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

(19) World Intellectual Property Organization
International Bureau

(43) International Publication Date
22 December 2005 (22.12.2005)

PCT

(10) International Publication Number
WO 2005/122020 A1

(51) International Patent Classification[7]: G06F 17/30
// 153:00

(21) International Application Number:
PCT/SG2005/000185

(22) International Filing Date: 8 June 2005 (08.06.2005)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
2004903120 8 June 2004 (08.06.2004) AU
2004904076 22 July 2004 (22.07.2004) AU

(71) Applicant *(for all designated States except US)*: **U-MARKETING IP PTE. LTD.** [SG/SG]; 31 Ubi Road 1, #01-01 Aztech Main Building, Singapore 408694 (SG).

(72) Inventor; and

(75) Inventor/Applicant *(for US only)*: **MEBRUER, Robert** [US/US]; c/o U-Marketing IP Pte. Ltd., 31 Ubi Road 1, #01-01 Aztech Main Building, Singapore 408694 (US).

(74) Agent: **LO, Peter**; c/o Shook Lin & Bok, 1 Robinson Road, #18-00 AIA Tower, Singapore 048542 (SG).

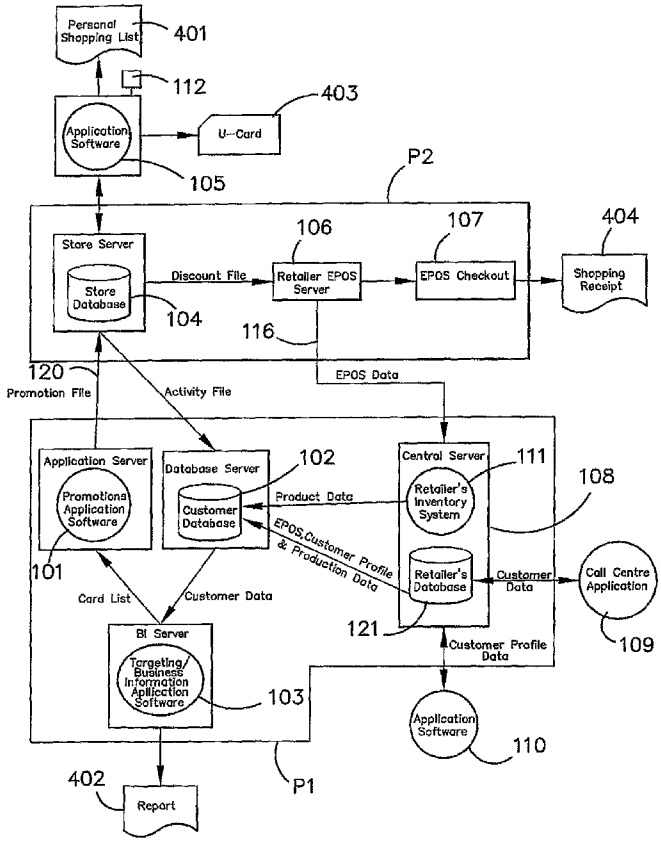
(81) Designated States *(unless otherwise indicated, for every kind of national protection available)*: AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NG, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SM, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, 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, HU, IE, IS, IT, LT, LU, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:
— *with international search report*

[Continued on next page]

(54) Title: A SHOPPING SYSTEM AND METHOD



(57) Abstract: A shopping system and method is disclosed for providing an inducement to a shopper to purchase products. The inducement may be by way of a shopping list or a coupon providing benefits when products are purchased. A card reader (105, 515) is provided for reading a customer's card to identify the customer, and processors (P1, P2) are provided for containing databases which include customer information so that targeted offers can be made specific to a particular customer by way of a printed shopping list or coupon. A printer (112) is provided for printing the list and a printer (516) is provided for printing the coupons. Information relating to redeemed coupons is also obtained so that organisations making offers by way of the coupons can be built for the promotional offers included on the coupons.

WO 2005/122020 A1

— *with amended claims*

Date of publication of the amended claims: 30 March 2006

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.