9801664-5 RTMP COPY IPOS

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International Bureau

INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(51) International Patent Classification 6 : G06F 17/60 — A1

(11) International Publication Number: WO 97/05555

(43) International Publication Date: 13 February 1997 (13.02.97)

(21) International Application Number: PCT/US96/12181

(22) International Filing Date: 25 July 1996 (25.07.96)

(30) Priority Data:
08/507,693 25 July 1995 (25.07.95) US

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

Published
With international search report.

(54) Title: INTERACTIVE MARKETING NETWORK AND PROCESS USING ELECTRONIC CERTIFICATES

(57) Abstract

A data processing system issuing electronic certificates (6) through "online" networks of personal computers, televisions, or other devices (3) with video monitors or telephones. Each electronic certificate (6) includes transaction data and identification data, and can be printed out on a printing device (4) linked to a consumer's personal input device (3), or electronically stored in a designated database (5) until a specified expiration date. The certificate can be used for various purposes, including use as a coupon for a discounted price on a product or service, proof of a gift or award, proof of reservation, or proof of payment. Consumers access the data processing system online, browse among their choices, and make their selections. The data processing system provides reports on the selected certificates and their use following selection. Certificate issuers (1) also have online access to the data processing system and can create or revise offers, and provide various instructions pertaining to the certificates to be issued, including limitations as to the number of certificates to be issued in total and to each individual consumer.

