信サーバ内の通信管理手段9がデータを受信し送信
125
広告配信サーバ内の利用者属性記憶手段10が各利用者属性データを記憶
126
End

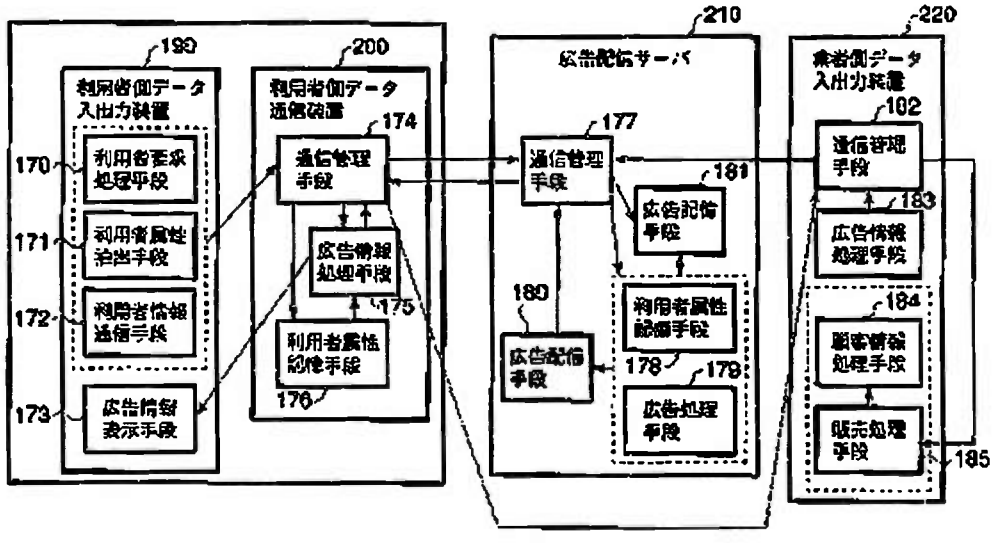
【図６】


利用者側データ通信装置30の通信管理手段5は送信された広告、クーポン情報を広告情報処理手段7に送信する
広告情報処理手段7は利用者の指示する広告情報表示手段4に広告、クーポン情報を表示する
広告、クーポン処理手段8は利用者の指定した広告、クーポン情報に、利用者属性記憶手段6に記憶された利用者属性を付加する
広告、クーポン処理手段8は利用者属性の付加された広告、クーポン情報を利用者の指定する広告、クーポン処理装置60に記憶させる
利用者は買い物場に広告、クーポン処理装置60を持参し、磁気情データ入出力装置90内のクーポン処理手段17が利用者の広告、クーポン処理装置60から自動的にクーポン情報と利用者属性データを取得する
155
利用者はクーポンに付加された特典を受ける

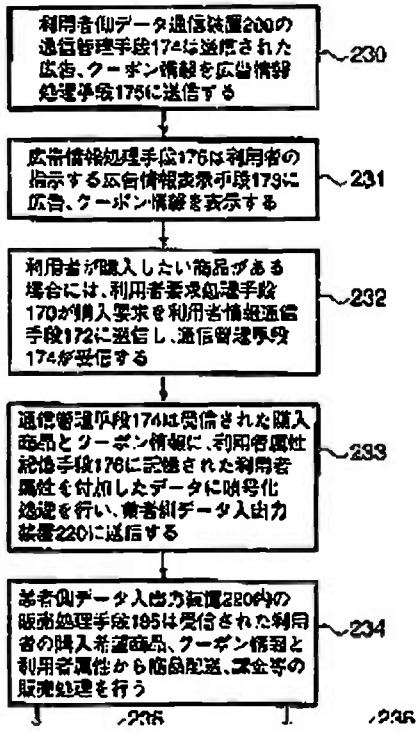
【図７】


利用者要求処理手段1が利用者要求受付
160
利用者属性抽出手段2が利用者と対話し検索対象の情報を抽出
161
利用者情報通信手段3が検索対象情報を送信
162
通信管理手段5が検索対象情報を受信し送信
163
広告配信サーバ内の通信管理
164
167
利用者属性抽出手段2が再度利用者と対話し検索対象の

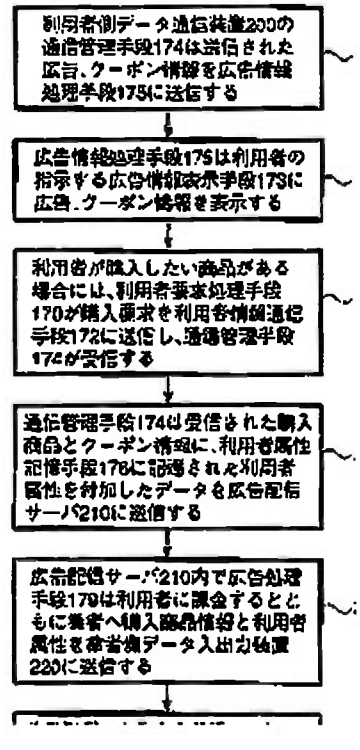
【図８】


210
220
199
200
広告配信サーバ
利用者側データ入出力装置
利用者側データ通信装置
消者側データ入出力装置
174
177
102
170
通信管理手段
通信管理手段
通信管理手段
利用者要求処理手段
181
広告配信手段
183
171
広告情報処理手段
利用者属性抽出手段
広告情報処理手段
175
184
172
利用者情報通信手段
180
利用者属性記憶手段
顧客情報処理手段
利用者属性記憶手段
178
179
173
広告配信手段
広告処理手段
販売処理手段
広告情報表示手段
176
185

