CROSS-REFERENCE TO RELATED APPLICATIONS

Compounder Web-Enabled Coupon Delivery, Storage, and Redemption System

TITLE OF THE INVENTION
BACKGROUND OF THE INVENTION

The present invention generally relates to a coupon system. More particularly, the present invention relates to a web-enabled coupon delivery, storage, and redemption system. 

[0003] [0004] [0005] [0006] [0007]
[describe prior art] [explain what is lacking in prior art/drawbacks] [do not disclose our invention, but recite the shortcomings that it remedies] Thus, a need has long existed for an XXXX.
Figure 1 illustrates a [invention] according to an embodiment of the present invention.

Figure 2 illustrates a flow chart of an embodiment of the [invention] process.
Theoved device deactets from the computer. The trackwheel 120 is then used to select the
into the coupon storage device 100. Once the coupon data unit is loaded through the computer interface 130
the specific good. The coupon data unit may include a barcode and text associated with the discount offered and
includes data representing a discount offered on a purchase of a specific good. A
port of a computer. The computer provides a coupon data unit, where a coupon data unit
in the female computer interface 130 plugs into the female computer interface

[0013] In operation, the computer interface 130 plugs into the female computer interface

Printer module 150.

Printer storage device 100. The printer output 155 is mounted inside the detachable

Printer storage device 100. The detachable printer module 150 is detachably mounted to the
store securely in contrast with other structures.

such that the display screen 140 is visible to a top-down perspective of the computer

projected and 112 of the casings 110. The display screen 140 is mounted to the casings 110

such that, when a portion of the trackwheel 120 is visible outside of the
casings 110, the computer interface 130 is mounted to and extends outward from the

trackwheel 120 such that only a portion of the trackwheel 120 is visible outside of the

[0012] The trackwheel 120 is mounted securely to the casing 110 to allow rotation of the

Printer module 150. The printer module 150 includes a printer output

and a display end 114, a trackwheel 120, a computer interface 130, a display screen 140.

and 112, the coupon storage device 100 includes a casing 110 includes a casing 110 with a

according to a projected embodiment of the present invention. As shown in Figures 1A,

[0011] Figures 1A, 1B, and 1C illustrate various views of a coupon storage device 100

Detaileddescription of the invention

Page 5 of 33

Attorney Docket No. 80085

12/3/2012
coupon storage device 100, disclosing the print feature of the
detachable printer module. Alternatively, the detachable printer module 150 may
communicate occurring between the printer module data connection 153 and the printer
coupon storage device 100 and the printer may be permanently hardwired, as opposed to
unwired. The detachable printer the coupon storage device 100 is still connected to a computer. The detachable printer
device and the display screen 140 may alternatively display the coupon data unit while
ray tube (CRT) display, plasma display, or any other type of display used in electronic
display screen 140 may alternatively be a Liquid Crystal Display (LCD) screen, a cathode
connection, having or otherwise connected, of a wireless connection. The
components, such as navigational buttons or a touchpad, scroll bar used to cycle through
1014. The trackwheel 120 may alternatively be a different type of navigational
reader.

Reader:

Barcode is displayed on the display screen 140, the barcode may be scanned by a barcode
the barcode associated with the coupon data unit on the display screen 140 and the
module 150 through the printer output 155. When the trackwheel 120 selects to display
display screen 140, or to select to send the barcode for printing by the detachable printer
used to select either to display a barcode associated with the coupon data unit on the
display screen 140 is adapted to display a coupon data unit. The trackwheel 120 is then
coupon data unit and the display screen 140 displays the coupon data unit, where the

is mounted inside the detachable printer module 150. The
routing output 155
connection I33. The printer module data connection 153 plugs into the printer module
communication with the coupon storage device 100 through the printer module data
storage device 100. The detachable printer module 150 is connected to and in
such that the display screen 140 is visible from a top-down perspective of the coupon
proximal end 112 of the casing 110. The display screen 140 is mounted to the casing 110
proximoal end 112 of the casing 110. The computer interface 130 is mounted to and extends outward from the
casing 110. The computer interface 130 is mounted specially to the casing 110 to allow rotation of the
module data connection port 116 at the distal end 114 of the casing 110.

