U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE

CLASSIFICATION ORDER 1888

September 1, 2009

PROJECT M-A705

	Class	Subclass	Art Unit	Ex'r Search Room
Abolished:	705	14	3692	OS0001
Established:	705	14.1, 14.11-19, 14.2, 14.21-14.29, 14.3, 14.31-14.39, 14.4, 14.41-14.49, 14.5, 14.51-14.59, 14.6, 14.61-14-69, 14.7, 14.71-14.73	3692	OS0001

The following classes are also impacted by this order:
377, 463, 700, 725

This order includes the following:

A.   CLASSIFICATION MANUAL CHANGES

B.   LISTING OF PRINCIPAL SOURCE OF ESTABLISHED AND DISPOSITION
        OF ABOLISHED SUBCLASSES

C.   CHANGES TO THE USPC-TO-IPC CONCORDANCE

D.   DEFINITION CHANGES AND NEW OR ADDITIONAL DEFINITIONS

CLASSIFICATION ORDER 1888

SEPTEMBER 1, 2009

PROJECT M-A705

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Project Classifier(s):

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50	**BUSINESS PROCESSING USING CRYPTOGRAPHY**
51	.Usage protection of distributed data files
52	..Usage or charge determination
53	...Including third party for collecting or distributing payment (e.g., clearinghouse)
54	...Adding plural layers of rights or limitations by other than the original producer
55	..Requiring a supplemental attachment or input (e.g., dongle) to open
56	...Specific computer ID (e.g., serial number, configuration, etc.)
57	..Copy protection or prevention
58	...Having origin or program ID
59	..Licensing
60	.Postage metering system
61	..Reloading/recharging
62	..Having printing detail (e.g., verification of mark)
63	.Utility metering system
64	.Secure transaction (e.g., EFT/ POS)
65	..Including intelligent token (e.g., electronic purse)
66	...Intelligent token initializing or reloading
67	...Including authentication
68	...Balancing account
69	...Electronic cash detail (e.g., blinded, divisible, or detecting double spending)
70	..Home banking
71	..Including key management
72	..Verifying PIN
73	..Terminal detail (e.g., initializing)
74	..Anonymous user system
75	..Transaction verification
76	..Electronic credential
77	..Including remote charge determination or related payment system
78	...Including third party
79	...Including a payment switch or gateway
80	**ELECTRONIC NEGOTIATION**

1	**AUTOMATED ELECTRICAL FINANCIAL OR BUSINESS PRACTICE OR MANAGEMENT ARRANGEMENT**
2	.Health care management (e.g., record management, ICDA billing)
3	..Patient record management
4	.Insurance (e.g., computer implemented system or method for writing insurance policy, processing insurance claim, etc.)
5	.Reservation, check-in, or booking display for reserved space
6	..Coordination of plural reservations (e.g., plural trip segments; transportation and accommodation, etc.)
7	.Operations research
8	..Allocating resources or scheduling for an administrative function
9	...Staff scheduling or task assignment
10	..Market analysis, demand forecasting or surveying
11	..Job performance analysis
12	.Voting or election arrangement
13	.Transportation facility access (e.g., fare, toll, parking)
14.1	.Discount or incentive (e.g., coupon, rebate, offer, upsale, etc.)
14.11	..Trade or exchange of a good or service for an incentive
14.12	..Incentive awarded or redeemed in connection with the playing of a video game
14.13	..Determining discount or incentive effectiveness
14.14	..Chance discount or incentive
14.15	..Consumer transaction fee
14.16	..Referral award system
14.17	..Including financial account
14.18	...Investment account
14.19	..Giving input on a product or service or expressing a customer desire in exchange for an incentive or reward
14.2	...Based on score
14.21	..Based on funds or budget
14.22	..Re-usable coupon

27	..Presentation of image or description of sales item (e.g., electronic catalog browsing)
28	.Inventory management
29	..Itemization of parts, supplies, or services (e.g., bill of materials)
30	.Accounting
31	..Tax preparation or submission
32	..Time accounting (time and attendance, monitoring billable hours)
33	..Checkbook balancing, updating or printing arrangement
34	..Bill preparation
35	.Finance (e.g., banking, investment or credit)
36 R	..Portfolio selection, planning or analysis
36 T	...Tax strategies
37	..Trading, matching, or bidding
38	..Credit (risk) processing or loan processing (e.g., mortgage)
39	..Including funds transfer or credit transaction
40	...Bill distribution or payment
41	...Having programming of a portable memory device (e.g., IC card, "electronic purse")
42	...Remote banking (e.g., home banking)
43	....Including Automatic Teller Machine (i.e., ATM)
44	...Requiring authorization or authentication
45	...With paper check handling
400	**FOR COST/PRICE**
401	.Postage meter system
402	..Special service or fee (e.g., discount, surcharge, adjustment, etc.)
403	..Recharging
404	..Record keeping
405	..Data protection
406	..With specific mail handling means
407	..Including mailed item weight
408	..Specific printing
409	..Rate updating
410	..Specialized function performed
411	...Display controlling
412	.Utility usage
413	.Fluid
414	.Weight
415	..Correcting or compensating
416	..Specific input and output device
417	.Distance (e.g., taximeter)
418	.Time (e.g., parking meter)
500	**MISCELLANEOUS APPLICATIONS (364/400) ELECTRIC SIGNAL MODIFICATION (E.G., SCRAMBLING) (380/9)**

