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CASE	2010-00518 & 2010-00520 FMOT
REQUEST DATE	May 3, 2010
REQUEST	Patent Search
POINTS OF FOCUS	<p>Publications or communications that describe, disclose or teach, in general, as stated in client's search request of May 3, 2010 the following...</p> <p>A shopper is in a store with the wireless handheld device with a product scanning device in front of a product display of 30 different laundry detergents. The shopper narrows down her interest in detergents down to 4</p> <ul style="list-style-type: none">o Actuation of the bidding process is done by any one of or all of the following:<ul style="list-style-type: none"><input type="checkbox"/> System recognition that prospective shopper is considering a product choice by mere presence at product choice locale;<input type="checkbox"/> Prospective shopper scans one type of product (e.g., laundry detergent), competitive product makers learn of said scanning in real-time and then seek to bid on that product choice in real time thus potentially changing a shopper's decision—handheld device informs shopper to "bid for me"<input type="checkbox"/> Shopper scans multiple products, selects "bid for me" and receives multiple product bids based upon all or most or some products scanned. <p>Each time the shopper shops and his products are scanned by the Retail Scan Tunnel, the shopper's profile and product preferences are added to his specific shopper profile. Thus, it is a self-learning system.</p> <ul style="list-style-type: none"><input type="checkbox"/> If a certain product X that shopper routinely buys is scanned by the Retail Scan Tunnel at a subsequent visit and the product contains additional ingredients or is a different formulation than product X included on previous visits, the database sends a signal to the Retail Scan Tunnel and a human readable message alerting the shopper to the change in the product is displayed to the shopper prior to purchase.<ul style="list-style-type: none">o With the combination of the Retail Scan Tunnel and the database of shopper profiles, the system can send product specific influential messages to the shopper on his handheld device during future first moment of truth events (future product decision periods of time). For example, with a shopper's profile including a health profile including allergens, as the shopper shops in the aisle of a grocery store, the store can send an influential message that alerts the shopper that the product that the shopper is considering purchasing is outside of his health profile.
RESULTS	This search located eleven (11) Tier One patent references and twelve (12) Tier Two patent references that either speak directly or indirectly to the points of focus.
NOTES	<ol style="list-style-type: none">1. Tier One references teach or speak to many of the elements listed in the points of focus and may touch on novelty.2. Tier Two references teach or speak to a few of the elements listed in the points of focus and, when combined, may touch on obviousness.
DISCLAIMER	<p><i>This search represents a thorough and continuous effort to locate the most appropriate references given the information provided by the client and the budget placed on this project. This is not a guarantee that every potential reference has been located. Furthermore, the information contained herein has been obtained from data sources believed to be reliable. Gilman Research Services, LLC disclaims all warranties as to the accuracy, completeness or adequacy of such information. No opinion, unless clearly stated, regarding freedom to operate, patentability or otherwise of the invention is expressed or implied other than the comments stated herein.</i></p>

Patent References - Tier One

US7340419B2 2008-03-04 Method and apparatus for product display (en)

Inventors: Jay S. Walker, Ridgefield, CONNECTICUT, United States of America;
Andrew S. Van Luchene, New York, NEW YORK, United States of America;
Magdalena M. Fincham, Norwalk, CONNECTICUT, United States of America

Applicants/Assignees: Walker Digital, LLC , Stamford, CONNECTICUT, United States of America

Application/Filing Date:
2002-03-15

English Abstract:

Systems and methods are provided for receiving a request to display a type of product. Thereafter, a substitute product for the product is selected from a plurality of substitute products. The selection is based on expected revenue from display of the selected substitute product. The product is then displayed to a customer.

Notes...

The system may determine which substitute products to slot using a rules based system. One possible factor affecting selection of the substitute product to display is how much the manufacturer would pay to place their product in the substitute slot. The manufacturer may pay every time their product is displayed and/or every time a customer selects their product from the substitute slot. It would be advantageous to place the product from the manufacturer who is willing to pay the system the most for that slot.

