(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization
International Bureau

(43) International Publication Date
29 January 2009 (29.01.2009)

PCT

(10) International Publication Number
WO 2009/013127 A1

(51) International Patent Classification:
G06Q 30/00 (2006.01)

(21) International Application Number:
PCT/EP2008/058865

(22) International Filing Date: 8 July 2008 (08.07.2008)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
11/878,047 20 July 2007 (20.07.2007) US

(71) Applicant *(for all designated States except US)*: **AMADEUS S.A.S.** [FR/FR]; 485 route du Pin Montard - SOPHIA ANTIPOLIS, F-06410 Biot (FR).

(72) Inventors; and

(75) Inventors/Applicants *(for US only)*: **ANDRE, Arnaud** [FR/FR]; 6 Lot le Sarraire, F-83210 Sollies-pont (FR). **SJOBRING, Niklas** [SE/FR]; Le Palais Royal, 35 rue de France, F-06000 Nice (FR). **TRISCORNIA, David** [FR/FR]; Bât Le 1, 81 avenue Henri Dunant, F-06130 Grasse (FR).

(74) Agent: **DECOBERT, Jean-Pascal**; Cabinet Hautier-20 Rue De La Liberte, F-06000 Nice (FR).

(81) Designated States *(unless otherwise indicated, for every kind of national protection available)*: AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

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

[Continued on next page]

(54) **Title:** METHOD AND SYSTEM FOR GENERATING AND CONTROLLING THE DISTRIBUTION AND USE OF PERSONAL PROMOTION CODES BY TARGETED CUSTOMERS

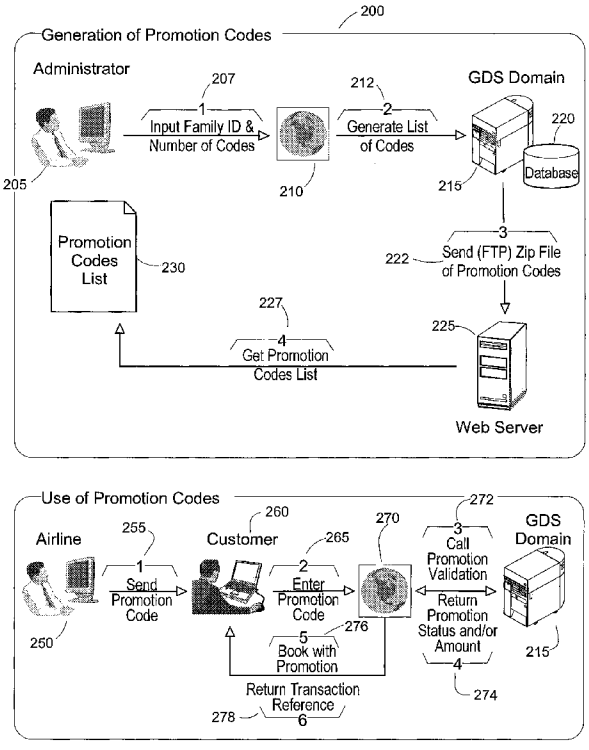


FIG. 2

(57) **Abstract:** A method and a system for generating personal promotion codes from the computing resources of a provider of services are described. Internal promotion codes including a family ID field and a serial ID field comprised of alphanumeric characters are first generated. The internal promotion codes are then encoded into a corresponding series of external promotion codes also comprised of alphanumeric characters, which render the internal promotion codes unintelligible. After which the series of external promotion codes is packed into an encrypted file which is forwarded to a client application of the provider of services to have the external promotion codes distributed to its customers. The external promotion codes later submitted to the client application by the customers are further validated by the provider of services. Validation of the external promotion codes submitted by the customers does not require that all generated external promotion codes need to be stored in a database of the provider of services.

WO 2009/013127 A1

Published:
— *with international search report*