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

(19) World Intellectual Property Organization
International Bureau

(43) International Publication Date
5 June 2014 (05.06.2014)

WIPO | PCT

(10) International Publication Number
WO 2014/082123 A1

(51) International Patent Classification:
G06Q 30/02 (2012.01)

(21) International Application Number:
PCT/AU2013/001371

(22) International Filing Date:
27 November 2013 (27.11.2013)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
2012905153 27 November 2012 (27.11.2012) AU

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(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, 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))*

— *with amended claims (Art. 19(1))*

(54) Title: A MARKETING METHOD AND SYSTEM UTILISING ELECTRONIC NETWORKING MEDIA

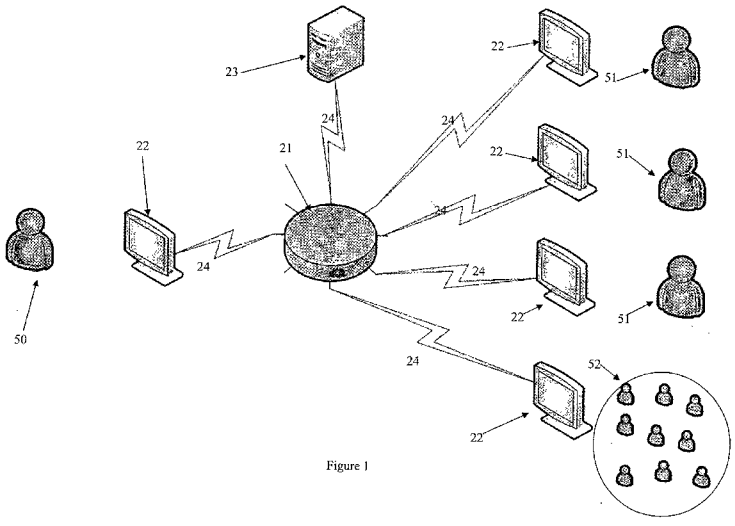


Figure 1

(57) Abstract: A marketing method utilising electronic networking media, the method including the steps of providing a branded advertising interface on a computer network to at least one user; offering the at least one user one or more incentives to provide a personal comment with brand identifying information related to the brand advertised on the branded interface, posting said personal comment with brand identifying information to a personal portion related to the user on at least one personal networking media; and posting said personal comment with brand identifying information to a corporate portion related to the brand advertised on the branded interface on at least one networking media.

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