end 114, a trackwheel 120, a computer interface 130, a display screen 140, and a printer
coupon storage device 100 includes a casing 110 with a proximal end 112 and a distal
detachable printer module 150 includes a printer module data connection 153. The
shown detached from the coupon storage device 100. As shown in Figure 1C, the
an embodiment of the present invention, when the detachable printer module 150 is
merry on labels as the PT-80 printer does.
module 150 prints on normal paper of sufficient size to fit a functional barcode, and not
120 controls the operation of the coupon storage device 100. Also, the detachable printer
Brother PT-80 label printer, however without the keyboard input since the trackwheel
storage device 100. The detachable printer module 150 may be a standard component of the coupon

Figure 1C shows an exploded view of a coupon storage device 100 according to

Page 7 of 33
Attorney Docket No. 80085
a preferred embodiment of the present invention. The coupon storage device 200

Figure 2 illustrates a block diagram of the coupon storage device 200 according to

Printer module 120 may not be attached to the coupon storage device 100.

connector of magnets or any similar connection devices. Alternatively, the detachable

when connected to the coupon storage device 100 by clips or any "snap into place"

permanently hardwired. The detachable primer module 150 may also be held in place

communication between the coupon storage device 100 and the printer may be

device. The detachable primer module 150 may alternatively be non-detachable and

tube (CRT), display plasma display, or any other type of display used in electrical

connection. The display screen 140 may alternatively be an LCD screen, cathode ray

Universal Bus connection, Firewire or other hardwired connection, or a wireless

options or a touch screen interface. The computer interface 130 may alternatively be a

component, such as a navigational button, a touchpad scrollbar used to cycle through

The trackwheel 120 may alternatively be a different type of navigational

The trackwheel 120 through the printer output 155.

detachable primer module 150 through the printer module 153 for printing by the

primer module 150 through the primer module data connection 153 for printing by the

send the barcode through the primer module data connection port 116 into the detachable

to display a barcode associated with the coupon data unit on the display screen 140, or to

screen 140 displays the coupon data unit, the trackwheel 120 is then used to select either

unit is loaded, the trackwheel 120 is used to select the coupon data unit and the display

the computer interface 130 into the coupon storage device 100. Once the coupon data

port of a computer. The computer provides a coupon data unit, which is loaded through

Page 8 of 33

Attorney Docket No. 80085
In the coupon storage device 200, the computer interface 230 is in bi-directional communication with the processing unit 210, and is electrically connected to the battery 260. The unit 210 is electrically connected to and is in communication with the display screen 240. The trackwheel 220 provides input data to the processing unit 210. The processing unit 210 is further in bi-directional communication with the memory 270 and detachable printer module 250, and is in communication with the display screen 240.

In operation, when the coupon storage device 200 is connected to a computer, the power flows through the computer interface 230 into the battery 260. From the battery 260, power flows to the processing unit 210, and from the processing unit 210 to the detachable printer module 250. When the coupon storage device 200 is detached from a computer, the battery 250 supplies the power to the coupon storage device 200.

In operation, a coupon data unit enters the coupon storage device 200 through the computer interface 230 into the processing unit 210. The processing unit then stores the coupon data unit in the memory 270. When the trackwheel 220 is used to select a coupon data unit for display, the processing unit 210 retrieves the associated coupon data unit from the memory 270, and displays the data on the display screen 240. When the trackwheel 220 is used to request that the barcode associated with the retrieved coupon data unit be displayed on the display screen 240, the processing unit 210 retrieves the barcode from the memory 270, and displays the barcode on the display screen 240.
present invention, the coupon data unit selection screen 300 includes manufacturers 310
operation of the coupon storage device 100 according to a preferred embodiment of the

