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Re: Electrical Patent Novelty/Patentability Search
Targeted Marketing

October 19, 2005

Dear Rodger,

In accordance with your email received October 5, 2006, an Electrical Patent Novelty/Patentability Search was conducted at the U.S. Patent and Trademark Office for a targeted marketing program.

A targeted marketing program, which includes memory for collecting information about prospective clients, and includes their purchasing histories and classifying potential clients according to an estimated set of parameters, which are continuously refined as new products, services and procedures are introduced. This system will operate entirely over the Internet on a business to business basis, or it could employ conventional printed advertising media including mail, magazines and newspapers and the like. The essential elements of all such systems are the evaluation of client responses to said media and the continuous refinement of the system of parameters, media and delivery systems, in accordance with the disclosure provided.

The following classes and subclasses were searched:

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

The following IPC-8 classes and subclasses were searched:

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

The following patents appear to be most relevant:

6,925,411 discloses a system that targets specific consumers and optimizes the products to be offered to those consumers 117. (Abstract; Figures 1-11, 19-26; Column 8, Line 19-26; Claims 1, 16).

2003/0004810 discloses an advertisement selection system whereby data from the point of purchase is transferred over a public or private network 120, such as a local area network within a store or a wide area network which connects a number of department or grocery stores.(Abstract; Figures 1-10; Paragraphs [0016], [0051]; Claims 1, 22).

6,236,975 discloses a system that allows a business to survey specific customers that might want to purchase particular products or services. This is accomplished by encouraging the customer to complete a series of demographic questions. (Abstract; Figures 1-15; Column 2, Line 66 to Column 3, Line 14; Claims 1, 10).

6,307,958 discloses a system for generating an incentive signal for an individual customer at the point-of-sale in a retail establishment. (Abstract; Column 4, Lines 41-56; Claims 1, 7, 11, 16).

The following Non-Patent Literature is of interest:

Abe, N.; Pednault, E.; Wang, H.; Zadrozny, B.; Fan, W.; Apte, C., **Empirical Comparison of Various Reinforcement Learning Strategies for Sequential Targeted Marketing**. IEEE, IEEE INTERNATIONAL CONFERENCE ON DATA MINING , 2002; 2ND , Page: 3-10

Apte, C.; Bibelnieks, E.; Natarajan, R.; Pednault, E.; Tipu, F.; Campbell, D.; Nelson, B., **Segmentation-Based Modeling for Advanced Targeted Marketing**. Association for Computing Machinery, ACM SIGKDD INTERNATIONAL CONFERENCE ON KNOWLEDGE DISCOVERY AND DATA MINING , 2001; 7TH , Page: 408-413

Huang, J.; Zhong, N.; Yao, Y. Y.; Liu, C., **A General Framework of Targeted Marketing**. Berlin, (London), Springer Verlag, LECTURE NOTES IN COMPUTER SCIENCE , 2005; VOL 3528 , Page: 197-203

Huang, J.; Zhong, N.; Liu, C.; Yao, Y., **Adaptive Linear Market Value Functions for Targeted Marketing**. Berlin, London:, Springer, LECTURE NOTES IN COMPUTER SCIENCE , VOL 3066, Page: 743-751

Jha, G.; Siu Cheung Hui, **Data Mining for Risk Analysis and Targeted Marketing**. New York, Springer, Artificial intelligence - Pacific Rim international conference; 5th LECTURE NOTES IN COMPUTER SCIENCE , 1998; NO 1531 , Page: 158-169

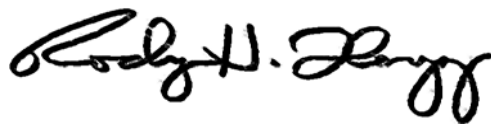
Petrushin, V.; Britton, J. , **Data Mining for Targeted Marketing**. Artificial neural networks in engineering conference; Smart engineering system design - 10th, INTELLIGENT ENGINEERING SYSTEMS THROUGH ARTIFICIAL NEURAL NETWORKS , 2000; VOL 10 , Page: 501-506

Steenburgh, T. J.; Ainslie, A.; Engebretson, P. H., **Revealing the Information in Zipcodes: Massively Categorical Variables in Targeted. Marketing**. Marketing Science Institute; Young Scholars Program - Conference, REPORT-MARKETING SCIENCE INSTITUTE CAMBRIDGE MASSACHUSETTS , 2001; (NO) 123 , Page: 7-8

Yao, Y. Y.; Zhong, N., **Mining Market Value Functions for Targeted Marketing**. IEEE, COMPSAC -NEW YORK- , 2001; 25TH , Page: 517-524

These patents are representative of the prior art searched. Copies of the cited prior art are enclosed for your further review. Please do not hesitate to contact me with any questions regarding this search.

Best Regards,
EXPRESS SEARCH



Rodger Flagg
President

RHF/dtc
Enclosure: 19 Patents
Ref: E10-E0100