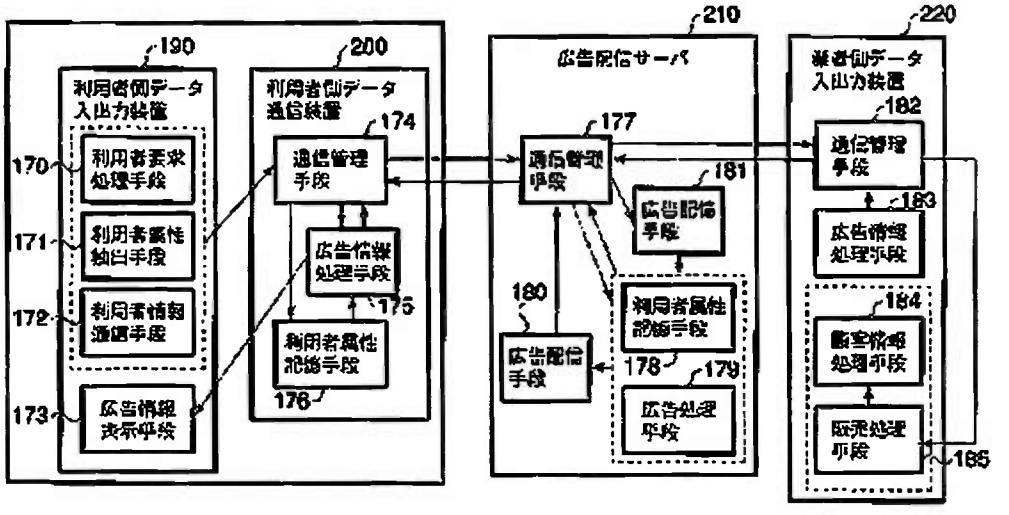
【図９】


利用者側データ通信装置200の通信管理手段174は送信された広告、クーポン情報を広告情報処理手段175に送信する
230
広告情報処理手段176は利用者の指示する広告情報表示手段173に広告、クーポン情報を表示する
231
利用者が購入したい商品がある場合には、利用者要求処理手段170が購入要求を利用者情報通信手段172に送信し、通信管理手段174が受信する
232
通信管理手段174は受信された購入商品とクーポン情報に、利用者属性記憶手段176に記憶された利用者属性を付加したデータに暗号化処理を行い、消者側データ入出力装置220に送信する
233
消者側データ入出力装置220内の販売処理手段185は受信された利用者の購入希望商品、クーポン情報と利用者属性から商品配送、課金等の販売処理を行う
234
235
236

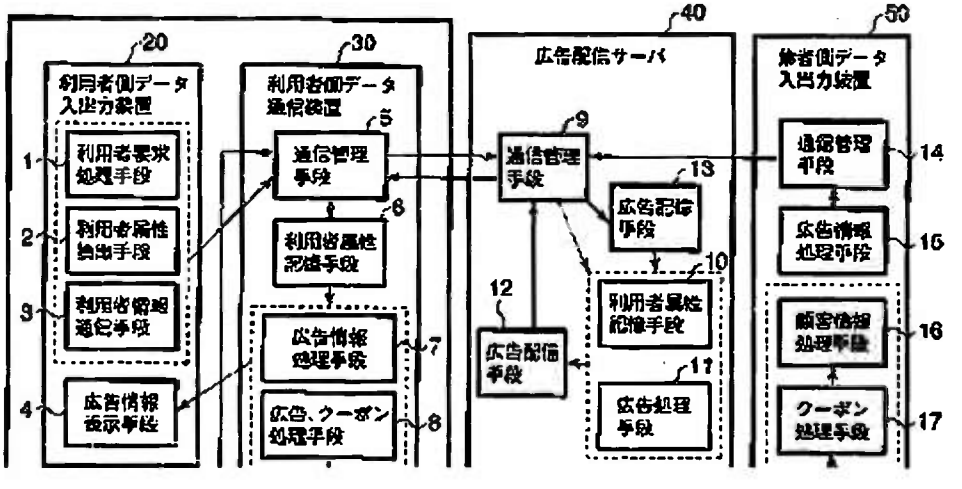
【図１１】


利用者側データ通信装置200の通信管理手段174は送信された広告、クーポン情報を広告情報処理手段175に送信する
広告情報処理手段175は利用者の指示する広告情報表示手段173に広告、クーポン情報を表示する
利用者が購入したい商品がある場合には、利用者要求処理手段170が購入要求を利用者情報通信手段172に送信し、通信管理手段174が受信する
通信管理手段174は受信された購入商品とクーポン情報に、利用者属性記憶手段176に記憶された利用者属性を付加したデータを広告配信サーバ210に送信する
広告配信サーバ210内で広告処理手段179は利用者に課金するとともに消者へ購入商品情報と利用者属性を消者側データ入出力装置220に送信する

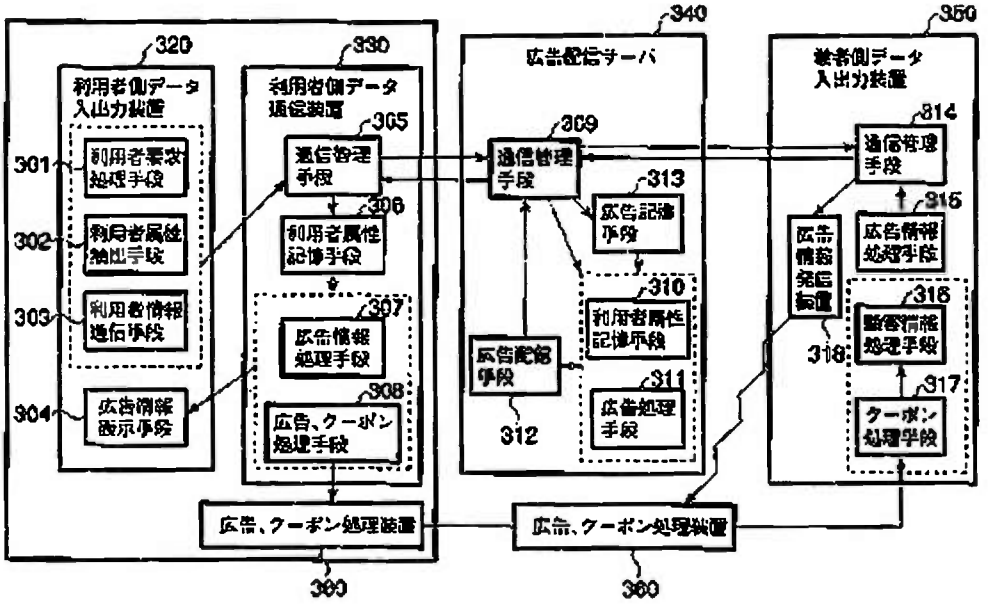
【図１０】


190
利用者側データ入出力装置
170
利用者要求処理手段
171
利用者属性抽出手段
172
利用者情報通信手段
173
広告情報表示手段
200
利用者側データ通信装置
174
通信管理手段
広告情報処理手段
175
利用者属性記憶手段
176
210
広告配信サーバ
177
通信管理手段
181
広告配信手段
180
広告配信手段
利用者属性記憶手段
178
179
広告処理手段
220
業者側データ入出力装置
182
通信管理手段
183
広告情報処理手段
184
顧客情報処理手段
販売処理手段
185