is recognized when the coupon storage device 100 is plugged into a computer.
other power rechargeable device. The battery 260 may also be a rechargeable battery, which
The battery 260 may alternatively be a full cell, a solar power cell, a capacitor, or any
a hard drive or other data storage device, or may be located on the processing unit 210.
not be attached to the coupon storage device 200. The memory 270 may alternatively be
module data connection port 116. Alternatively, the detachable printer module 250 may
communication occurring between the printer module data connection 153 and the printer
coupon storage device 200 and the printer may be permanently hardwired, as opposed to
printer module 250 may alternatively be non-detachable and communication between the
plasma display, or any other type of display used in electrical devices. The detachable
display screen 240 may alternatively be an LCD screen, cathode ray tube (CRT) display,
connection, wireless or other hardwired connection, or a wireless connection. The
computer interface 230 may alternatively be a Universal Serial Bus (USB) connection, such as navigational buttons or a touchpad scrollbar used to cycle through
and displays a battery charge status indicator on the display screen 240.
prined. The processing unit 210 also monitors the charge remaining in the battery 260.
memory 270, and sends it to the detachable printer module 250 where the barcode is
coupon data unit be printed, the processing unit 210 retrieves the barcode from the
When the touchwheel 220 is used to request that the barcode associated with the retrieved
Page 10 of 33
Attorney Docket No. 80085
In operation, user input through the trackwheel 120 moves the manufacturer selection cursor 320 up or down through the list of manufacturers. Selection system 315 displays the name of the selected manufacturer. The manufacturer name is displayed as the user selects each name. The manufacturer name is displayed on the selection screen 300. When the user selects the manufacturer name, a product description is displayed, which is also associated with the user-selected manufacturer name. The manufacturer selection cursor 320 is moved through the list of manufacturers 315 in the same direction as the user input through the trackwheel 120. The option selection indicator 470 is selected by the user with the trackwheel 120. The option selection indicator 470 is responsive to input from the user through the trackwheel 120, and moves through the option list 480. The barcode 510 on the barcode display screen 500 is responsive to input from the user. When the option selection indicator 470 is selected by the user with the trackwheel 120, the option selection cursor 320 is moved through the list of manufacturers 315. The manufacturer selection cursor 320 includes a barcode 510.
Alternatively, the list of manufacturers 315 may be replaced by a list of products.

Exhibit 46 results in the display of the coupon data with selection screen 300. The printing of the barcode 410 associated with the coupon data, with selected, "Selecting" 410 associated with coupon data, with selected, "Selecting" 500 results in the barcode display screen 500 displaying the selection indicator 470, the user may select that option by depressing the trackwheel 120 through the option list 480, and once the appropriate option is highlighted by the option 460, use input through the trackwheel 120 moves the option selection indicator 470 until 100 displays the options 110 the user selected, the display screen 140 on the coupon storage and an associated product 430 associated with the chosen manufacturer 310. No matter which manufacturer 310 the user selected, the display screen 140 shows the selected manufacturer name 410, a coupon description 420, and an associated product 430 associated with the chosen manufacturer 310. No matter which manufacturer 310 the user selected, the display screen 140 shows the selected manufacturer name 410, a coupon description 420, and an associated product 430 associated with the chosen manufacturer 310. No matter which manufacturer 310 the user selected, the display screen 140 shows the selected manufacturer name 410, a coupon description 420, and an associated product 430 associated with the chosen manufacturer 310. No matter which manufacturer 310 the user selected, the display screen 140 shows the selected manufacturer name 410, a coupon description 420, and an associated product 430 associated with the chosen manufacturer 310. No matter which manufacturer 310 the user selected, the display screen 140 shows the selected manufacturer name 410, a coupon description 420, and an associated product 430 associated with the chosen manufacturer 310. No matter which manufacturer 310 the user selected, the display screen 140 shows the selected manufacturer name 410, a coupon description 420, and an associated product 430 associated with the chosen manufacturer 310. No matter which manufacturer 310 the user selected, the display screen 140 shows the selected manufacturer name 410, a coupon description 420, and an associated product 430 associated with the chosen manufacturer 310. No matter which manufacturer 310 the user selected, the display screen 140 shows the selected manufacturer name 410, a coupon description 420, and an associated product 430 associated with the chosen manufacturer 310. No matter which manufacturer 310 the user selected, the display screen 140 shows the selected manufacturer name 410, a coupon description 420, and an associated product 430 associated with the chosen manufacturer 310. No matter which manufacturer 310 the user selected, the display screen 140 shows the selected manufacturer name 410, a coupon description 420, and an associated product 430 associated with the chosen manufacturer 310. No matter which manufacturer 310 the user selected, the display screen 140 shows the selected manufacturer name 410, a coupon description 420, and an associated product 430 associated with the chosen manufacturer 310. No matter which manufacturer 310 the user selected, the display screen 140 shows the selected manufacturer name 410, a coupon description 420, and an associated product 430 associated with the chosen manufacturer 310. No matter which manufacturer 310 the user selected, the display screen 140 shows the selected manufacturer name 410, a coupon description 420, and an associated product 430 associated with the chosen manufacturer 310. No matter which manufacturer 310 the user selected, the display screen 140 shows the selected manufacturer name 410, a coupon description 420, and an associated product 430 associated with the chosen manufacturer 310. No matter which manufacturer 310 the user selected, the display screen 140 shows the selected manufacturer name 410, a coupon description 420, and an associated product 430 associated with the chosen manufacturer 310. No matter which manufacturer 310 the user selected, the display screen 140 shows the selected manufacturer name 410, a coupon description 420, and an associated product 430 associated with the chosen manufacturer 310. No matter which manufacturer 310 the user selected, the display screen 140 shows the selected manufacturer name 410, a coupon description 420, and an associated product 430 associated with the chosen manufacturer 310. No matter which manufacturer 310 the user selected, the display screen 140 shows the selected manufacturer name 410, a coupon description 420, and an associated product 430 associated with the chosen manufacturer 310.
until 6:25, and depressing the trackwheel to select the highlighted coupon data until 6:25.
then inputs information by turning the trackwheel to highlight the desired coupon data
device 100 begins by displaying available coupon data until manufacturers 610. A user
device 100 begins by displaying available coupon data until manufacturers 610. A user
which it conserves power when it has been idle for 30 seconds. The coupon storage
of the trackwheel 120 to reach the coupon storage device 100 from a sleep mode in
the operation of the coupon storage device 100 occurs on startup, or upon depression
in the operation of the coupon storage device 100 occurs on startup, or upon depression
device 100 according to a preferred embodiment of the present invention. The first step
device 100 according to a preferred embodiment of the present invention. The first step