The system must also take into consideration how often the customer selects the product since the manufacturer may be willing to pay every time the customer purchases their product when it is in the substitution slot. For example, if an expected rate of substitution is determinable, the expected revenue from substitution may be determined. Consequently, the expected revenue from slotting particular products may be determined.

US20070210155A1 2007-09-13 CONSUMER INTERACTIVE SHOPPING SYSTEM (en)

Inventors: Jerome Swartz, Old Field, NEW YORK, United States of America;
Thomas K. Roslak, Eastport, NEW YORK, United States of America;
Mauro Premutico, Brooklyn, NEW YORK, United States of America;
Adam Petrovich, Pittsburgh, PENNSYLVANIA, United States of America;
Edward Barkan, Miller Place, NEW YORK, United States of America

Applicants/Assignees: SYMBOL TECHNOLOGIES, INC. , One Symbol Plaza, 11742-1300, Holtsville, NEW YORK, United States of America

Application/Filing Date:
2007-03-15

English Abstract:

The present invention relates generally to a consumer interactive shopping and marketing system. The system includes a portable data terminal for communicating information over a communication network. The present system has aspects that may be used within a shopping establishment or at a user's home.

Notes...

The product profile database (or a separate related product database) may also include cross-reference information of other associated products. For example, these records include records for "nutritional alternative" products, "competitive alternative products", "substitute" products, "complementary" products and "other products within a certain area". The nutritional alternative products include alternative products having less calories, vegetarian alternatives, etc. The competitive alternative products include a list of competitive brands that could be substituted for each product (including store brand alternatives). The substitute products include a list of different types that could replace each product. For example, olive oil could be a substitute for corn oil. Complementary products include a list of products that are often purchased together, e.g., hot dogs and buns, hamburgers and rolls, ice cream and ice cream cones, salad and salad dressing, pasta and sauce, peanut butter and jelly, etc. The other products within a certain area record provides a list of other products that are within a certain distance of a product.

Instead of checking out a portable terminal, a customer could have his own portable terminal that is not returned after the customer finishes selecting products. The customer's portable terminal could be a cell phone, personal digital assistant, key fob or any other dedicated terminal. For instance, in an embodiment where the portable terminal is a cell phone, the cell phone could dial a phone number associated with the store or access a host utilizing always on protocol method, i.e., TCP/IP. A WLAN link could be formed between the store's terminal and the cell phone. A merchant may choose to keep the communication to the customer's portable terminal private so that other merchants cannot send unsolicited messages to the customer. The merchant may do this by filtering out other merchants' communications.

US6412012B1 2002-06-25 System, method, and article of manufacture for making a compatibility-aware recommendations to a user (en)

Inventors: Bieganski, Paul , Eden Prairie, MINNESOTA;
Konstan, Joseph , St. Paul, MINNESOTA;
Rauser, John , Minneapolis, MINNESOTA;
Frankowski, Dan , Minneapolis, MINNESOTA

Applicants/Assignees: Net Perceptions, Inc. , Edina, MINNESOTA

Application/Filing Date:
1998-12-23

English Abstract:
A recommendation process includes the consideration of the compatibility of the items being recommended. An electronic processing system for generating a compatibility-aware recommendation output set to a user based, at least in part, on a set of item compatibility rules. The system includes a processing system of one or more processors configured to receive applicable data, including i) user preference data, and ii) item compatibility rules, and to produce a compatibility-aware recommendation output set using the user preference data and the item compatibility rules. A method and computer-readable storage device containing the method are also presented.

US20080133365A1 2008-06-05 Targeted Marketing System (en)

Inventors: Benjamin Sprecher, Providence, RHODE ISLAND, United States of America;
Joshua Herzig-Marx, Newton Highlands, MASSACHUSETTS, United States of America

Applicants/Assignees: SPRECHER BENJAMIN ;
HERZIG-MARX JOSHUA

Application/Filing Date:
2007-11-08

English Abstract:
Targeted marketing system. A marketing portal is provided to create and maintain offer campaigns having specific consumer targeting rules. An offer optimization module determines specific offers for each eligible consumer, the offers are distributed to specific consumers through one or more distribution channels, and the system is updated with information about the offers distributed and the consumers reached. A point of sale checkout system processes the offer and a tracking module reconciles a list of issued offers with successful redemptions.