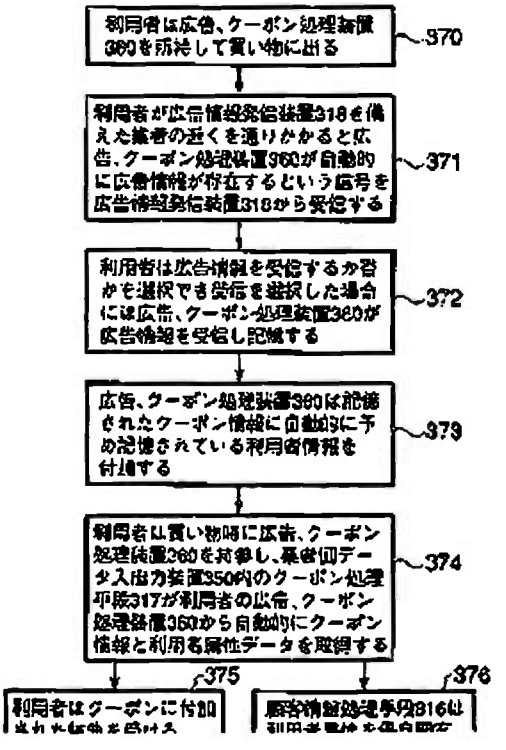
【図１２】


20
利用者側データ入出力装置
1
利用者要求処理手段
2
利用者属性抽出手段
3
利用者情報通信手段
4
広告情報表示手段
30
利用者側データ通信装置
5
通信管理手段
6
利用者属性記憶手段
広告情報処理手段
7
広告、クーポン処理手段
8
40
広告配信サーバ
9
通信管理手段
13
広告配信手段
10
利用者属性記憶手段
12
広告配信手段
11
広告処理手段
50
業者側データ入出力装置
14
通信管理手段
15
広告情報処理手段
16
顧客情報処理手段
クーポン処理手段
17

【図１３】


320
利用者側データ入出力装置
330
利用者側データ通信装置
340
広告配信サーバ
350
被害側データ入出力装置
301
利用者要求処理手段
302
利用者属性抽出手段
303
利用者情報通信手段
304
広告情報表示手段
305
通信管理手段
306
利用者属性記憶手段
307
広告情報処理手段
308
広告、クーポン処理手段
309
通信管理手段
310
利用者属性記憶手段
311
広告処理手段
312
広告配信手段
313
広告記憶手段
314
通信管理手段
315
広告情報処理手段
316
広告情報処理手段
317
クーポン処理手段
318
広告情報発信装置
広告、クーポン処理装置
360
広告、クーポン処理装置
360

【図１４】


利用者は広告、クーポン処理装置360を所持して買い物に出る
370
利用者が広告情報発信装置318を備えた被害の近くを通りかかると広告、クーポン処理装置360が自動的に広告情報が存在するという信号を広告情報発信装置318から受信する
371
利用者は広告情報を受信するか否かを選択でき受信を選択した場合には広告、クーポン処理装置360が広告情報を受信し記憶する
372
広告、クーポン処理装置360は記憶されたクーポン情報に自動的に予め記憶されている利用者情報を付加する
373
利用者は買い物時に広告、クーポン処理装置360を持参し、被害側データ入出力装置350内のクーポン処理手段317が利用者の広告、クーポン処理装置360から自動的にクーポン情報と利用者属性データを取得する
374
375
376

Fターム(参考) 5B049 BB11 BB49 CC05 CC08 CC36
EE21 FF08 GG09

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(22)Date of filing : 23.05.1989

(71)Applicant : NITSUSHIYOO KIKO:KK

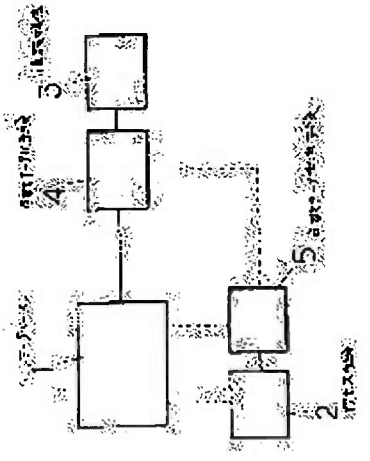
(72)Inventor : SHIMIZU MICHITOSHI

(54) NETWORK SYSTEM UTILIZING CARD

(57)Abstract:

PURPOSE: To promote sales of a commodity in a retail shop by using a service coupon distributed as a series of the service in the case of selling a commodity as a means of data utilization.

CONSTITUTION: The network system consists of a database 1, an access means 2, an information medium 3 such as a magnetic card or an IC card, a point number data processing means 4, and a point number data utilizing means 5, and a retail shop in the case of selling a commodity distributes the medium 3 such as a magnetic card or an 1C card in place of a service coupon in response to the monetary amount of the commodity. In this case, the point number data processing means 4 stores fixed information such as a name of a consumer and a password and a point number data of the service coupon onto the card. When a consumer tries to make a quiz by using the point number data, the access means 2 makes a phone call to the database 1 and the point number data utilizing means 5 gives an answer to the consumer.



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[Number of appeal against examiner's decision of rejection]

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⑤Int.Cl.⁵	識別記号	庁内整理番号	⑬公開　平成2年(
H 04 M 11/00	302	7117-5K	
G 06 F 15/74	310 A	7530-5B	
G 06 K 17/00	L	6711-5B	
// G 07 B 1/00	E	7347-3E	

審査請求　未請求　請求項の数

④発明の名称　カードを利用したネットワークシステム

⑳特　願　平1-131025
㉒出　願　平1(1989)5月23日

㉗発明者　清水　遠俊　山口県小野田市大字小野田新沖7515番地の9:ツショー機工内
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㉙代理人　弁理士　吉村　博文

明　細　書

1．発明の名称

カードを利用したネットワークシステム

2．特許請求の範囲

(1) クイズ、その他の質問、問題をデータファイルとして構築されているデータベースと、該データベースに電話機を通じてアクセス可能にして上記データファイルを利用するアクセス手段と、商品販売の際に提供されるサービス券の点数データを記憶させる磁気カード、ICカード等の情報媒体と、該点数データを上記データベースにおけるコンピュータに入力するための点数データ化手段を、電話機のダイヤルによって行うようにした請求項1に記載のカードを利用したネットワークシステム。

