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

(19) World Intellectual Property Organization
International Bureau

(43) International Publication Date
2 May 2002 (02.05.2002)

PCT

(10) International Publication Number
WO 02/35309 A2

(51) International Patent Classification[7]: G06F

(21) International Application Number: PCT/IN01/00173

(22) International Filing Date: 8 October 2001 (08.10.2001)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
60/242,661 23 October 2000 (23.10.2000) US

(71) Applicant and
(72) Inventor: **VENKATRAM, Srinivas** [IN/IN]; No. 8, Gulestan, Plot No. 216, Sion (E), Mumbai 400 022 (IN).

(74) Agents: **BOAZ, Rani** et al.; Krishna & Saurastri, 74/F, Venus, Worli Sea Face, Mumbai 400 018 (IN).

(81) Designated States *(national)*: AE, AL, AM, AT, AT (utility model), AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CU, CZ, CZ (utility model), DE, DE (utility model), DK, DK (utility model), EE, EE (utility model), ES, FI, FI (utility model), GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SK (utility model), SL, TJ, TM, TR, TT, 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, 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:
— *without international search report and to be republished upon receipt of that report*

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

WO 02/35309 A2

(54) Title: KNOWLEDE DRIVEN MODUS OPERANDI FOR CUSTOMER, CLIENT AND SALES TRANSCTIONS

(57) Abstract: The present invention is a unique system for executing sales transaction or personally relevant goal-optimal ordered knowledge, comprising a navigation and user directive system, a set of knowledge structures and engines, a framework for processing data and a framework to organize knowledge mining for a broader practice-community.