

Doc Code: PREX.SRCH

Applicant:

Attorney Docket No.:

Serial No.:

For: Targeted Marketing

Filed: Herewith

Pre-Examination Search Document

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

This pre-examination search statement is provided in support of the petition for accelerated examination filed herewith.

A pre-examination search was conducted involving U.S. patents and patent application publications, foreign patent documents and non-patent literature as indicated below. The results of the search are provided on an Information Disclosure Statement filed concurrently herewith.

8 (A) Pre-examination Search

US Field of Search:

Class 705 (Data Processing: Financial, Business Practice, Management, or Cost/price Determination)

Subs. 1, 7, 14, 10, 26, 27

Class 283 (Printed Matter (Advertising))

Subs. 56, 81, 67

IPC-8 Field of Search

G06F (ELECTRIC DIGITAL DATA PROCESSING)

- 15/18 Digital Computers in General; in Which a Programme Is Changed According to Experience Gained by the Computer Itself During a Complete Run; Learning Machines
- 17/00 Digital Computing or Data Processing Equipment or Methods, Specially Adapted for Specific Functions
- 19/00 Digital Computing or Data Processing Equipment or Methods, Specially Adapted for Specific Applications

H04N (PICTORIAL COMMUNICATION, e.g. TELEVISION)

- 3/00 Scanning Details of Television Systems; Combination Thereof with Generation of Supply Voltages
- 7/00 Television systems

Date Conducted: October 19, 2006.

Database Searches:

- 1) Database Service: USPTO EAST

Files Searched:

US Patent Document Databases: US-PGPUB, USPAT
Foreign Patent Document Databases: EPO, JPO, DERWENT
IBM Technical Disclosure Bulletin database: IBM_TDB

Search Logic:

- L1 (targeted market\$)
- L2 L1 and (purchas\$ near\$ histor\$)
- L3 L1 and internet
- L4 L3 and client\$

Date Conducted: October 19, 2006.

- 2) Database Service: Dialog

Files Searched:

(Non Patent Literature) ABI/INFORM® [Bell & Howell Information and Learning], Business & Industry™ [Responsive Database Services, Inc.], Business Week [The McGraw-Hill Companies Publications Online], Business Wire [Business Wire], Computer Database™ [The Gale Group], Conference

Papers Index [Cambridge Scientific Abstracts], Dissertation Abstracts Online [Bell & Howell Information and Learning], Globalbase™ [The Gale Group], Inside Conferences [The British Library]INSPEC [INSPEC, Inc.], Internet & Personal Computing Abstracts® [Information Today, Inc.], The McGraw-Hill Companies Publications Online [The McGraw-Hill Companies, Inc.], Microcomputer Software Guide Online® [R. R. Bowker Company], New Product Announcements /Plus® (NPA/Plus) [The Gale Group], Newsletter Database™ [The Gale Group], Financial Times Abstracts, New York Times Abstracts, San Jose Mercury News, Wall Street Journal Abstracts, PR Newswire [PR Newswire Association, Inc.], PROMT® [The Gale Group], Softbase: Reviews, Companies, and Products [Information Sources, Inc.], Trade & Industry Database™ [The Gale Group], Wilson Applied Science and Technology Abstracts [The H.W. Wilson Company], World Reporter [The Dialog Corporation, Dow Jones & Company, and Financial Times Information Business Dateline® [Bell & Howell Information and Learning], Marketing & Advertising Reference Service® [The Gale Group], The Atlanta Journal/The Atlanta Constitution, The Arizona Republic/The Phoenix Gazette (Phoenix), The Sun (Baltimore), The Boston Globe, Chicago Tribune, The Christian Science Monitor, Detroit Free Press, The Denver Post, Houston Chronicle, Independent (London), The Irish Times, Los Angeles Times, The Miami Herald, Newsday and New York Newsday, The Oregonian (Portland), The Plain Dealer (Cleveland), The Philadelphia Inquirer, Rocky Mountain News (Denver), San Francisco Chronicle, St. Louis Post-Dispatch, St. Petersburg Times, Times/Sunday Times (London), USA Today, Washington Post Online.

Search Logic:

S1 (target? market?)
S2 (target? market?) and internet

Date Conducted: October 19, 2006.

3) Database Service: Google

File Searched: Google Scholar (Non Patent Literature)

Search Logic: targeted marketing;
marketing and (data mining)

Date Conducted: October 19, 2006.

8(B) Search Directed to the Invention

The pre-examination search was directed to the claimed invention, encompassing all the features of the claim and giving the claim its broadest reasonable interpretation.

8(C) Search Directed to the Disclosure

No disclosed features that are unclaimed at this time are currently seen as features that may be claimed later.

8(D) Search Report from a Foreign Patent Office

No search report from a foreign patent office is provided here as the pre-examination search.

8(E) Statement of Good Faith

All statements above in support of the petition to make special are based on a good faith belief that the search was conducted in compliance with the requirements of this rule.

Respectfully Submitted,

/P.D.Q. Persuader/

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August 25, 2006