FOREIGN ART COLLECTIONS

FOR 000 **CLASS-RELATED FOREIGN DOCUMENTS**

Any foreign patents or non-patent litera-
ture from subclasses that have been
reclassified have been transferred
directly to FOR Collections listed below.
These Collections contain ONLY foreign
patents or non-patent literature. The par-
enthetical references in the Collection
titles refer to the abolished subclasses
from which these Collections were derived.

FOR 100 .For cost/price (364/464.01)
FOR 101 ..Postage meter system (364/464.02)
FOR 102 ...Including mailed item weight (364/464.03)
FOR 103 ..Utility usage (364/464.04)
FOR 104 ..Fluid (364/465)
FOR 105 ..Weight (364/466)
FOR 106 ..Distance or time (e.g., taximeters) (364/467)
FOR 107 .Distribution or redemption of coupon, or incentive or promotion program (705/14)
FOR 124 .Cryptographic electronic funds transfer (e.g., automatic teller) (380/24)

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SOURCE CLASSIFICATION(S) OF PATENTS
IN NEWLY ESTABLISHED SUBCLASSES REPORT

Generated by Data Control Division

New Classification	Number of ORs	Source Classification	Number of ORs
235/375	1	705/14	600
235/383	1	705/14	600
705/1	1	705/14	600
705/10	1	705/14	600
705/14..11	1	705/14	600
705/14.1	1	705/14	600
	16	705/14	600
705/14.12	1	705/14	600
	10	705/14	600
705/14.13	15	705/14	600
705/14.14	2	705/14	600
	29	705/14	600
705/14.15	1	705/14	600
705/14.16	6	705/14	600
705/14.17	17	705/14	600
705/14.18	1	705/14	600
	4	705/14	600
705/14.19	10	705/14	600
705/14.2	1	705/14	600
705/14.21	1	705/14	600
	2	705/14	600
705/14.23	1	705/14	600
	28	705/14	600
705/14.25	2	705/14	600
	33	705/14	600
705/14.26	1	705/14.26	1
	7	705/14	600
	51	705/14	600
705/14.27	30	705/14	600
705/14.34	12	705/14	600
705/14.35	21	705/14	600
705/14.36	31	705/14	600
705/14.37	3	705/14	600
705/14.38	16	705/14	600
705/14.39	1	705/14	600
	23	705/14	600
705/14.4	6	705/14	600
705/14.41	2	705/14	600
	14	705/14	600
705/14.42	1	705/14	600
705/14.43	1	705/14	600
705/14.44	6	705/14	600
705/14.46	4	705/14	600

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SOURCE CLASSIFICATION(S) OF PATENTS
IN NEWLY ESTABLISHED SUBCLASSES REPORT

Generated by Data Control Division

New Classification	Number of ORs	Source Classification	Number of ORs
705/14.47	1	705/14	600
	6	705/14	600
705/14.49	1	705/14	600
705/14.5	7	705/14	600
705/14.51	11	705/14	600
705/14.52	10	705/14	600
705/14.53	12	705/14	600
705/14.54	1	705/14	600
	16	705/14	600
705/14.55	2	705/14	600
705/14.56	1	705/14	600
	4	705/14	600
705/14.61	2	705/14	600
	15	705/14	600
705/14.62	1	705/14	600
	1	705/14	600
705/14.64	1	705/14	600
	12	705/14	600
705/14.65	4	705/14	600
705/14.66	15	705/14	600
705/14.67	1	705/14	600
	6	705/14	600
705/14.68	5	705/14	600
705/14.69	1	705/14	600
	6	705/14	600
705/14.71	1	705/14	600
	3	705/14	600
705/14.72	1	705/14	600
705/14.73	1	705/14	600
	36	705/14	600
715/236	1	705/14	600

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DISPOSITION CLASSIFICATION(S) OF PATENTS
FROM ABOLISHED SUBCLASSES REPORT

Generated by Data Control Division

Source Classification	Number of ORs	New Classification	Number of ORs
705/14	600	235/375	1
		235/383	1
		705/1	1
		705/10	1
		705/14.1	1
		705/14.1	16
		705/14.2	1
		705/14.4	6
		705/14.5	7
		705/14.12	1
		705/14.12	10
		705/14.13	15
		705/14.14	2
		705/14.14	29
		705/14.15	1
		705/14.16	6
		705/14.17	17
		705/14.18	1
		705/14.18	4
		705/14.19	10
		705/14.21	1
		705/14.21	2