US20020026358A1 2002-02-28 System, method and article of manufacture for alerting a user to a promotional offer for a product based on user-input bar code information (en)

Inventors: Michael R. Miller, Coral Springs, FLORIDA;
Gregory P. Miller, Coral Springs, FLORIDA;
William H. Carpenter JR., Severna Park, MARYLAND

Applicants/Assignees: MILLER MICHAEL R. ;
MILLER GREGORY P. ;

CARPENTER WILLIAM H.

Application/Filing Date:
2001-02-14

English Abstract:
A system, method and article of manufacture are provided for alerting a user to a promotional offer for a product. A representation of a bar code is received from a user. The representation of the bar code is associated with a product. A relationship between the user and the product is generated. The relationship between the user and the product is stored in a data-base. A search is performed for matching a promotional offer to the product. The promotional offer is output to the user based on the relationship of the user with the product.

US20020026357A1 2002-02-28 System, method, and article of manufacture for targeting a promotion based on a user-input product identifier (en)

Inventors: Michael Robert Miller, Coral Springs, FLORIDA;
Gregory Paul Miller, Coral Springs, FLORIDA;
William H. Carpenter JR., Severna Park, MARYLAND

Applicants/Assignees: MILLER MICHAEL ROBERT ;
MILLER GREGORY PAUL ;
CARPENTER WILLIAM H.

Application/Filing Date:
2001-02-14

English Abstract:
A system, method and article of manufacture are provided for targeting a promotion to a user based on a user-entered product identifier. A product identifier is received from a client device of a user. The product identifier is associated with a particular product. A promotional offer for the product is retrieved, where the product is associated with the product identifier. The promotional offer is stored on a network data site. The user is allowed to access the promotional offer on the network data site using a user identifier.

US20020030105A1 2002-03-14 System, method and article of manufacture for commerce utilizing a bar code-receiving terminal (en)

Inventors: Michael R. Miller, Coral Springs, FLORIDA;
Gregory P. Miller, Coral Springs, FLORIDA;
William H. Carpenter JR., Severna Park, MARYLAND

Applicants/Assignees: MILLER MICHAEL R. ;
MILLER GREGORY P. ;
CARPENTER WILLIAM H.

Application/Filing Date:
2001-02-14

English Abstract:

A system, method and article of manufacture are provided for bar code-based electronic commerce. First, a representation of a bar code is received from a user at a terminal. The representation of the bar code is obtained by scanning a bar code of an item. Information relating to obtaining the item is presented on a display of the terminal. Input relating to obtaining the item is received from the user in response to the presented information.

US20020022963A1 2002-02-21 System, method and article of manufacture for selecting a vendor of a product based on a user request (en)

Inventors: Michael R. Miller, Coral Springs, FLORIDA;
Gregory P. Miller, Coral Springs, FLORIDA;
William H. Carpenter JR., Severna Park, MARYLAND

Applicants/Assignees: MILLER MICHAEL R. ;
MILLER GREGORY P. ;
CARPENTER WILLIAM H.

Application/Filing Date:
2001-02-14

English Abstract:

A system, method and article of manufacture are provided for selecting a vendor of a product. First, a textual message having a word generically referring to a product is received. The word is matched to one or more brands of product. A vendor of the brand(s) of product is selected. Information about the vendor is output.

US6970837B1 2005-11-29 Methods and apparatus wherein a buyer arranges to purchase a first product using a communication network and subsequently takes possession of a substitute product at a retailer (en)

Inventors: Jay S. Walker, Ridgefield, CONNECTICUT, United States of America;
Magdalena Mik, Greenwich, CONNECTICUT, United States of America;
Andrew S. Van Luchene, Norwalk, CONNECTICUT, United States of America;
Keith Berner, New York, NEW YORK, United States of America;
John Shepardson, Skillman, NEW JERSEY, United States of America

Applicants/Assignees: Walker Digital, LLC , Stamford, CONNECTICUT, United States of America

Application/Filing Date:
1999-10-05

English Abstract:

Purchasing system methods and apparatus are provided wherein a buyer purchases a first product through a purchasing system, such as by submitting a buyer offer. A

retailer receives product redemption information from a buyer, the product redemption information enabling the buyer to take possession of the first product. The retailer determines a substitute product to provide to the buyer, the substitute product being different than the first product. The de-termination may be based on information contained in the buyer offer, such as a product category, a product class and one or more product features.

