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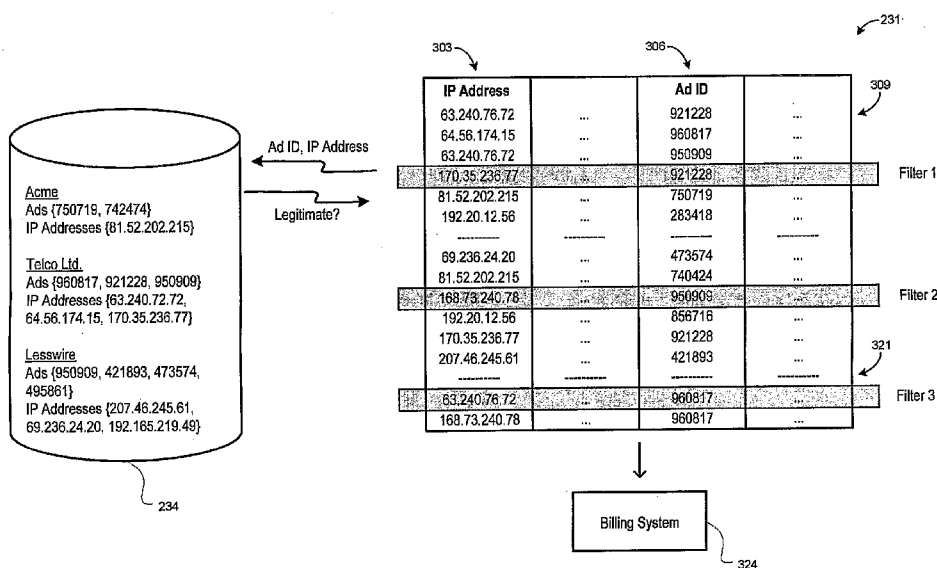
- as to applicant's entitlement to apply for and be granted a  
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- as to the applicant's entitlement to claim the priority of the  
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[Continued on next page]

(54) Title: IDENTIFYING SPURIOUS REQUESTS FOR INFORMATION



(57) Abstract: A computer-implemented method of identifying illegitimate requests for information may include associating a first carrier with an electronic promotional item, receiving a request relating to the electronic promotional item from a second carrier, and identifying the request as illegitimate if the first carrier is different than the second carrier. The computer-implemented method may further include transmitting the electronic promotional item to the first carrier. The request may be a response to the electronic promotional item. In some embodiments, the electronic promotional item may be a link to more information about the electronic promotional item. The computer-implemented method may further include logging the request in a database and charging an ad sponsor for the request in the second database. In some embodiments, a charge may be canceled for the request if the request is identified as illegitimate.

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<p><b>B. FIELDS SEARCHED</b></p> <p>Minimum documentation searched (classification system followed by classification symbols)                  USPC: 705/14</p> <p>Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched                  USPC: 705/1, 7, 8, 14, 27, 500; 709/201, 203, 205</p> <p>Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)                  PubWEST(USPT,PGPB,EPAB,JPAB); Google Scholar                  Search Terms Used: Identify, illegal, spurious, suspect, determine, compare, match, Internet Protocol, IP, charge, pay, ad ,sponsor, promote, advertisement , coupon, discount etc.</p>																	
<p><b>C. DOCUMENTS CONSIDERED TO BE RELEVANT</b></p> <table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:10%;">Category*</th> <th style="width:70%;">Citation of document, with indication, where appropriate, of the relevant passages</th> <th style="width:20%;">Relevant to claim No.</th> </tr> </thead> <tbody> <tr> <td align="center">Y</td> <td>US 2004/0153365 A1 (SCHNEIDER et al.) 05 August 2004 (05.08.2004) entire document, especially para [0003], [0004], [0015], [0018], [0020], [0022], [0024], [0027]</td> <td align="center">1-20</td> </tr> <tr> <td align="center">Y</td> <td>US 2005/0108551 A1 (TOOMEY) 19 May 2005 (19.05.2005) entire document, especially para [0015], [0036], [0038], [0105]</td> <td align="center">1-20</td> </tr> <tr> <td align="center">A</td> <td>US 6,802,415 B2 (LOEFFLER) 12 October 2004 (12.10.2004)</td> <td align="center">1-20</td> </tr> <tr> <td align="center">A</td> <td>US 2003/0116453 A1 (RUSSO et al.) 26 June 2003 (26.06.2003)</td> <td align="center">1-20</td> </tr> </tbody> </table>			Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.	Y	US 2004/0153365 A1 (SCHNEIDER et al.) 05 August 2004 (05.08.2004) entire document, especially para [0003], [0004], [0015], [0018], [0020], [0022], [0024], [0027]	1-20	Y	US 2005/0108551 A1 (TOOMEY) 19 May 2005 (19.05.2005) entire document, especially para [0015], [0036], [0038], [0105]	1-20	A	US 6,802,415 B2 (LOEFFLER) 12 October 2004 (12.10.2004)	1-20	A	US 2003/0116453 A1 (RUSSO et al.) 26 June 2003 (26.06.2003)	1-20
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<p>* Special categories of cited documents:</p> <table style="width:100%;"> <tr> <td style="width:50%;"> <p>"A" document defining the general state of the art which is not considered to be of particular relevance</p> <p>"E" earlier application or patent but published on or after the international filing date</p> <p>"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)</p> <p>"O" document referring to an oral disclosure, use, exhibition or other means</p> <p>"P" document published prior to the international filing date but later than the priority date claimed</p> </td> <td style="width:50%;"> <p>"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention</p> <p>"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone</p> <p>"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art</p> <p>"&amp;" document member of the same patent family</p> </td> </tr> </table>			<p>"A" document defining the general state of the art which is not considered to be of particular relevance</p> <p>"E" earlier application or patent but published on or after the international filing date</p> <p>"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)</p> <p>"O" document referring to an oral disclosure, use, exhibition or other means</p> <p>"P" document published prior to the international filing date but later than the priority date claimed</p>	<p>"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention</p> <p>"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone</p> <p>"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art</p> <p>"&amp;" document member of the same patent family</p>													
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<p>Date of the actual completion of the international search</p> <p>03 August 2008 (03.08.2008)</p>		<p>Date of mailing of the international search report</p> <p align="center"><b>0 8 AUG 2008</b></p>															
<p>Name and mailing address of the ISA/US</p> <p>Mail Stop PCT, Attn: ISA/US, Commissioner for Patents                  P.O. Box 1450, Alexandria, Virginia 22313-1450                  Facsimile No. 571-273-3201</p>		<p>Authorized officer:</p> <p align="right">Lee W. Young</p> <p><small>PCT Helpdesk: 571-272-4300                  PCT OSP: 571-272-7774</small></p>															