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DISPOSITION CLASSIFICATION(S) OF PATENTS
FROM ABOLISHED SUBCLASSES REPORT

Generated by Data Control Division

Source Classification	Number of ORs	New Classification	Number of ORs
		705/14.23	1
		705/14.23	28
		705/14.25	2
		705/14.25	33
		705/14.26	7
		705/14.26	51
		705/14.27	30
		705/14.34	12
		705/14.35	21
		705/14.36	31
		705/14.37	3
		705/14.38	16
		705/14.39	1
		705/14.39	23
		705/14.41	2
		705/14.41	14
		705/14.42	1
		705/14.43	1
		705/14.44	6
		705/14.46	4
		705/14.47	1

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DISPOSITION CLASSIFICATION(S) OF PATENTS
FROM ABOLISHED SUBCLASSES REPORT

Generated by Data Control Division

Source Classification	Number of ORs	New Classification	Number of ORs
		705/14.47	6
		705/14.49	1
		705/14.51	11
		705/14.52	10
		705/14.53	12
		705/14.54	1
		705/14.54	16
		705/14.55	2
		705/14.56	1
		705/14.56	4
		705/14.61	2
		705/14.61	15
		705/14.62	1
		705/14.64	1
		705/14.64	12
		705/14.65	4
		705/14.66	15
		705/14.67	1
		705/14.67	6
		705/14.68	5
		705/14.69	1

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DISPOSITION CLASSIFICATION(S) OF PATENTS
FROM ABOLISHED SUBCLASSES REPORT

Generated by Data Control Division

Source Classification	Number of ORs	New Classification	Number of ORs
		705/14.69	6
		705/14.71	1
		705/14.71	3
		705/14.72	1
		705/14.73	1
		705/14.73	36
		705/14..11	1
		715/236	1
705/14.26	1	705/14.26	1

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C. CHANGES TO THE USPC-TO-IPC CONCORDANCE

USPC		IPC	
Class	Subclass	Subclass	Notation
705	14.1-14.39	G06Q	30/00
705	14.4-14.73	G06Q	30/00

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D. CHANGES TO THE DEFINITIONS

      CLASS 377 - ELECTRICAL PULSE COUNTERS, PULSE DIVIDERS, OR SHIFT
      REGISTERS: CIRCUITS AND SYSTEMS

Definitions Modified

Subclass 4:   Under SEE OR SEARCH CLASS

      Delete:

      The reference to Class 705

      Insert:

    705,   Data Processing: Financial, Business Practice, Management, or Cost/Price
           Determination, subclass 14.14 for a wagering system including data processing
           for a promotional wagering business system which reduces or eliminates the
           cost of a good or product as a prize to encourage trade.

D. CHANGES TO THE DEFINITIONS

CLASS 463 – AMUSEMENT DEVICES: GAMES

Definitions Modified

Class Definition: Under SECTION III - REFERENCES TO OTHER CLASSES, SEE OR SEARCH CLASS

Delete:

The reference to Class 705

Insert:

705,   Data Processing: Financial, Business Practice, Management, or Cost/Price Determination, subclasses 1-45, especially subclasses 14.12 and 14.14 for data processing used for financial or business practice where a promotional inducement is recited (e.g., awarding a coupon or price adjustment, etc.), for participating in a game of chance, or playing a video game, and subclass 16, for a point-of-sale terminal, e.g., cash register, etc.

Subclass 1:   Under SEE OR SEARCH CLASS

Delete:

The reference to Class 705

Insert:

705,   Data Processing: Financial, Business Practice, Management, or Cost/Price Determination, subclasses 1-45, especially subclass 14.12 for data processing used for financial or business practice where a promotional inducement is recited (e.g., awarding a coupon or price adjustment, etc.), for playing a video game, and subclass 16, for a point-of-sale terminal, e.g., cash register, etc.

Subclass 16:   Under SEE OR SEARCH CLASS

Delete:

The reference to Class 705

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D. CHANGES TO THE DEFINITIONS

Insert:

705,   Data Processing: Financial, Business Practice, Management, or Cost/Price
        Determination, subclasses 1-45, especially subclass 14.12 and 14.14 for data
        processing used for financial or business practice where a promotional
        inducement is recited (e.g., awarding a coupon or price adjustment, etc.), for
        participating in a game of chance, and subclass 16 for a point-of-sale terminal,
        e.g., cash register, etc.

Subclass 17:   Under SEE OR SEARCH CLASS

Delete:

The reference to Class 705

Insert:

705,   Data Processing: Financial, Business Practice, Management, or Cost/Price
        Determination, subclasses 1-45, especially subclass 14.14 for data processing
        used for financial or business practice where a promotional inducement is
        recited (e.g., awarding a coupon or price adjustment, etc.), for participating in a
        game of chance (e.g., lottery, etc.), and subclass 16, for a point-of-sale terminal,
        e.g., cash register, etc.