Notes...

By way of example, consider a buyer who sends the purchasing system device 300 an offer to purchase a 35 millimeter (mm) camera for \$150. The purchasing system device 300 and/or the seller devices 550 may determine that cameras produced by two different manufacturers can be used to fulfill the buyer's offer. Both cameras are available at a retailer for the same settlement price of \$175. One of the manufacturers, however, has agreed to provide a \$35 manufacturer subsidy for each camera sold. In this case, the purchasing system device 300 may select the camera produced by that manufacturer to accept the buyer's offer and realize a \$10 gain (i.e., the buyer's offer price of \$150 less the retailer's settlement price of \$175 plus the manufacturer subsidy of \$35).

The purchasing system device 300 may likewise select one or more retailers from a plurality of possible retailers. In this case, the purchasing system device 300 may consider, for example: (i) the location of the buyer; (ii) the location of the retailers; (iii) the expected availability of the first product at various retailers; (iv) the actual availability of the first product at various retailers; (v) retail prices of the first product at various retailers; (vi) retailer subsidy information; and (vii) retailer settlement prices.

US7107228B1 2006-09-12 Systems and methods wherein a buyer purchases a product at a first price and physically acquires the product at a location associated with a merchant that offers the product for sale at a second price (en)

Inventors: Jay S. Walker, Ridgefield, CONNECTICUT, United States of America;
James A. Jorasch, Stamford, CONNECTICUT, United States of America;
Andrew S. Van Luchene, New York, NEW YORK, United States of America

Applicants/Assignees: Walker Digital, LLC , Stamford, CONNECTICUT, United States of America

Application/Filing Date:
2000-06-09

English Abstract:

Systems and methods are provided wherein a buyer purchases a product at a first price and physically acquires the product at a location associated with a merchant that offers the product for sale at a second price, the second price being different from the first price. Transaction information associated with the buyer and the merchant is received. Information that enables the buyer to physically acquire the product at a location associated with the merchant in exchange for providing payment of an amount

based on the first price, such as by providing payment to a central controller, is transmitted. According to one embodiment, a central controller provides payment of an amount based on the second price to the merchant.

US7587334B2 2009-09-08 Method and system for processing supplementary product sales at a point-of-sale terminal (en)

Inventors: Jay S. Walker, Ridgefield, CONNECTICUT, United States of America;
James A. Jorasch, Stamford, CONNECTICUT, United States of America;
Andrew S. Van Luchene, New York, NEW YORK, United States of America

Applicants/Assignees: Walker Digital, LLC , Stamford, CONNECTICUT, United States of America

Application/Filing Date:
2003-07-22

English Abstract:
A POS terminal determines an upsell to offer in exchange for the change due to a customer in connection with a purchase. The point-of-sale terminal preferably maintains a database of at least one upsell price and a corresponding upsell to offer a customer in exchange for the change due to him. If the customer accepts the upsell, the cashier so indicates by pressing a selection button on the POS terminal. The required payment amount for the customer to pay is then set equal to the rounded price, rather than the purchase price. Thus, the customer receives the upsell in exchange for the coins due to him, and the coins need not be exchanged between the customer and the POS terminal.

