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

(19) World Intellectual Property Organization
International Bureau

(43) International Publication Date
30 May 2003 (30.05.2003)

PCT

(10) International Publication Number
WO 03/044711 A1

(51) International Patent Classification[7]: G06F 17/60

(21) International Application Number: PCT/SG01/00237

(22) International Filing Date:
21 November 2001 (21.11.2001)

(25) Filing Language: English

(26) Publication Language: English

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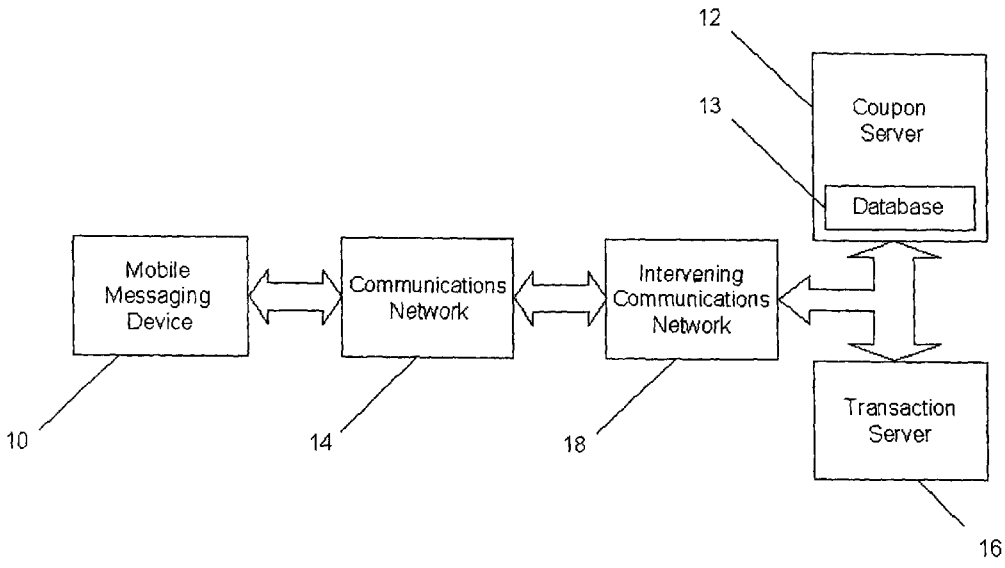
(81) Designated States *(national)*: AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NO, NZ, PH, PL, PT, RO,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

(84) Designated States *(regional)*: ARIPO patent (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, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE, TR), OAPI patent (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: METHOD FOR DISTRIBUTING AND REDEEMING ELECTRONIC COUPONS USING AN ELECTRONIC MESSAGING SERVICE



(57) Abstract: The invention provides a system and method for distributing and redeeming electronic coupons using an electronic messaging service (14, 18). Electronic coupons are distributed using an electronic messaging service to a user's mobile messaging device (10) and are then stored on the device. The user is able to redeem the coupon at a transaction server (16) by forwarding the same coupon as a message to a pre-announced number or address. The transaction server is able to check the authenticity of the coupon by verifying the integrity of data contained in the electronic coupon which data may include a cryptographic signature. The invention may be used to obtain information about the user for marketing purposes.

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