Subclass 25:   Under SEE OR SEARCH CLASS

Delete:

The reference to Class 705

Insert:

705,   Data Processing: Financial, Business Practice, Management, or Cost/Price
        Determination, subclasses 1-45, especially subclass 14.12 and 14.14 for data
        processing used for financial or business practice where a promotional
        inducement is recited (e.g., awarding a coupon or price adjustment, etc.) for
        participating in a game of chance or playing a video game, and subclass 16, for a
        point-of-sale terminal, e.g., cash register, etc.

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D. CHANGES TO THE DEFINITIONS

CLASS 700 – DATA PROCESSING: GENERIC CONTROL SYSTEMS OR SPECIFIC APPLICATIONS

Definitions Modified

Subclass 91:   Under SEE OR SEARCH CLASS

Delete:

The reference to Class 705

Insert:

705,   Data Processing: Financial, Business Practice, Management, or Cost/Price Determination, subclasses 1-45, especially subclass 14.2 for data processing used for financial or business practice where a promotional inducement is recited (e.g., awarding a coupon or price adjustment, etc.) based on a contestant's score in a quiz, survey, questionnaire, etc., subclass 14.14 for data processing used for financial or business practice where a promotional inducement is recited (e.g., awarding a coupon or price adjustment, etc.) for participating in a game of chance, subclass 14.12 for data processing used for financial or business practice where a promotional inducement is recited (e.g., awarding a coupon or price adjustment, etc.) for playing a video game., and subclass 16, for a point-of-sale terminal, e.g., cash register, etc.

D. CHANGES TO THE DEFINITIONS

CLASS 705 – DATA PROCESSING: FINANCIAL, BUSINESS PRACTICE, MANAGEMENT, OR COST/PRICE DETERMINATION

Definitions Abolished

Subclasses

14

Definitions Modified

Class Definition: Under SECTION IV, GLOSSARY

Insert:

FREQUENT USAGE INCENTIVE

A point, mile, etc., which is given to a user for customer loyalty (e.g., purchasing goods, reading advertisements, etc.) to a product, merchant or service.

FREQUENT USAGE REWARD

An award (i.e., prize) given to a user when he/she trades in his/her accumulated points, miles, etc., earned as part of a frequent usage incentive program.

Subclass 16:   Under SEE OR SEARCH THIS CLASS, SUBCLASS

Delete:

14, for an automated cash register system having an award or promotional feature (e.g., coupon dispensing).

Insert:

14.23,   for an automated cash register system having a promotional feature (e.g., coupon dispensing, etc.) used in E-commerce (e.g., during an on-line transaction).

14.28,   for an automated cash register system having an award or promotional feature (e.g., coupon dispensing, etc.) used at a point of sale.

D.   CHANGES TO THE DEFINITIONS

Definitions Established

14.1   Discount or incentive (e.g., coupon, rebate, offer, upsale, etc.):
This subclass is indented under subclass 1. Subject matter for price reduction of, or premium credit resulting from, the purchase of a good or service, or a commercial offer to incite, stimulate, or provoke an increase in business, through a commercial transaction.

(1) Note. The recitation of a discount or incentive in name only (e.g., "coupon", "rebate", etc.) is insufficient to classify a document in this subclass.

SEE OR SEARCH THIS CLASS, SUBCLASS

14.4, for a display or advertising system.

SEE OR SEARCH CLASS

725,   Interactive Video Distribution Systems, subclass 23 for a system for awarding a coupon, token, or credit which can be used to view a video program.

OTHER CLASSIFICATION SYSTEMS

ECLA G06Q 30/00A, for promotions, coupons, services, and market research.

14.11   Trade or exchange of a good or service for an incentive:
This subclass is indented under subclass 14.1. Subject matter drawn to a user acquiring an inducement that includes swapping an article of merchandise or a provided service (of the type that is normally bought or sold in commerce) with a merchant or service provider.

(1)   Note. A simple exchange of currency for an incentive, by itself, does not constitute the swapping of a good or service and is therefore classified elsewhere.

SEE OR SEARCH THIS CLASS, SUBCLASS

14.16,   for a referral award system.

14.27,   for a frequent usage incentive system (e.g., frequent flyer miles program, point system, etc.).

14.12   Incentive awarded or redeemed in connection with the playing of a video game:
This subclass is indented under subclass 14.1. Subject matter in which a user participates in a competitive activity according to a set of rules to play a video entertainment involving skill, chance or endurance (i.e., video game) in which a merchant provides a discount or incentive to the user, or an incentive (e.g., points) can be used in order to play a video game.

D. CHANGES TO THE DEFINITIONS

(1)   Note. The term "video entertainment" is intended to cover only video games.

