

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
11 January 2001 (11.01.2001)

PCT

(10) International Publication Number
WO 01/02977 A1

(51) International Patent Classification⁷: G06F 16/30,
17/60, G06K 11/18

(21) International Application Number: PCT/AU00/00775

(22) International Filing Date: 30 June 2000 (30.06.2000)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
PQ1313 30 June 1999 (30.06.1999) AU

(71) Applicant (for all designated States except US): SILVER-
BROOK RESEARCH PTY LTD [AU/AU]; 393 Darling
Street, Balmain, NSW 2041 (AU).

(72) Inventors; and

(75) Inventors/Applicants (for US only): LAPSTUN, Paul

[NO/AU]; 13 Duke Avenue, Rodd Point, NSW 2046
(AU). LAPSTUN, Jacqueline, Anne [AU/AU]; 13 Duke
Avenue, Rodd Point, NSW 2046 (AU). SILVERBROOK,
Kia [AU/AU]; Silverbrook Research Pty Ltd, 393 Darling
Street, Balmain, NSW 2041 (AU).

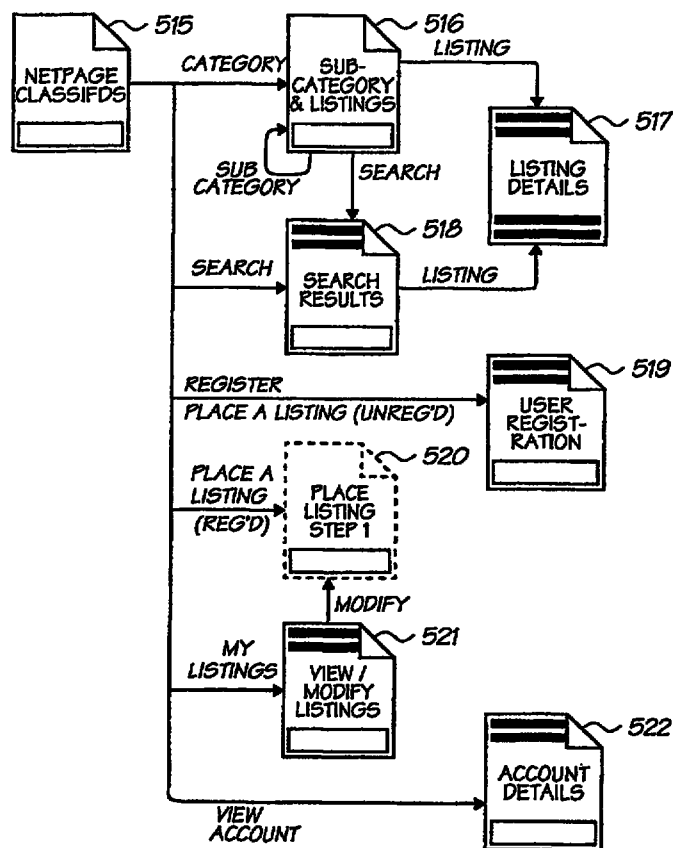
(74) Agent: SILVERBROOK, Kia; Silverbrook Research Pty
Ltd, 393 Darling Street, Balmain, NSW 2041 (AU).

(81) Designated States (national): AE, AG, AL, AM, AT, AU,
AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CR, CU, CZ,
DE, DK, DM, DZ, EE, ES, FI, GB, GD, GE, GH, GM, HR,
HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR,
LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ,
NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM,
TR, TT, TZ, UA, UG, US, UZ, VN, YU, ZA, ZW.

(84) Designated States (regional): ARIPO patent (GH, GM,
KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZW), Eurasian
patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European

[Continued on next page]

(54) Title: METHOD AND SYSTEM FOR SEARCHING CLASSIFIED ADVERTISING



(57) Abstract: Methods and systems are disclosed which relate to listing classified advertising via interface surfaces printed with information and coded data. The coded data, encoded visibly or invisibly, may be queried by an appropriate sensing device. The sensing device communicates with a computer system. Together, the interface surfaces, sensing device and computer system are capable of effecting classified listing search transactions over a network.



patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).

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

Published:

— *With international search report.*