Patent References - Tier Two

US7236942B1 2007-06-26 Pre-sale data broadcast system and method (en)

Inventors: Jay. S Walker, Ridgefield, CONNECTICUT, United States of America;
Daniel E. Tedesco, New Canaan, CONNECTICUT, United States of America;
Magdalena Mik, Stamford, CONNECTICUT, United States of America

Applicants/Assignees: Walker Digital, LLC , Stamford, CONNECTICUT, United States of America

Application/Filing Date:
1998-12-28

English Abstract:

A method for promoting the sale of a substitute product at the point of sale (POS). At least one POS terminal communicates with a POS server which in turn communicates with various manufacturer servers to transmit information therebetween. Upon the presentation of an original product for purchase by a consumer at a POS terminal, various manufacturers may decide to offer a substitute product to the consumer, prior to completing the purchase of the original product. As such, various manufacturers may offer promotional offers to encourage the buyer to favorably "switch" products. If the customer accepts the offer, the point of sale terminal completes the sale of the substitute product.

US20090157475A1 2009-06-18 METHOD AND SYSTEM FOR ELECTRONIC INCENTIVE DISTRIBUTION AND TASK MANAGEMENT (en)

Inventors: Jordan Chase Crafton, Hanover, INDIANA, United States of America;
David Michael Shepard, Noblesville, INDIANA, United States of America

Application/Filing Date:
2007-12-18

English Abstract:

A method of manufacturer incentive distribution to consumers is provided the method comprises receiving a first list from a consumer, the first list having at least one item the consumer wishes to purchase, receiving an incentive from at least one incentive provider, the incentive being associated with a keyword on a second list of keywords, comparing the keyword in the second list to the at least one item in the first list, creating a third list which includes the incentive associated with the keyword if the keyword matches the at least one item in the first list, transmitting the third list to the consumer to permit the consumer to choose the incentive, receiving the consumer's choice of the incentive; and transmitting to the consumer the incentive.

US7624051B2 2009-11-24 Method and system for forming a list-based value discovery network (en)

Inventors: Peter Gellman, Highland Park, NEW JERSEY, United States of America

Applicants/Assignees: Icon One, Inc. , Highland Park, NEW JERSEY, United States of America

Application/Filing Date:
2001-09-12

English Abstract:

Embodiments of the present invention describe a network-based reverse auction system value discovery system including at least four major customers: consumers, and the three sell-side customers bidder/sellers, product manufacturers, and advertisers who are not also product manufacturers. Initially, a shopping list is constructed containing e.g., widely available goods (WAGs). The shopping list is the base of the value discovery network and adds significant value for each of the four key customers. For consumers, the value discovery system is an easy and convenient way to obtain and feel assured that they have obtained the best deal possible, consistent with their own definition of value. For bidder/sellers, the value discovery system offers a chance to sell products effectively, e.g., in a manner that maximizes profits while building consumer relationships one by one. For product manufacturers, the value discovery system offers a buying channel where marketing and trade promotion of brands, categories, and relationships can be nurtured in direct relationships with consumers and their shopping lists, unmediated by the conflicts and inefficiencies of conventional retail channels. For other advertisers, the data-rich value discovery facilitates communication with those who make important household spending decisions, enabling crafted, precise, messages to be delivered to the right audience.

US20060259421A1 2006-11-16 Transaction arbiter system and method (en)

Inventors: Jorge Arturo Maass, Plano, TEXAS, United States of America

Applicants/Assignees: MAASS JORGE A

Application/Filing Date:
2005-07-27

English Abstract:

A transaction arbiter system and method is disclosed which incorporates a merchant function database under control of a transaction arbiter that permits merchants to interact in an automated way with bids generated by other merchants. Rather than utilizing fixed price schedules as taught by the prior art, the present invention permits each merchant to define a set of functions which describe how the merchant will respond to a customer request-for-quote for a given product or service. These merchant functions interact with

both the customer re-request-for-quote and the results of other merchant functions to generate a dynamic real-time bidding system which integrates competition among merchant bidders to achieve an optimal consumer price for a given product or service.