SEE OR SEARCH CLASS

463,   Amusement Devices: Games, subclass 25 for electronic data processing
        including means for providing a monetary-type accounting for the purpose of:
        (a) payment to start or continue a game; or (b) wagering.

14.13 Determining discount or incentive effectiveness:
This subclass is indented under subclass 14.1. Subject matter in which an analysis is
conducted in order to ascertain the degree to which the intended or expected result of
offering a discount or incentive is achieved.

14.14 Chance discount or incentive:
This subclass is indented under subclass 14.1. Subject matter in which the incentive is the
opportunity to participate in a random event (e.g., sweepstakes, jackpots, games, lotteries,
etc.) to obtain a reward or prize (e.g., a discount).

SEE OR SEARCH THIS CLASS, SUBCLASS

14.12, for an incentive or award obtained through participation in an electronic game.

14.2, for evaluation of answers or responses from a participant to possibly obtain an
      incentive or award.

SEE OR SEARCH CLASS

273,   Amusement Devices: Games, subclasses 236-291 for board games, pieces, or
        boards per se, for a contest of skill or chance.

283,   Printed Matter, subclasses 72-114 for printed matter having revealable
        concealed information, particularly subclass 94 for printed matter (e.g., a lottery
        ticket, etc.) with superposed layers, and subclass 903 for a lottery ticket art
        collection.

463,   Amusement Devices: Games, subclasses 1-47, when there is a recitation
        (according to the (3) Note of the Class 705 Class Definition) of a method or
        apparatus for moving or processing information specified as game or contest
        information, especially subclasses 16-22, where game or contest information
        relates to a chance-type game (i.e., one that involves an award or prize based
        upon the occurrence of a chance happening or event; e.g., lottery, keno, slot
        machine, etc.). However, in order for the specified information to be considered
        significant for placement in Class 463, there must be significant game
        processing. For example, the mere printing of a selected lottery number is not
        significant unless there is also included an element of a game for Class 463 (e.g.,
        a determination of whether the number is a winning number, such as by lot
        matching, a determination of an award or prize value associated with a number,
        etc.). A "coupon" or price adjustment given to a patron based upon an item
        purchased or other predetermined or nonrandom criteria is not considered to be a
        chance event or happening appropriate for Class 463.

D. CHANGES TO THE DEFINITIONS

14.15   Consumer transaction fee:
This subclass is indented under subclass 14.1. Subject matter wherein a payment from an individual is required to participate in a program to gain an incentive or discount award.

14.16   Referral award system:
This subclass is indented under subclass 14.1. Subject matter wherein an individual is given an incentive after meeting a predetermined criterion of directing (e.g., inviting, referring, etc.) an individual to a business, program, or product, or service.

14.17   Including financial account:
This subclass is indented under subclass 14.1. Subject matter wherein the incentive reward is in the form of money or credit applied to a user's monetary account.

(1)   Note. The term "account" is defined as a formal business arrangement providing for regular dealings or services.

14.18   Investment account:
This subclass is indented under subclass 14.17. Subject matter wherein an individual has the opportunity to invest a reward provided by the merchant (e.g., money market, stocks etc.) in order to realize a financial gain.

14.19   Giving input on a product or service or expressing a customer desire in exchange for an incentive or reward:
This subclass is indented under subclass 14.1. Subject matter wherein an inducement is given to an individual for exchanging information with a merchant or third party about a good, or work done or duty performed for the individual or others, or something that the individual wishes for.

(1)   Note. This input is often acquired by giving the individual a quiz or having the individual fill out a questionnaire or survey.

SEE OR SEARCH THIS CLASS, SUBCLASS

14.12,   for the chance to obtain a discount or incentive by playing a video game.

14.36,   for an individual receiving a discount or incentive for enrolling in a program sponsored by, or for identifying themselves to, a merchant.

14.2   Based on score:
This subclass is indented under subclass 14.19. Subject matter wherein an incentive or award is based on an evaluation or grade of a participant's answer or response.

14.21   Based on funds or budget:
This subclass is indented under subclass 14.1. Subject matter wherein a discount or incentive for a purchase of a commodity or service is provided to the public based on a monetary limit or cap established by a merchant.

D.   CHANGES TO THE DEFINITIONS

SEE OR SEARCH THIS CLASS, SUBCLASS

14.48,   for a promotion provided based on budget or funds.

14.22   Re-usable coupon:
This subclass is indented under subclass 14.1. Subject matter drawn to an offer which can be used more than once to receive a discount or incentive.

14.23   During E-commerce (i.e., online transaction):
This subclass is indented under subclass 14.1. Subject matter in which a discount or incentive is provided or redeemed during the course of an electronic transaction.

(1)   Note. The term "electronic transaction" covers a transaction wherein the user uses any kind of network having at one end a terminal to execute the transaction consisting of buying or selling goods or services.

SEE OR SEARCH THIS CLASS, SUBCLASS

14.51,   for a promotion provided during an electronic transaction.