3．発明の詳細な説明

(産業上の利用分野)

本発明は、カードを利用したネットワークシステムに係り、より詳細には、商品販売のされる各種のサービス券の点数データを利用し、例えば、小売販売における商品販売を行い得るようにしたネットワークシステムに関する。

(従来の技術)

スにアクセスするようにしている。しかし、今日、『トーン式』の電話機の普及が遅れているために、かかる形式のネットワークの普及も十分といえない。そこで、近年、『トーン・パルス切り換え式』の電話機が出現して、このネットワークに用いることも可能となっている。また、『パルス式』の電話機であっても、先に提案されている『ダイヤルパルス検出方法』（特開昭82－198859号明細書参照）をダイヤル（パルス）交換機に適用することで、上記『パルス式』の電話機のダイヤルパルスでもって、データベースを、直接、正確に制御できることより、そのネットワークの普及を図ることが可能となっている。

〔発明が解決しようとする課題〕

ところで、商品販売の際、小売店においては、グリーンスタンプ、ブルーチップ（商標）等の『サービス券』を配付し、消費者に対して、次回の商品購買意欲を高めるようにした手法を採用している。また、小売店によっては、該『サービス券』を、『磁気カード』化することで、該『サービス券』の記録等の手続を解消させるのサービスを付与できるようにしたる場合もある。

しかし、該『サービス券』の場合、際に小売店より、そのサービスの一付を受けるものであるため、大多数廃棄等しているのが実情である。こ数（所定点数）を蓄積するのに、多かると共に、特定の小売店での商品とが少なくなっていることにもよる。

本発明者は、上述した点に鑑み、、ス券』をベースとするネットワーク統することで、該『サービス券』のることの可能なことを見出した。

本発明は、上述した点に対処してであって、その目的とする処は、商配付される『サービス券』をベース、ービス券』を有効に活用できるよう利用したネットワークシステムを提にある。

〔課題を解決しようとする手段〕

そして、上記課題を解決するための手段としての本発明のカードを利用したネットワークシステムは、クイズ、その他の質問、問題をデータファイルとして構築されているデータベースと、該データベースに電話機を通じてアクセス可能にして上記データファイルを利用するアクセス手段と、商品販売の際に提供されるサービス券の点数データを記憶させる磁気カード、ＩＣカード等の情報媒体と、該点数データを上記データベースにおけるコンピュータに入力するための点数データ化手段と、該点数データを用い、上記アクセス手段にした構成よりなる。

〔作用〕

そして、上記構成に基づく、本発利用したネットワークシステムは、データファイルして構築したデータトコンピュータに、各消費者が電話クセスし、パスワードと、問題に対プッシュボタンによるトーン信号、ルによるパルス信号で行い、データるホストコンピュータに接続し、該、各アクセスした消費者が所有する情報媒体（磁気カード、ＩＣカード

た実施例について説明する。

第１図は、本発明の実施例の概略構成を示す説明図である。

本実施例のカードを利用したネットワークシステムは、概略すると、データベース１と、データベースへのアクセス手段２と、磁気カード・ＩＣカード等の情報媒体３と、点数データ化手段４、および点数データ利用手段５とより構成されている。

データベース１は、クイズ、その他の質問、問題をデータファイルとしてホストコンピュータに入力されて構築されている。ここで、データベース１には、複数個のデータファイルがあって、選択、交換できるようにされている。そして、データベース１は、通信回線を用いて、各消費者における電話機と接続され、該電話機をデータベース１の端末として用いられるようにされている。

アクセス手段２は、データベース１と、データベース１に電話機を通じてアクセス可能にしてデータファイルを利用するための手段であって、該

電話機で、データベース１を呼び出す
電話機のダイヤルパルス信号によって、
スワードを入力することで、アクセス
できるように構成されている。そして、
された場合、消費者に配付されている
、ＩＣカード等の情報媒体３に記録さ
報（パスワード等）の確認が行われ、
利用手段５によって、該データの利用
うに構成されている。

磁気カード・ＩＣカード等の情報媒
品販売の際に提供される、例えば、デ
やグリーンスタンプ（商標）等のサー
数データを記憶させるための情報媒体
氏名、パスワード等の識別情報のみを
して記憶させ、また、必要に応じて、
際に提供されるサービス券の点数デー
報として記憶させる得るようにしてい
該固定情報、および該固定情報に応じ
は、データベース１のホストコンピュ
る記憶部に点数データ化手段４によっ

るように構成されている。

点数データ化手段４は、小売店での商品販売の際、そのレジスターでもって、その購入金額に応じた『サービス券』の点数データを、固定情報をキーとして、その変動情報に入力すると共に、データベース１のコンピュータの記憶部に入力できるように構成されている。そして、その変動した点数データが固定情報該当者の『サービス券』の保有点数データとなり、該点数データが点数データ利用手段５でもって、有効利用できるように構成されている。

点数データ利用手段５は、アクセス手段２によ

している。

次に、上述した本実施例のカードを
ントワークシステムの作用について説

まず、小売店において、商品販売の
金額に応じた『サービス券』の代わり
ドやＩＣカードに、点数データ化手段
、消費者の氏名、パスワード等の固定
『サービス券』の点数データを変動デ
記憶させたものを配付する。また、予
カードやＩＣカード等の情報媒体３を
いる場合は、その変動情報、すなわち、
タを書き換えるようにし、また、デー

ン信号でもってアクセスし、該電話機とデータベース1とが接続状態になると、データベース1より、クイズが音声によって電話機の受話器を通じて流れるので、データ利用手段5により、すなわち、所定時間内にその回答に相当する番号を電話機のダイヤルまたはプッシュボタンを、操作して、回答を行う。そして、該回答が正解の場合は、情報媒体3における点数データを加算し、また、不正解の場合は、減算するように作用する。

このようにして、本実施例の場合、ネットワークの中で、商品販売の際に、サービスの一貫として消費者に、購入金額に応じて配付される「サービス券」を、廃棄させることなく、クイズ、質問、その他、各種のゲーム等の利用券等として利用でき、その有効利用を図れるように作用する。

