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International Bureau

INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(51) International Patent Classification 6 : G06F 17/30 | A1

(11) International Publication Number: WO 99/04350

(43) International Publication Date: 28 January 1999 (28.01.99)

(21) International Application Number: PCT/NZ98/00103

(22) International Filing Date: 16 July 1998 (16.07.98)

(30) Priority Data:
328355 16 July 1997 (16.07.97) NZ

(71)(72) Applicant and Inventor: O'CONNOR, Paul, Michael [NZ/NZ]; 205 Wakefield Street, Wellington (NZ).

(74) Agents: WEST-WALKER, Gregory, James et al.; Russell McVeagh West-Walker, The Todd Building, Level 7, 171-177 Lambton Quay, Wellington 6001 (NZ).

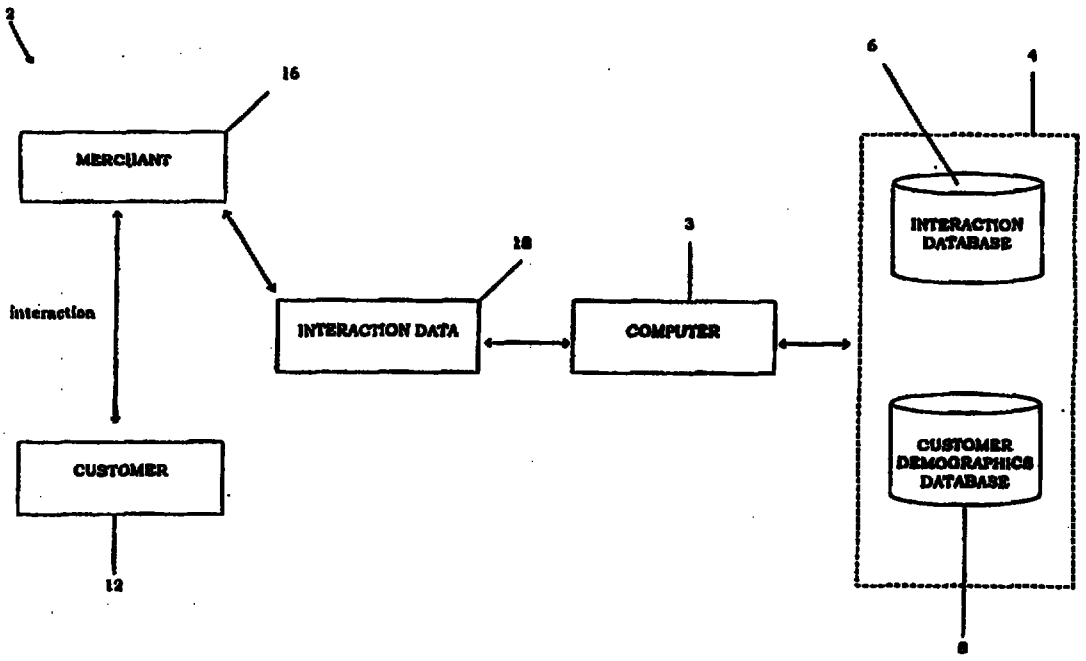
(81) Designated States: AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CU, CZ, DE, DK, EE, ES, FI, GB, GE, GH, GM, HR, HU, ID, IL, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, UA, UG, US, UZ, VN, YU, ZW, ARIPO patent (GH, GM, KE, LS, MW, SD, SZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).

Published

With international search report.

Before the expiration of the time limit for amending the claims and to be republished in the event of the receipt of amendments.

(54) Title: METHOD AND SYSTEM FOR COMPILING DEMOGRAPHIC DATA



(57) Abstract

A computer-implemented method and system for compiling demographic data is provided. This comprises maintaining in a computer, having a memory, a database of demographic data about existing and/or prospective customers, and interactions between customers and merchants; updating the database with data about new interactions between customers and merchants; retrieving from the database demographic data about existing and/or prospective customers; and generating a report on demographic data about existing and/or prospective customers.