



- (51) **International Patent Classification:**
G06F 3/0485 (2013.01) *H04L 12/52* (2006.01)
G06F 17/40 (2006.01)
- (21) **International Application Number:**
PCT/AU2014/000853
- (22) **International Filing Date:**
29 August 2014 (29.08.2014)
- (25) **Filing Language:** English
- (26) **Publication Language:** English
- (30) **Priority Data:**
2013903288 29 August 2013 (29.08.2013) AU
2014900064 9 January 2014 (09.01.2014) AU
- (72) **Inventor; and**
- (71) **Applicant :** NELSON, Paul Damian [AU/AU]; Suite 9,
199 Toorak Road, South Yarra, Victoria 3141 (AU).
- (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, DK, DM,

DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IR, IS, JP, KE, KG, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, 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, SM, ST, SV, SY, TH, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, 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))

(54) **Title:** MESSAGE SYSTEM

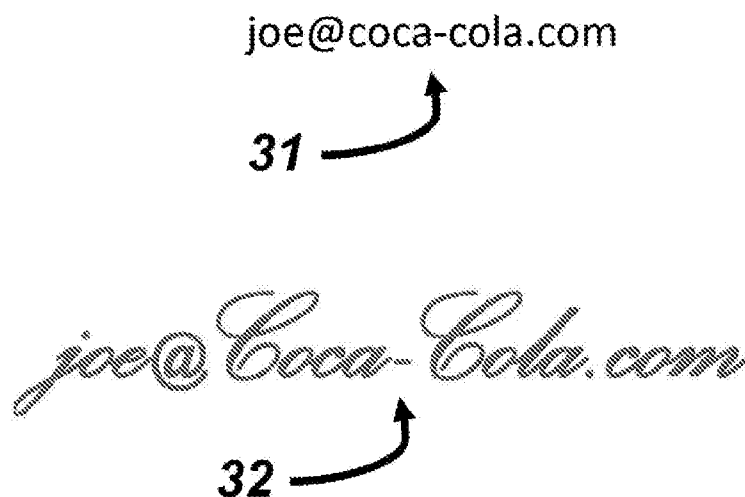


Figure 3

(57) **Abstract:** The present invention relates to a new message system, including various methods, systems, processes, applications, and products relating to same. In one embodiment, a new message system allows a user to customize the appearance of at least a field in an email, such as email address. In other example message systems, such as social media or social networks, and so on, a user is able to customize the appearance of their identification displayed ("ID") to another party, such as their contact address or ID. Such customization, for example, on a personal level, can provide for added personalization and character, and on a commercial level, could provide for inclusion and emphasis of, for example, trade mark exposure. Such customization examples, can be managed, for example, by a user of a registration service database that stores customization design(s): and provides and applies same to visual end use.