なお、本発明は、上述した実施例に限定されるものでなく、本発明の要旨を変更しない範囲内で変形実施できるものを含む。因みに、上述した実施例において、例えば、情報媒体の変動データの書き換え端末を、データ利用手段でもって分担する電話機に一体構造としたものを用いてもよいことは当然である。また、情レジットカード等と兼用するようにしてもよい。また、該カードは、電話機等を兼用した構成としてもよい。

さらに、本実施例でのデータベースイズ、問題、質問、その他ゲーム等の各種の情報をデータファイル化し、そして利用できるようにした構成としては当然である。このように活用するこいネットワークを得ることが可能とな

（発明の効果）

以上の説明より明らかなように、本ドを利用したネットワークシステムに品購入の際にサービスの一貫として配サービス券」を、データ利用の一手段入れた構成とされているので、該「サの収集への興味を増大させ得るという

従って、本発明によれば、商品購入

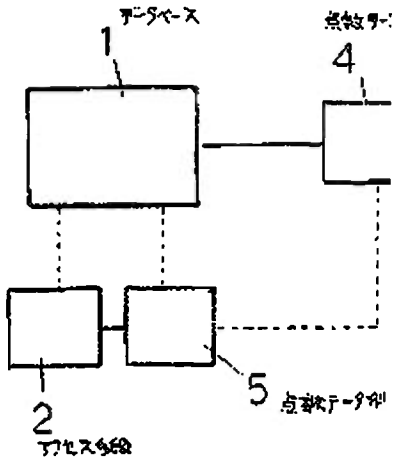
ビスの一貫として配付される「サービス券」を有効利用でき、かつ小売店における商品販売の推進を図ることができるネットワークシステムを提供できるという効果を有する。

6．図面の簡単な説明

第1図は、本発明の実施例の概略構成を示す説明図である。

1・・・データベース、2・・・アクセス手段、3・・・磁気カード・ICカード等の情報媒体、4・・・点数データ化手段、5・・・点数データ利用手段

第1図



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PATENT ABSTRACTS OF JAPAN

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(51)Int.Cl. B42D 15/10
G07F 7/08

(21)Application number : 02-053984

(22)Date of filing : 05.03.1990

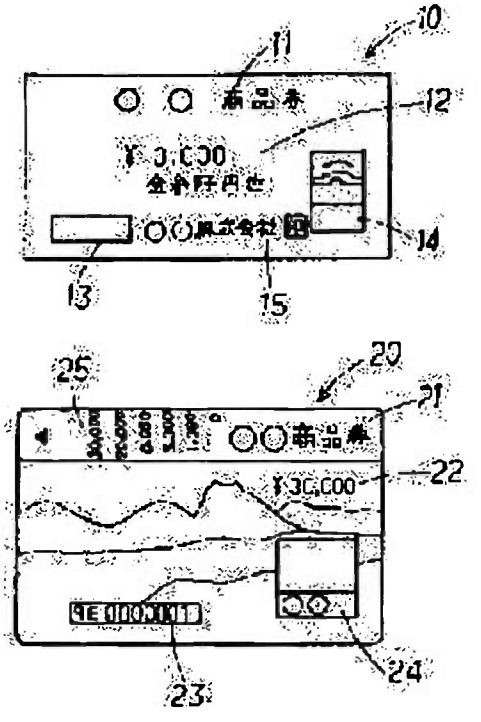
(71)Applicant : O P KAADE SYST KK

(72)Inventor : SAKAKIBARA TAKAMASA

(54) MERCHANDISE COUPON EXCHANGING SYSTEM

(57)Abstract:

PURPOSE: To obtain a merchandise coupon which excites consumer's interest and can be reissued when it is lost by a method wherein N sheets of unused merchandise coupons of the same amount and a predetermined amount less than the amount of said merchandise coupon per unit can be exchanged for a sheet of superior merchandise coupon of the same value as (N+1) sheets of said merchandise coupons as a privilege.



CONSTITUTION: On the colorfully designed surface of a merchandise coupon 20 made of a magnetic card, a merchandise coupon name 21, a face value 22, a card number 23, a member store mark 24, a balance mark 25, and the like are printed. The merchandise coupon 20 is provided with a magnetic memory part. A privilege exchange system is provided in which the predetermined number of unused merchandise coupons 10 can be exchanged for the merchandise coupon 20 made of a magnetic card which can be inputted to/outputted from a card terminals by adding an amount of 1,000 yen thereto. Namely, for example, 9 sheets of 3,000 yen coupons can be exchanged for a 30,000 yen magnetic card coupon by adding an amount of 1,000 yen thereto, or 9 sheets of 5,000 yen coupons can be exchanged for a 50,000 yen magnetic card coupon by adding an amount of 1,000 yen thereto. Such a privilege increases the benefit of a user and excites the interest of using merchandise coupons.

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⑲日本国特許庁（JP）　⑪特許出

⑫公開特許公報（A）　平3−2

⑤Int. Cl.⁵	識別記号	庁内整理番号	㊸公開　平成3年
B 42 D 15/10	5 3 1　A	6548−2C	
G 07 F 7/08			
		8111−3E　G 07 F 7/08	

審査請求　未請求　請求項の数

㊹発明の名称　商品券交換システム

㉑特　願　平2−53984
㉒出　願　平2(1990)3月5日

㉓発明者　横原　幸真　大分県大分市都町3丁目1番1号　オービ・ム株式会社内
㉑出願人　オービーカードシステム株式会社　大分県大分市都町3丁目1番1号

明　細　書

1．発明の名称

商品券交換システム

2．特許請求の範囲

（1）未使用のN枚の同一金額の商品券と、該商品券の一枚の金額より少ない所定の金額とで、上記商品券の（N＋1）枚の価値を有する1枚の上位の商品券と特典交換できることを特徴とする商品券交換システム。

（2）未使用のN枚の同一金額の商品券は既製の9枚の3000円、5000円または1万円の商品券であって、該商品券の一枚の金額より少ない

商品券交換システムに関する。

（従来の技術及びその問題点）

従来の商品券は大型店舗のデパート、商店街単位などで発行されていた。

上記商品券で商品を購入する場合に券だけで細かい精算ができず、従来の失した場合、仮に使用されていなくてができないという問題点があった。

従って、商品券は現金に比較して使定されるので広範囲の普及が難しく、金と異なり贈答等に極めて有効であるが敬遠しないという問題点があっ

本発明はこのような事情に鑑みてな

、該商品券の一枚の金額より少ない所定の金額とで、上記商品券の（Ｎ＋１）枚の価値を有する１枚の上位の商品券と特典交換できるように構成されている。

請求項（２）記載の商品券交換システムは請求項（１）記載の商品券交換システムにおいて、未使用のＮ枚の同一金額の商品券は紙製の９枚の３０００円、５０００円または１万円の商品券であって、該商品券の一枚の金額より少ない所定の金額とは１０００円であり、上位の商品券は上記夫々の商品券１０枚に対応する価格の一枚の磁気カード製の商品券と交換できるように構成されている。

