

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

(19) World Intellectual Property
Organization
International Bureau

(43) International Publication Date
01 December 2022 (01.12.2022)



(10) International Publication Number
WO 2022/251734 A3

- (51) International Patent Classification:
G06Q 30/02 (2023.01) *H04M 3/487* (2006.01)
- (21) International Application Number:
PCT/US2022/031600
- (22) International Filing Date:
31 May 2022 (31.05.2022)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data:
63/194,504 28 May 2021 (28.05.2021) US
63/269,340 14 March 2022 (14.03.2022) US
- (72) Inventor; and
(71) Applicant: **VENEZIA, Nicholas, M.** [US/US]; 16830
Ventura Boulevard, #515, Encino, CA 91436 (US).
- (74) Agent: **PATTERSON, Melissa, E.**; Sheppard Mullin
Richter & Hampton LLP, 2099 Pennsylvania Avenue, NW,
Suite 100, Washington, DC 20006 (US).

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).

Published:

- with international search report (Art. 21(3))
- before the expiration of the time limit for amending the
claims and to be republished in the event of receipt of
amendments (Rule 48.2(h))

- (88) Date of publication of the international search report:
05 January 2023 (05.01.2023)

- (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, 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,

(54) Title: SMART CONTRACT SYSTEM AND METHOD FOR MANAGING DIGITAL USER ENGAGEMENT

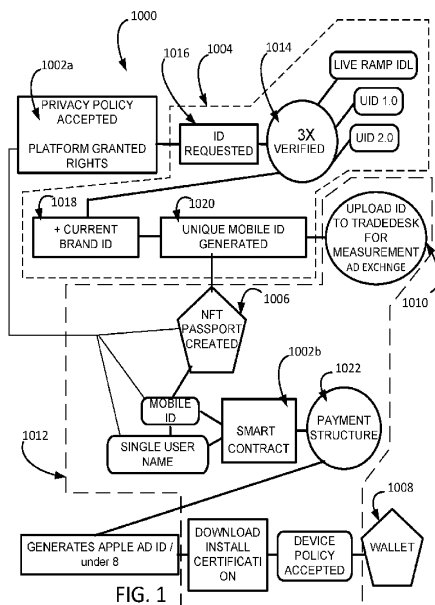


FIG. 1

(57) Abstract: A computer-implemented method for presenting advertise-
ments based on user data is disclosed. The method may comprise extracting a
mobile phone number associated with an internet user, generating an anonym-
ous and unique identifier for the user based on the mobile phone number,
wherein the identifier complies with a privacy rule; analyzing the user's be-
havior and/or interests to assign behavioral attributes to the identifier; receiv-
ing an input to select an advertiser based on a category of the advertisement;
transmitting the identifier to the advertiser to generate an advertisement for
the user based on the identifier, and receiving the advertisement from the ad-
vertiser and presenting the advertisement to the user.

WO 2022/251734 A3