14.24   Based on inventory:
This subclass is indented under subclass 14.1. Subject matter wherein a discount or incentive is provided based on a tracking or counting of goods or services available or sold by merchant.

14.25   Based on user history:
This subclass is indented under subclass 14.1. Subject matter in which a past purchase or interest of an individual is considered to provide a present or future discount or incentive to the individual.

(1)   Note. User history may be obtained through cookies, discount cards, user search, etc.

14.26   Avoiding fraud:
This subclass is indented under subclass 14.1. Subject matter drawn to the prevention of unfair, dishonest, or deceitful action by a consumer to acquire an incentive or discount for a commodity or service.

(1)   Note. This subclass provides for methods of preventing fraudulent redemption of coupons or incentives in combination with a nominal recitation of cryptographic methods (e.g., encrypting, scrambling, etc.) or other means such as barcodes, watermarks etc., which may be used to identify the authenticity of an incentive or discount.

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D.   CHANGES TO THE DEFINITIONS

SEE OR SEARCH THIS CLASS, SUBCLASS

50-79,   for details of cryptographic apparatus or methods uniquely designed for, or utilized in the practice, administration, or management of an enterprise, the processing of financial data, or where a charge for goods or services is determined.

SEE OR SEARCH CLASS

283,   Printed Matter, subclasses 72-114 for printed matter having revealable concealed information, fraud preventer or detector, use preventer or detector, or identifier.

14.27   Frequent usage incentive system (e.g., frequent flyer miles program, point system, etc.):
This subclass is indented under subclass 14.1. Subject matter wherein an individual is given a frequent usage incentive after meeting predetermined criteria for demonstrating loyalty towards a product, merchant or service.

14.28   Frequent usage incentive value reconciliation between diverse systems:
This subclass is indented under subclass 14.27. Subject matter wherein a computer system calculates the fair return or equivalent in goods, services or money for a frequent usage incentive in order to make that frequent usage incentive consistent with a frequent usage incentive from a different program.

14.29   On-line clearing house:
This subclass is indented under subclass 14.28. Subject matter wherein a computer system on a network is designed for the reconciliation and trading of frequent usage incentive points or miles.

14.3   Multi-merchant loyalty card system:
This subclass is indented under subclass 14.27. Subject matter wherein operators of separate retail establishments each operate their own frequent usage incentive system under a single card which certifies customer membership.

14.31   Awarding of a frequent usage incentive independent of the monetary value of a good or service purchased, or distance traveled:
This subclass is indented under subclass 14.27. Subject matter wherein a frequent usage incentive (e.g., point, mile, etc.) is awarded on the basis of criteria which are not a function of the monetary amount of merchandise or services bought, or distance traversed.

(1)   Note. A frequent usage incentive based on the number of transactions, rather than the monetary amount of transactions, or the number of trips, rather than the distance traveled, is classified here.

14.32   Frequent usage reward other than merchandise, cash, or travel:
This subclass is indented under subclass 14.27. Subject matter wherein the frequent usage reward does not come in the form of a commodity or good that is normally bought

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or sold in the business giving the frequent usage incentive, nor in the form of currency or a check, or free or discounted travel services.

(1)   Note. For purposes of this subclass definition, cash is paper money, coins or checks.

(2)   Note. Gift certificates and gift cards are not considered cash and are therefore included in this subclass.

14.33   Method of redeeming a frequent usage reward:
This subclass is indented under subclass 14.27. Subject matter which describes the manner in which a user selects or receives their frequent usage reward.

14.34   Rebate after completed purchase (i.e., post transaction award):
This subclass is indented under subclass 14.1. Subject matter wherein, at some time after the purchase of merchandise or services, part of the purchase price paid is returned to the purchaser.

14.35   Including timing (i.e., limited awarding or usage time constraint):
This subclass is indented under subclass 14.1. Subject matter in which a discount or incentive is provided or redeemed within limited time constraints.

(1)   Note. The term "constraint" is not limited to a time frame or period of time. The term covers at least one of start time, time frame, period of time, end time, etc.

14.36   Incentive or reward received by requiring registration or ID from user:
This subclass is indented under subclass 14.1. Subject matter in which an individual receives a discount or incentive for enrolling in a program sponsored by, or for identifying themselves to, a merchant.

14.37   At kiosk:
This subclass is indented under subclass 14.1. Subject matter wherein a discount or incentive is provided or redeemed at a small, stand-alone structure.

SEE OR SEARCH THIS CLASS, SUBCLASS

14.23,   for a discount or incentive provided during an online transaction.

14.38   At POS (i.e., point-of-sale):
This subclass is indented under subclass 14.1. Subject matter in which a discount or incentive is provided or redeemed at a place where transfer of goods or services is executed.

(1)   Note. A coupon dispensing or redeeming electronic cash register is classified in this subclass.

