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

(19) World Intellectual Property Organization
International Bureau

(43) International Publication Date
27 May 2004 (27.05.2004)

PCT

(10) International Publication Number
WO 2004/044709 A2

(51) International Patent Classification[7]: G06F

(21) International Application Number:
PCT/US2003/036271

(22) International Filing Date:
12 November 2003 (12.11.2003)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
10/292,895 12 November 2002 (12.11.2002) US

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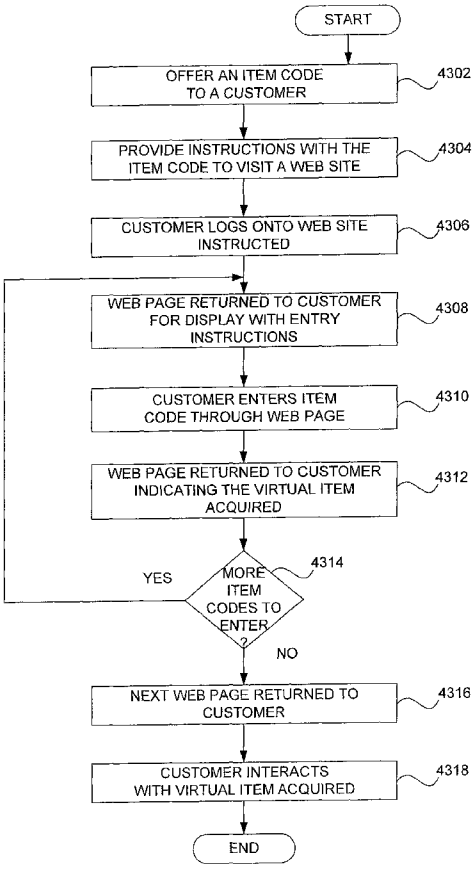
(81) Designated States *(national)*: AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NO, NZ, OM, PH, PL, PT,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

(84) Designated States *(regional)*: ARIPO patent (BW, GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PT, RO, SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Declarations under Rule 4.17:
— *as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii)) for all designations*

[Continued on next page]

(54) Title: METHOD OF MUTUALLY ENHANCING RETAIL SALES AND USER TRAFFIC ON A WEB SITE



(57) **Abstract:** A method of mutually enhancing retail sales and user traffic on a web site involves offering an item code to a customer at a retail store, a place of business, or other promotional site in one of several different ways. Instructions are provided with the item code directing the customer to visit a web site, the instructions including the URL of the web site. The customer accesses the web site utilizing the URL address. The customer enters the item code where provided for on the web page and submits the item code. A server computer to receives the item code, processes the item code, and returns to the customer's computer a web page for display indicating the virtual item that the customer has acquired through the item code. The customer may now interact within the environment provided for by the web site with the virtual item acquired.

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— *as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii)) for all designations*

Published:

— *without international search report and to be republished upon receipt of that report*

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