

(19) World Intellectual Property
Organization
International Bureau

(43) International Publication Date
17 November 2022 (17.11.2022)



(10) International Publication Number
WO 2022/240282 A9

(51) International Patent Classification:
G06Q 30/02 (2023.01)

(21) International Application Number:
PCT/MY2022/050036

(22) International Filing Date:
11 May 2022 (11.05.2022)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
PI2021002654 12 May 2021 (12.05.2021) MY

(71) Applicant: **VERDE GLOBAL SDN BHD** [MY/MY]; 58, Jalan Jelutong, Damansara Heights, Kuala Lumpur, 50490 (MY).

(72) Inventors; and
(71) Applicants (*for US only*): **PEREIRA, Kenneth Gerard** [MY/MY]; 58, Jalan Jelutong, Damansara Heights, Kuala Lumpur, 50490 (MY). **LAI, Wai Peng** [MY/MY]; 24-8-3A, Desa Villa Condo, Jalan Bukit Desa 3, Taman Bukit Desa, Kuala Lumpur, 58100 (MY).

(74) Agent: **THOMPSON, Benjamin J.**; Suite B-13-D1, Plaza Mont' Kiara, No. 2 Jalan Kiara, Mont' Kiara, Kuala Lumpur, 50480 (MY).

(81) Designated States (*unless otherwise indicated, for every kind of national protection available*): AE, AG, AL, AM,

(54) Title: CUSTOMER LOYALTY REWARDS METHOD

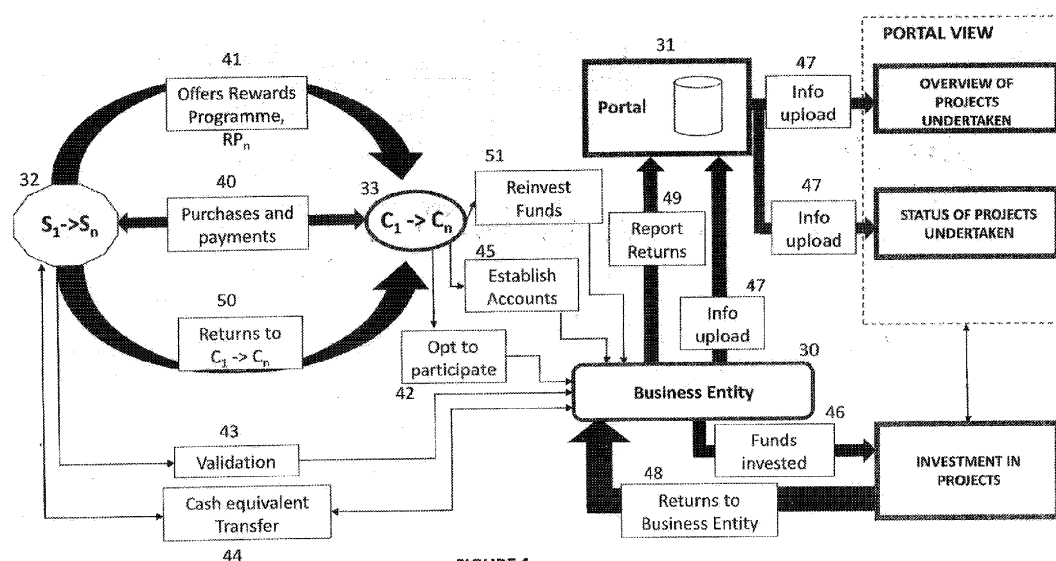


FIGURE 1

(57) **Abstract:** The invention relates to a method that mobilizes mass collective action; utilizes current technology; leverages on digital and print media marketing channels; optimizes the utility of Rewards Programs; uses a restricted investment mandate; and uses the attractive feature that the method in itself multiplies the value initially obtained through participation in Rewards Programs, towards the achievement of the goals of a Climate Agreement or a general improvement of the environment. The greatest impediment to the achievement of the abovementioned goals is the securing of the necessary capital that will catalyze the delivery of the objectives. The proposed invention enables the funding that is necessary to be secured, painlessly and urgently. The democratization of the financial responsibility towards the achievement of an improvement to the environment using the mechanism as proposed by the present invention also results in an outcome that financial returns are also a shared benefit.

[Continued on next page]

AO, AT, AU, AZ, BA, BB, BG, BH, BN, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DJ, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IQ, IR, IS, IT, JM, JO, JP, KE, KG, KH, KN, KP, KR, KW, KZ, LA, LC, LK, LR, LS, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PA, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, SA, SC, SD, SE, SG, SK, SL, ST, SV, SY, TH, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, WS, ZA, ZM, ZW.

- (84) Designated States** (*unless otherwise indicated, for every kind of regional protection available*): ARIPO (BW, GH, GM, KE, LR, LS, MW, MZ, NA, RW, SD, SL, ST, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, RU, TJ, TM), European (AL, AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK, SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, KM, ML, MR, NE, SN, TD, TG).

Declarations under Rule 4.17:

- *as to the identity of the inventor (Rule 4.17(i))*
- *as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))*

Published:

- *with international search report (Art. 21(3))*
- *with information concerning authorization of rectification of an obvious mistake under Rule 91.3 (b) (Rule 48.2(i))*

(48) Date of publication of this corrected version:

05 January 2023 (05.01.2023)

(15) Information about Correction:

see Notice of 05 January 2023 (05.01.2023)