US20060219780A1 2006-10-05 CONSUMER INTERACTIVE SHOPPING SYSTEM (en)

Inventors: Jerome Swartz, 199 Old Field Road, 11733, Old Field, NEW YORK, United States of America;
Thomas K. Roslak, 34 Andy's Lane, 11941, Eastport, NEW YORK, United States of America;
Mauro Premutico, 14 Wyckoff Street, 11201, Brooklyn, NEW YORK, United States of America;
Adam Petrovich, 301 Olde Chapel Trail, 15238, Pittsburgh, PENNSYLVANIA, United States of America;
Edward Barkan, 3 Enchanted Woods Court, 11764, Miller Place, NEW YORK, United States of America

Applicants/Assignees: SYMBOL TECHNOLOGIES, INC. , One Symbol Plaza, Holtsville, NEW YORK, United States of America

Application/Filing Date:
2006-06-15

English Abstract:
The present invention relates generally to a consumer interactive shopping and marketing system. The system includes a portable data terminal for communicating information over a communication network. The present system has aspects that may be used within a shopping establishment or at a user's home.

US6260024B1 2001-07-10 Method and apparatus for facilitating buyer-driven purchase orders on a commercial network system (en)

Inventors: Shkedy, Gary , 455 E. 86th St., Apt. 22A, 10028, New York, NEW YORK

Applicants/Assignees: SHKEDY GARY

Application/Filing Date:
1998-12-02

English Abstract:
Systems and methods are described for providing a global bilateral buyer-driven system for creating binding contracts by incorporating various methods of communication, commerce and security for the buyers and the sellers. Individual buyers purchase requirements are aggregated into a single collective purchase requirement and sellers are located willing to bid on the collective purchase requirement. A central controller facilitates the buyer/seller transaction by fielding binding offers from buyers, aggregating those offers into group (i.e. pooled) offers and communicating those group offers globally in a format

which can be efficiently accessed and analyzed by potential sellers. This system can also effectuate performance of resulting contracts, resolve disputes arising from those contracts, and maintain billing, collection, authentication, and anonymity. The methods disclosed are applicable to any commerce situation involving buyers and sellers.

US20020065717A1 2002-05-30 System, method and article of manufacture for commoditizing the delivery of promotions (en)

Inventors: Michael Robert Miller, Coral Springs, FLORIDA;
Gregory Paul Miller, Coral Springs, FLORIDA;
William H. Carpenter JR., Severna Park, MARYLAND

Applicants/Assignees: MILLER MICHAEL ROBERT ;
MILLER GREGORY PAUL ;
CARPENTER WILLIAM H.

Application/Filing Date:
2001-02-14

English Abstract:
A system, method and article of manufacture are provided for delivering a promotional offer. A request is received for delivery of a promotional offer for a product to a plurality of users. Users are selected to receive the promotional offer based on input by the users of a product identifier of the product. The promotional offer is sent to the selected users. A fee is charged for each promotional offer sent.

US20020003166A1 2002-01-10 System, method and article of manufacture for recipe and/or ingredient selection based on a user-input bar code (en)

Inventors: Michael Robert Miller, Coral Springs, FLORIDA;
Gregory Paul Miller, Coral Springs, FLORIDA;
William H. Carpenter JR., Severna Park, MARYLAND

Applicants/Assignees: MILLER MICHAEL ROBERT ;
MILLER GREGORY PAUL ;
CARPENTER WILLIAM H.

Application/Filing Date:
2001-02-14

English Abstract:
A system, method and article of manufacture are provided for presenting a recipe based on bar code information. A representation of a bar code that is associated with a product is received. One or more recipes that use the product as an ingredient are selected. The recipe(s) are then output for display. A system, method and article of manufacture are also provided for presenting ingredients of a recipe based on bar code information. First, a representation of a bar code associated with a recipe is received. The ingredients of the recipe are determined from information in a database. Products that can be used as

ingredients of the recipe are selected. Information about the products, such as the names of the products, is output.

US20020026369A1 2002-02-28 System, method, and article of manufacture for matching products to a textual request for product information (en)

Inventors: Michael R. Miller, Coral Springs, FLORIDA;
Gregory P. Miller, Coral Springs, FLORIDA;
William H. Carpenter JR., Severna Park, MARYLAND

Applicants/Assignees: MILLER MICHAEL R. ;
MILLER GREGORY P. ;
CARPENTER WILLIAM H.