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SEE OR SEARCH THIS CLASS, SUBCLASS

14.23,   for a discount or incentive provided during an online transaction.

14.39   Online discount or incentive:
This subclass is indented under subclass 14.1. Subject matter wherein a discount or incentive is provided through the use of the World Wide Web.

14.4   Advertisement:
This subclass is indented under subclass 1. Subject matter drawn to the action of promoting or calling to the attention of the public any goods or services to induce the public to buy or use the goods or services.

SEE OR SEARCH CLASS

725,   Interactive Video Distribution Systems, subclass 32 for inserting or substituting a video program or other information such as audio or text messages beyond the control of a viewer through a video signal.

14.41   Determination of advertisement effectiveness:
This subclass is indented under subclass 14.1. Subject matter in which an analysis is conducted in order to ascertain the degree to which the intended or expected result of a promotion is achieved.

SEE OR SEARCH THIS CLASS, SUBCLASS

14.72,   for development of an advertisement.

14.42   Comparative campaigns:
This subclass is indented under subclass 14.41. Subject matter drawn to a side-by-side examination of two or more promotions in order to determine which one attains the highest degree of intended or expected results.

14.43   Optimization:
This subclass is indented under subclass 14.41. Subject matter drawn to an analysis of a constraint of a promotion resulting in a reworking of that promotion to improve the current or future effectiveness thereof.

14.44   Survey:
This subclass is indented under subclass 14.41. Subject matter drawn to the collection of public opinion about a promotion in order to determine the effectiveness of a promotion.

14.45   Traffic:
This subclass is indented under subclass 14.41. Subject matter wherein the commercial activity generated by a promotion is analyzed.

14.46   Calculate past, present, or future revenue:
This subclass is indented under subclass 14.4. Subject matter drawn to a determination of monetary gain from a promotion at a point of time.

D. CHANGES TO THE DEFINITIONS

SEE OR SEARCH THIS CLASS, SUBCLASS

14.69,   for determination of compensation or billing for promotional goods or services.

14.47 Avoiding fraud:
This subclass is indented under subclass 14.4. Subject matter drawn to the prevention of unfair, dishonest, or deceitful action by an individual to acquire or obtain a better promotion for goods or services.

(1)   This subclass provides for methods of fraud prevention in combination with a nominal recitation of cryptographic methods (e.g., encrypting, scrambling, etc.) or other means such as barcodes, watermarks etc., which may be used to identify the authenticity of a promotion.

SEE OR SEARCH THIS CLASS, SUBCLASS

50-79,   for details of cryptographic apparatus or methods uniquely designed for, or utilized in the practice, administration, or management of an enterprise, the processing of financial data, or where a charge for goods or services is determined.

SEE OR SEARCH CLASS

283,   Printed Matter, subclasses 72-114 for printed matter having revealable concealed information, fraud preventer or detector, use preventer or detector, or identifier.

14.48 Based upon budget or funds:
This subclass is indented under subclass 14.4. Subject matter wherein a promotion is provided to the public based on a monetary limit or cap established by a merchant.

SEE OR SEARCH THIS CLASS, SUBCLASS

14.21,   for a discount or incentive provided based on a budget or funds.

14.49 Targeted advertisement:
This subclass is indented under subclass 14.4. Subject matter wherein a promotion is directed at or to an individual or individuals based on predetermined criteria.

14.5   Based on event or environment (e.g., weather, festival, etc.):
This subclass is indented under subclass 14.49. Subject matter in which an organized activity or atmospheric or climatic condition is used in order to promote goods or services.

14.51 During E-commerce (i. e., online transaction):
This subclass is indented under subclass 14.49. Subject matter in which a promotion is provided during the course of an electronic transaction.

D.   CHANGES TO THE DEFINITIONS

        (1)   Note. The term "electronic transaction" covers a transaction wherein the user uses any kind of network having at one end a terminal to execute the transaction consisting of buying or selling goods or services.

        SEE OR SEARCH THIS CLASS, SUBCLASS

        14.23,   for a discount or incentive provided during an electronic transaction.

14.52 **Based on statistics:**
This subclass is indented under subclass 14.49. Subject matter drawn to the compilation, collection, analysis or interpretation of numerical facts or data to distribute or produce a promotion that reaches a targeted group.

        (1)   Note. The term "numerical facts" is intended to include any logistic or mathematical conclusion or process that helps to determine probabilities or theories of behavior or conditions of state of a predetermined group.

14.53 **Based on user history:**
This subclass is indented under subclass 14.49. Subject matter in which a past purchase or interest of an individual is considered to provide a present or future promotion to the individual.

        (1)   Note. User history may be obtained through cookies, discount cards, etc.

14.54 **User search:**
This subclass is indented under subclass 14.53. Subject matter wherein an individual uses a computer system looking for some information and a promotion is presented due to the entered key word.

14.55 **User requested:**
This subclass is indented under subclass 14.49. Subject matter wherein a user selects a promotion.

