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[Continued on next page]

(54) Title: SYSTEM AND METHOD FOR BILLING ONLY FOR E-MAILS ACTUALLY DELIVERED TO RECIPIENTS' INBOXES

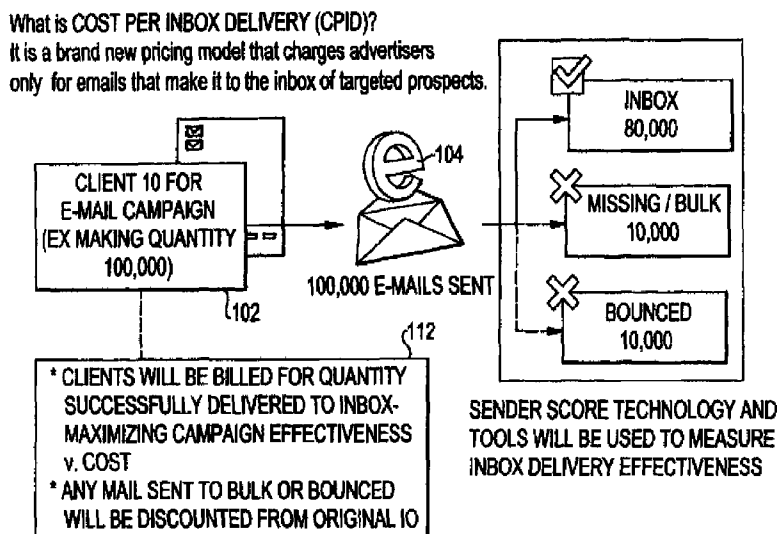


FIG. 1

(57) Abstract: A method for conducting an e-mail campaign is provided. The method includes the steps of: (a) sending e-mails to a plurality of intended recipients; (b) determining a number of the e-mails that have been indicated as nondeliverable; (c) determining a number of the e-mails that have been identified as bulk and not delivered to the intended recipients; (d) determining, from the determinations made in steps (b) and (c), a number of the e-mails that have reached the intended recipients; and (e) billing only for the number of e-mails determined in step (d).

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

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**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, campaign, email, nondeliverable, billing, bulk, recipient"

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	KR 2001-0094503 A (SHIN, SANG IK) 01 November 2001 See abstract; figures 1-5; claims 14-18	1-4
Y	KR 2000-0024661 A (KIM, JEONG HOON) 06 May 2000 See abstract; figures 1-4; claims 1-2	1-4
A	US 7065555 B2 (FOULGER et al.) 20 June 2006 See abstract; figures 1-14; claims 1-17	1-4
A	US 2002/0091570 A1 (SAKAGAWA) 11 July 2002 See abstract; figures 1-20; claims 1-12	1-4

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

\* Special categories of cited documents:

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

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Information on patent family members

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Patent document cited in search report	Publication date	Patent family member(s)	Publication date
KR 2001094503 A	01.11.2001	None	
KR 2000024661 A	06.05.2000	None	
US 7065555 B2	20.06.2006	US 7386594 B2 US 2002-0032738 A1	10.06.2008 14.03.2002
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