〔作用〕

請求項（１）記載の商品券交換システムにおいては、未使用のＮ枚の商品券を集め、該商品券の一枚の金額より少ない金額を加えることによって、該商品券の（Ｎ＋１）枚の価値を有する１枚の上位の商品券と特典交換できるようにしているので、商品券の利用意欲が促進され、商品券の販売

量が増加することになる。

また、これによって商品券流通が圏域の拡大化が促進される。

請求項（２）記載の商品券交換システムは、請求項（１）記載の発明を更にものであるが、紙製の９枚の３０００円または１万円の商品券は夫々に加算すると、一枚の三万円券、五万円券の磁気カード製の商品券と夫々で、商品券の購買意欲が促進され、商品券による圏域の拡大化が図られる。

そして、特に、交換した商品券が磁気の商品券であるので、該商品券に磁気記憶部に情報を記録することにより単位の細かい計算が可能であり、所定の処理を行って再発行が可能となる。

〔実施例〕

続いて、添付した図面を参照しながら本発明を具体化した一実施例につき説明し、理解に供する。

ここに、第１図は本発明の一実施例に係る商品券の平面図、第２図は同磁気カード製の商品券の平面図である。

第１図に示すように、本発明の一実施例に係る商品券１０はデザインが施された表面に商品券名１１、額面１２、商品券番号１３、加盟店マーク１４、発行者およびその印１５などが印刷されている。更に、上記商品券１０は額面上で夫々三千円券、五千円券、一万円券で構成されている。

一般に、商品券の利用範囲はその発行者の業種や規模に左右されるが、上記商品券１０は例えば、洋服店、時計店、書店、食料品店、米穀店、美容室、飲酒店、ホテル、旅館など多岐の営業種（夫々の図柄など）が施された表面に、額面２２、カード番号２３、加盟店マーク２６などが印刷されて磁気記憶部を備えている。

未使用の商品券１０は表１に示すの枚数に１０００円を追加することとレミア付きでカード端末機に入出力カード製の商品券２０と交換できる特典付けられている。すなわち、三千円券に１０００円を追加すれば三万円券９枚に１０００円を追加すると五万円券９枚に１０００円を追加する磁気カード製の商品券１枚と夫々交

表　1

未使用商品券（額面×枚）	プレミア（円）	交換する磁気カード製の商品券
三千円券×９枚＋１０００円	２０００	三万円券（１枚）
五千円券×９枚＋１０００円	４０００	五万円券（１枚）
一万円券×９枚＋１０００円	９０００	十万円券（１枚）

なお、未使用の上記商品券１０は、使用者の希望に応じて磁気カード製の商品券（三千円商品券、五千円商品券、一万円商品券）と同額で交換できる仕組みになっている。

この磁気カード製の商品券は各加盟店に設置されているカード端末機で１円単位で支払いできるので、使用に際しては便利である。そして、上記磁気カード製の商品券並びに前記磁気カード製の商品券２０は磁気記憶部を有し、カード番号を登録し、暗証番号を変更すれば、紛失、盗難、あるいは損傷の場合には、磁気カード製の商品券を再発行するなどの措置が図られている。

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置されているカード端末機で一円単位で精算できる。従って、利用者の便宜が図られ、商品券の購買意欲の向上を促すことができる。

４．図面の簡単な説明

第１図は本発明の一実施形に係る商品券の平面図、第２図は磁気カード製の商品券の平面図である。

〔符号の説明〕

１０……商品券、１１……商品券名、１２……額面、１３商品券番号、１４……加盟店マーク、１５……発行者およびその印、２０……磁気カード製の商品券、２１……商品券名

〔発明の効果〕

請求項（１）記載の商品券交換システムでは、未使用のＮ枚の同一金額の商品券の一枚の金額より少ない所定の金額の前記商品券の（Ｎ＋１）枚の価値を有する上位の商品券と特典交換できるので、利用を図ることによって各加盟店の集客機会の拡大、商業活動の活性化などを図る。

請求項（２）記載の商品券交換システムでは未使用の９枚の同一金額の商品券、三千円券または一万円券に１０００円を加え、上記夫々の商品券１０枚に対応する上位の磁気カード製の商品券と特典付与できるようになっているので、利用者の増加、ひいては広域の異業種の加盟店間の商業活動の活性化を促すことができる。

さらに、請求項（１）～（２）記載の交換システムにおいては、交換される位置の商品券を使用することによって、各

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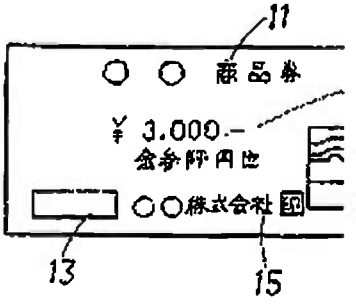
第１図



第２図

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PATENT ABSTRACTS OF JAPAN

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(51)Int.Cl. B42D 15/10
G06K 17/00
G07F 7/08

(21)Application number : 09-095762

(22)Date of filing : 14.04.1997

(71)Applicant : NIPPON SIGNAL CO LTD:THE

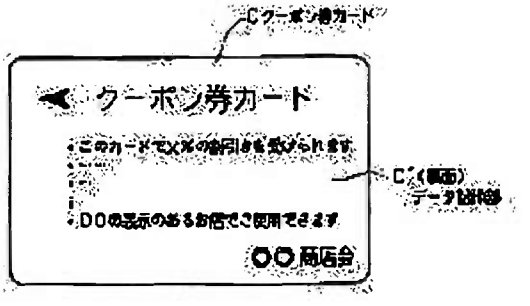
(72)Inventor : KUROIWA AKIYOSHI

(54) COUPON CARD AND ITS TREATING APPARATUS

(57)Abstract:

PROBLEM TO BE SOLVED: To easily conduct post handling of totalization by providing a data recording section for recording coupon data such as a discount rate, usable store names, using store name, and using date at purchasing commodities on a coupon card.