14.56 **Registration:**
This subclass is indented under subclass 14.55. Subject matter in which an individual exchanges information with a merchant in order to receive future promotions.

14.57 **Based on store location:**
This subclass is indented under subclass 14.49. Subject matter wherein the position of a store is used to determine a type of promotion to present to an individual.

14.58 **Based on user location:**
This subclass is indented under subclass 14.49. Subject matter wherein the position of an individual is used to determine a type of promotion to present.

        (1)   Note. This subclass is not intended to cover any location wherein the individual is in a vehicle.

D.   CHANGES TO THE DEFINITIONS

SEE OR SEARCH THIS CLASS, SUBCLASS

14.63,   for a targeted advertisement directed to an individual inside a vehicle.

14.59   **During computer standby mode:**
This subclass is indented under subclass 14.49. Subject matter wherein a promotion is displayed on a computer while the computer is in an idle or hibernation mode.

14.6   **Based upon Internet or website rating:**
This subclass is indented under subclass 14.49. Subject matter wherein a promotion is presented on at least one world wide page based on quality, performance, or weighting factor of the world wide page.

14.61   **Based upon schedule:**
This subclass is indented under subclass 14.49. Subject matter drawn to the specific time or day that a promotion is going to be available or exposed to the public.

SEE OR SEARCH THIS CLASS, SUBCLASS:

14.68,   for subject matter wherein the duration of time a consumer spends viewing an advertisement is measured, or wherein the time an advertisement is available for viewing is measured.

14.62   **Vehicular advertisement:**
This subclass is indented under subclass 14.49. Subject matter wherein the targeted promotion is located within, on the exterior surface, or attached to an apparatus for carrying or transporting individuals or goods.

14.63   **Based on the position of the vehicle:**
This subclass is indented under subclass 14.62. Subject matter in which the location of the vehicle is used to determine a type of promotion to present.

14.64   **Wireless device:**
This subclass is indented under subclass 14.49. Subject matter in which a promotion is transmitted to, or received on, an electronic contrivance which uses radio waves to transmit or receive data.

14.65   **At POS (i.e., point-of-sale):**
This subclass is indented under subclass 14.49. Subject matter wherein a promotion is used to target individuals at a place where the exchange of goods or services for money is executed.

SEE OR SEARCH THIS CLASS, SUBCLASS

14.51,   for a promotion provided during an electronic transaction.

14.66   **Based on user profile or attribute:**
This subclass is indented under subclass 14.49. Subject matter wherein a set of data, or a characteristic of an individual, is used to increase interest in a promotion.

D.   CHANGES TO THE DEFINITIONS

14.67   Personalized advertisement:
This subclass is indented under subclass 14.66. Subject matter wherein at least one personal characteristic (e.g., name, birthday, age, phone number, or address, etc.,) of an individual is added to a promotion.

14.68   Period of advertisement exposure:
This subclass is indented under subclass 14.4. Subject matter in which the duration of time a consumer spends viewing an advertisement is measured, or wherein the time an advertisement is available for viewing is measured.

14.69   Fee for advertisement:
This subclass is indented under subclass 14.4. Subject matter drawn to compensation or billing for the promotion of a good or a service.

SEE OR SEARCH THIS CLASS, SUBCLASS

14.46,   for a determination of monetary gain used to make a decision as to whether a promotion should be published or released.

14.7   Split fee:
This subclass is indented under subclass 14.69. Subject matter in which a compensation or billing for promotional goods or services is divided between two or more parties.

14.71   Auction:
This subclass is indented under subclass 14.69. Subject matter drawn to a sale at which promotions for a good or service are sold to the highest bidder.

14.72   Advertisement creation:
This subclass is indented under subclass 14.4. Subject matter drawn to the design development of a promotion.

14.73   Online advertisement:
This subclass is indented under subclass 14.4. Subject matter wherein a promotion is presented on the World Wide Web.

FOREIGN ART COLLECTIONS

The definitions below correspond to abolished subclasses from which these collections were formed. See the Foreign Art Collection schedule of this class for specific correspondences. [**Note**: The titles and definitions for *indented* art collections include all the details of the one(s) that are hierarchically superior.]

FOR 107   Distribution or redemption of coupon, or incentive or promotion program:
Foreign art collection particularly designed for price reduction of premium credit resulting from, the purchase of a commodity or service.

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    (1)   Note. A coupon dispensing or redeeming electronic cash register is classified in this subclass.

    (2)   Note. A display or advertising system is included herein.

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CLASS 725 – INTERACTIVE VIDEO DISTRIBUTION SYSTEMS

Definitions Modified

Sublcass 23:   UNDER SEE OR SEARCH CLASS

Delete:

The reference to Class 705

Insert:

705,   Data Processing: Financial, Business Practice, Management or Cost/Price
Determination, subclasses 14.1-139 for business methods related to the
distribution or redemption of coupons in general.