Application/Filing Date:
2001-02-14

English Abstract:

A system, method and article of manufacture are provided for matching products to a textual request. Upon receiving a request for information about an item, the request is parsed to determine attributes of the item. A search of a database is performed for selecting a plurality of products each having the attributes of the item. Information about the products is retrieved and output.

US20100114957A1 2010-05-06 SYSTEM AND METHOD FOR COLLECTING AND ACCESSING PRODUCT INFORMATION IN A DATABASE (en)

Inventors: Amanda Benson, Dalby, Kingdom of Sweden;
Gregory P. Benson, Rancho Santa Fe, CALIFORNIA ,
United States of America;
Melissa Heller, San Diego, CALIFORNIA , United States of
America

Applicants/Assignees: Glenbrook Associates, Inc. , Rancho
Santa Fe, CALIFORNIA , United States of America

Application/Filing Date:
2010-01-11

English Abstract:

A database system is disclosed. The database system includes a matching module configured to query a database for users which have data matching an interest of another user and to selectively grant to one or more of the users access to data of the other user based at least in part on a result of the query and on an access control list.

US7451892B2 2008-11-18 Vending machine system and method for encouraging the purchase of profitable items (en)

Inventors: Jay S. Walker, Ridgefield, CONNECTICUT,
United States of America;
Daniel E. Tedesco, New Canaan, CONNECTICUT, United
States of America;
Andrew S. Van Luchene, Norwalk, CONNECTICUT, United
States of America;
Keith Bemer, New York, NEW YORK, United States of
America

Applicants/Assignees: Walker Digital, LLC , Stamford,
CONNECTICUT, United States of America

Application/Filing Date:
2006-07-10

English Abstract:

This invention relates generally to systems and methods for delivering products-on-demand to individuals and, more particularly, to delivery via vending machines. In accordance with a preferred embodiment, the method of the instant invention is initiated when a customer makes an initial product selection. Based the customer's product choice, a determination is made as to whether or not that product qualifies for an alternate product offer. If it does not so qualify, the customer's original selection will be dispensed and the transaction ends. On the other hand, if the product does so qualify, the customer will be presented with an offer message that suggests that he or she should try an alternative product. Typically, the product that is offered as an alternative will be the one whose sale is most beneficial to the vending machine operator, e.g., the one yielding the greatest profit. If the customer accepts the alternate offer, the alternate product will be dispensed. However, if the customer declines the alternate product offer, the originally requested item will be vended. The particular circumstances under which an alternate product offer is presented to the customer are quantified by representing them as a collection of rules, the evaluation of which depends preferably on previously collected sales data.

US20020147663A1 2002-10-10 Systems and methods for facilitating a transaction by use of third party subsidies (en)

Inventors: Jay S. Walker, Ridgefield, CONNECTICUT;
Andrew S. Van Luchene, New York, NEW YORK;
Stephen C. Tulley, Fairfield, CONNECTICUT;
Magdalena M. Fincham, Norwalk, CONNECTICUT;
Daniel E. Tedesco, Huntington, CONNECTICUT;
Wen Yan Lin, New York, NEW YORK

Applicants/Assignees: WALKER JAY S. ;
VAN LUCHENE ANDREW S. ;
TULLEY STEPHEN C. ;
FINCHAM MAGDALENA M. ;
TEDESCO DANIEL E. ;
LIN WEN YAN

Application/Filing Date:
2002-03-15

English Abstract:

Systems and methods are provided to process a transaction in which a customer purchases an item. A third party subsidy offer, such as an offer to apply a third party subsidy amount to the transaction in exchange for the customer performing a task, is provided to the customer. The third party subsidy offer may be provided to the customer in response to the customer indicating an interest in purchasing the item. An evaluation may be performed to determine if a merchant benefit, such as a merchant subsidy amount, will also be applied to the transaction. A further evaluation may be performed to determine whether an additional task, not corresponding to a benefit, will also be associated with the third party subsidy offer and also output to the customer in conjunction with, or as part of, the third party subsidy offer.