SOLUTION: The coupon card C records identification data of the card C on a magnetic data record C' of a rear surface and records a data record for recording data such as using store name and using date at the time of using the card C. The card C is inserted into a coupon card processor at the time of purchasing a merchandise at a store and hence written with data such as using store name on the card C. The card C is thereafter inserted into the processor installed in a coupon card managing company, and processed. That is, the card C is calculated based on the data such as an amount and the store name recorded on the card C, and the amount to be paid to the store is calculated.



LEGAL STATUS

[Date of request for examination] 09.04.2002

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rejection]

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[Date of extinction of right]

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(19)日本国特許庁（ＪＰ）　(12) 公開特許公報（A）　(11)特許出願公開

特開平10-

(43)公開日　平成10年(.

(51)Int.Cl.⁶	識別記号	ＦＩ	
Ｂ４２Ｄ　15/10	５３１	Ｂ４２Ｄ　15/10	５３１Ａ
Ｇ０６Ｋ　17/00		Ｇ０６Ｋ　17/00	Ｌ
Ｇ０７Ｐ　7/08		Ｇ０７Ｆ　7/08	Ｓ

審査請求　未請求　請求項の数２　ＯＬ

(21)出願番号　特願平9－95762

(22)出願日　平成９年(1997)４月14日

(71)出願人　000004651
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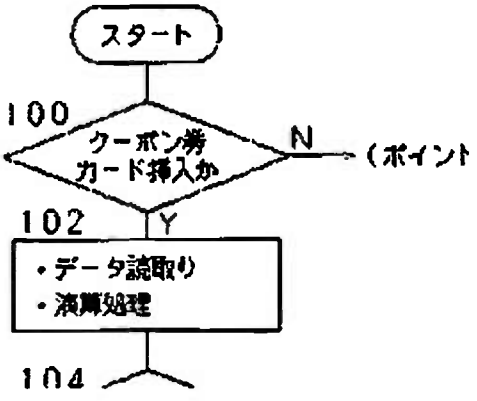
日本信号株式会社九州支店内

(74)代理人　弁理士　石井　光正

(54)【発明の名称】　クーポン券カード及びその処理装置

(57)【要約】
【課題】　後処理の集計処理等が容易で、改ざんされにくいクーポン券カードを提供する。
【解決手段】　商品購入時の割引率や使用可能店名、使用店名、あるいは使用日時等の所定のクーポン券データを記録するデータ記録部を有するクーポン券カードとし、カードリーダライタで処理可能とする。



【特許請求の範囲】
【請求項１】　商品購入時の割引率や使用可能店名、使用店名、あるいは使用日時等の所定のクーポン券データを記録するデータ記録部を有することを特徴とするクーポン券カード。
【請求項２】　クーポン券カード処理装置の本体に挿入されたクーポン券カードに記録されているデータを読取る読取手段と、
読取られたデータを基に演算処理して前記クーポン券カードの真偽を判定する判定手段と、
真正と判定されたときに、前記クーポン券カードに使用店名等の所定のデータを書込む書込手段と、
を有することを特徴とするクーポン券カード処理装置。
【発明の詳細な説明】
【０００１】
【発明の属する技術分野】本発明は、商品購入時等において所定の割引等の特典を受けることのできるクーポン券カード及びその処理装置に関する。
【０００２】
【従来の技術】従来、特定の商店（店舗）や特定の地域の商店会において、顧客サービスの一環として、商品の購入や飲食、あるいは所定の施設の利用する際（以下、これらを商品購入として説明する。）、所定の割引などの特典を受けられるクーポン券が顧客に配布されることがある。
【０００３】このクーポン券は、所定の特典の内容を印刷した用紙からなり、有償で、または所定以上の金額の買物を行ったときなどに顧客に渡され、一種の金券の性質を有している。
【０００４】
【発明が解決しようとする課題】しかしながら、上記従来のクーポン券は、所定の内容の印刷された用紙からなるので改ざんされやすいという欠点があるとともに、クーポン券を入手した商店での集計処理等の後処理を人手によって行わなければならないという面倒があった。
【０００５】そこで、本発明は、上記欠点を解決するためになされたものであって、その目的は、後処理の容易なクーポン券カードを提供するとともに、そのクーポン券カードの処理に好適なクーポン券カード処理装置を提供することにある。

に演算処理して前記クーポン券カードの
判定手段と、真正と判定されたときに、
カードに使用店名等の所定のデータを書
を有することを特徴としている。
【０００８】
【発明の実施の形態】以下、本発明の実
に基いて説明する。図１は、一実施の形
ン券の概略構成を示すものであって、そ
ード処理装置の本体（以下、「本体」と
入口１から挿入される図２に示されるク
Ｃを本体ａ内に取込むができるように構
【０００９】すなわち、本体ａ内には、
されたクーポン券カードＣを搬送するそ
駆動される搬送路Ｌが設けられている。
送路Ｌの途中には、クーポン券カードＣ
るデータを読取るとともに、そのクーポ
新たなデータを書込むための磁気ヘッド
いる。
【００１０】図１中、Ｋは、図示しない
に記録するポイント数や本体ａの設置さ
等の所定のデータを入力するテンキー等
であり、また、Ｄは表示画面である。さ
体ａを統括的に制御する制御器である。
【００１１】すなわち、この本体ａは、
応じて所定の特典を受けることのできる
も処理できるように構成されていて、本
たポイントカードに入力器Ｋから入力さ
のデータをポイントカードのデータ記録
ができるように構成されている。
【００１２】クーポン券カードＣは、正
カードの利用案内が印刷されているとと
の磁気データ記録部Ｃ′には、商品購入
ーポン券カードＣの識別データ等の所定
されているとともに、このクーポン券カ
れたときに、使用商店名や使用日時等の
記録するデータ記録部が設けられている。
【００１３】図３は、制御器２のブロッ
ＲＯＭ１０に格納されているシステムプ
ＡＭ１１に格納されているワーキングデ
算処理する中央処理部（ＣＰＵ）１２を

ａを設置している商店で商品を購入したときに店員に渡され．図４のフローチャートに示される制御動作に従って処理される。

【００１６】クーポン券カードＣが本体ａの挿入口１に挿入されると（ステップ１００肯定。以下、ステップを「Ｓ」とする。）、そのクーポン券カードＣに記録されているデータが磁気ヘッドＨを介して読取られ．その読取られたデータを基にＣＰＵ１２において演算処理が行われる（Ｓ１０２）。

