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(54) Title: SYSTEM AND METHOD FOR SENDING ACTIONABLE OFFER ALERTS IN ELECTRONIC MESSAGES

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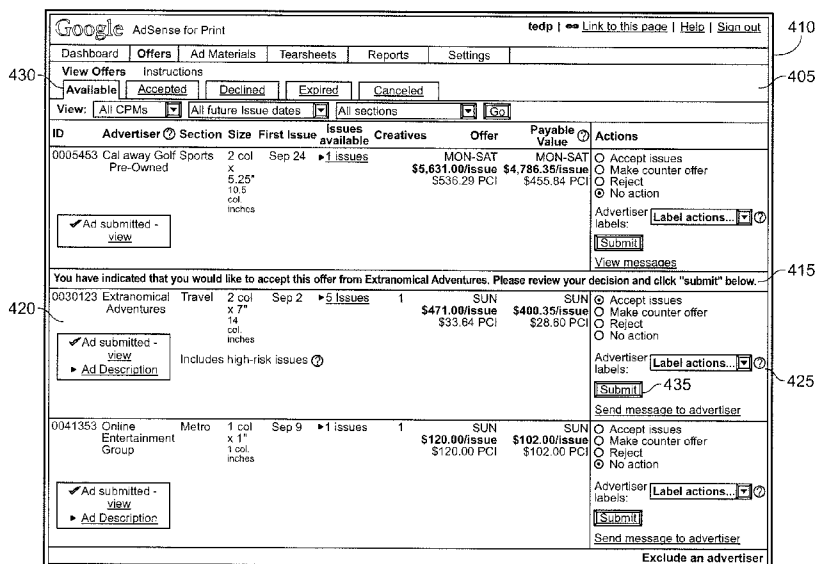


FIG. 4

(57) Abstract: Methods, systems and apparatus for communicating an advertisement offer. In one aspect, a computer-implemented method includes receiving an offer to place an advertisement in a publication; generating an electronic message including one or more items of information corresponding to the offer; including in the electronic message an actionable link associated with the offer, wherein the actionable link can be selected to respond to the offer; and transmitting the electronic message to an offer recipient.

**A. CLASSIFICATION OF SUBJECT MATTER****G06Q 30/00(2006.01)i**

According to International Patent Classification (IPC) or to both national classification and IPC

**B. FIELDS SEARCHED**

Minimum documentation searched (classification system followed by classification symbols)

IPC8: G06F 17/00, G06F 17/30, G06F19/00, G06Q10/00-99/00

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Korean utility models and applications for utility models since 1975.  
Japanese utility models and applications for utility models since 1975.

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

eKIPASS(KIPO internal) "advertisement, content, publication, offer, information, actionable, link, electronic, message"

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 2004/0210483 A1 (WATKINS, III et al.) 21 October 2004 See the abstract; figures 1-6; claims 1-20	1-24
Y	US 2002/0007308 A1 (ANDERSON et al.) 17 January 2002 See the abstract; figures 1-18; claims 1-30	1-24
A	JP 2001-290999 A (OYAMA YOSHIO et al.) 19 October 2001 See the abstract; figures 1-7; claims 1-5	1-24
A	KR 2005-0082221 A (PARK, JONG HO) 23 August 2005 See the abstract; figure 1; claim 1	1-24

 Further documents are listed in the continuation of Box C. See patent family annex.

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"&amp;" document member of the same patent family

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Patent document cited in search report	Publication date	Patent family member(s)	Publication date
US 2004-210483 A1	21.10.2004	None	
US 2002-007308 A1	17.01.2002	None	
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KR 2005-0082221 A	23.08.2005	None	