【００１７】その演算処理の結果、クーポン券カードＣが真正と判定されたときは（Ｓ１０４肯定）、入力器Ｋから入力された使用日時や商店名のデータが磁気ヘッドＨを介して書込まれたのち排出される（Ｓ１０６．Ｓ１０８）。なお．使用日時や商店名等のデータを予めＲＡＭ１１内に記憶させておくことにより．クーポン券カードＣが挿入される入力を省略することができる。なお、本体ａ内に回収箱を設けて．商店名等のデータの書込まれたクーポン券カードＣを収納しておくようにしてもよい。

【００１８】図４のフローチャートでは省略されているが．クーポン券カードＣは．その後．クーポン券カード管理会社に設置されている図示しないカード処理装置に挿入されて処理される。

【００１９】すなわち、そのクーポン券カード管理会社のカード処理装置も、上記図１の本体ａと同様に磁気ヘッドを有しているので、この磁気ヘッドを介してクーポン券カードＣに記録されている金額や商店名等のデータを基に演算処理し、商店に支払う金額が算出される。

【００２０】なお、クーポン券カード管理会社のカード処理装置で処理された後のクーポン券カードＣは．それまで記録されていた磁気データを消去して、再利用することもできる。さらに、上述の例は．クーポン券カードＣを磁気カードとしたが．これを本体ａに装着して、または．本体ａとの間で非接触的にデータの授受を行うＩＣカードとしてもよい。

【００２１】

【発明の効果】本発明に係るクーポン券カードは．商品＊

＊購入時の割引率や使用可能店名、使用店用日時等の所定のクーポン券データを記録部を有するので、集計処理等の後処理ン券カードとすることができる。

【００２２】本発明に係るクーポン券カは．その本体に挿入されたクーポン券カているデータを読取る読取手段と、読取基に演算処理して前記クーポン券カードる判定手段と．真正と判定されたときに券カードに使用店名等の所定のデータをとからなるので．集計処理等のの後処理とができる。

【図面の簡単な説明】

【図１】本発明の一実施の形態に係る概る。

【図２】クーポン券カードの正面図であ

【図３】制御器のブロック図である。

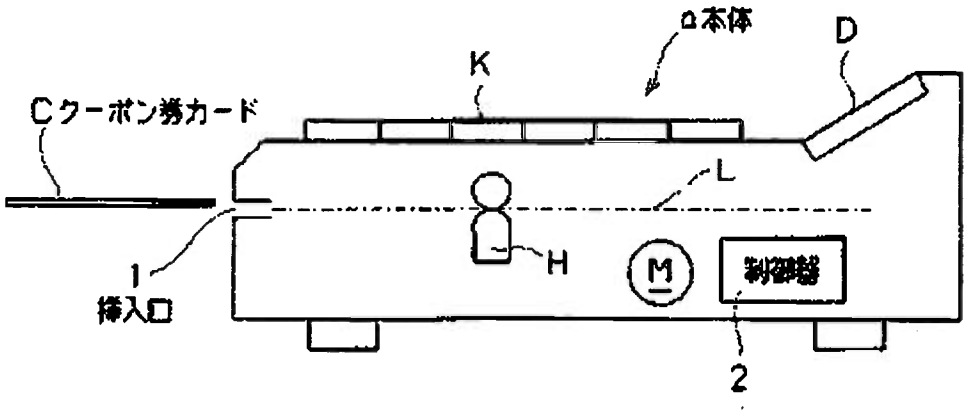
【図４】制御動作のフローチャートであ

【符号の説明】

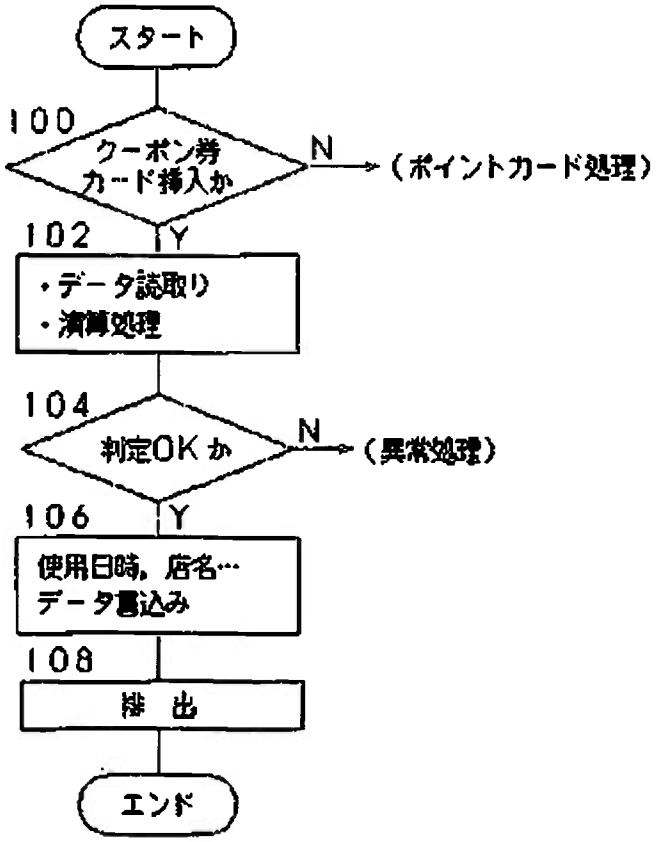
１　挿入口
２　制御器
１０　ＲＯＭ
１１　ＲＡＭ
１２　ＣＰＵ
１３　Ｉ／Ｏユニット
１４　リードライトユニット
１５　入力ユニット
１６　表示ユニット
ａ　カード処理装置の本体（本体）
Ｋ　入力器
Ｄ　表示器
Ｍ　モータ
Ｌ　搬送路
Ｈ　磁気ヘッド
Ｃ　クーポン券カード
Ｃ′　磁気データ記録部

【図２】　　【図３】

【図１】


本体
D
K
Cクーポン券カード
L
H
M
制御部
1
挿入口
2

【図４】


スタート
100
クーポン券
カード挿入か
N
（ポイントカード処理）
Y
102
・データ読取り
・演算処理
104
判定OKか
N
（異常処理）
Y
106
使用日時，店名…
データ書込み
108
排　出
エンド