store.

[Figure 6 illustrates a flow chart of a method of use 600 of the coupon storage
module 150 attached to the coupon storage device 100. The
print option 450 may alternatively not be shown when there is no detachable printer
with the option at a certain point on the screen blocking the default highlighted option. The
with the option at a certain point on the screen blocking the default highlighted option. The
default option highlighted, or the option list 480 may instead move based on user input
the default option highlighted, or the option list 480 may instead move based on user input
option selection indicator 470, with the option at a certain position on the screen being
the option list 480 on the coupon data unit display screen 400, such as there being no
the option list 480 on the coupon data unit display screen 400, such as there being no
associated product 440. Also, there may be alternative ways of selecting an option from
other than the selected manufacturer name 410, a coupon description 420, and an
other than the selected manufacturer name 410, a coupon description 420, and an

[Figure 10 illustrates a method of use 1000 of the coupon storage device 100, and that number may be displayed next to the manufacturer's name in
assigned a number, one through the number of coupon data units stored in the coupon
assigned a number, one through the number of coupon data units stored in the coupon
where may be no manufacturer list position indicator 310, and each manufacturer may be
The step of displaying the manufacturer of the coupon data unit and product and discount may be replaced with cycling through the full information of all stored coupon data units touchscreen interface. Additionally, choosing a coupon data unit by its manufacturer select the coupon data unit, such as navigational buttons, a touchscreen scroll bar or a coupon data unit may be replaced with using an alternate navigational component to associated with coupon data units. Also, the step of using the touchscreen to select a may be replaced displaying a list of products, or a list of some other piece of data

 alternatively, the step of displaying available coupon data unit manufacturers 610.

661. The coupon storage device 100 receives the original screen displaying available coupon data unit manufacturers 610. When the user provides input by selecting "Exit", the coupon storage device 100 then receives the original screen displaying available coupon data unit manufacturers 610 by performing the step of depression the user may then reset the coupon storage device 100 to the original screen displaying coupon may then be redeemed by scanning the barcode with a barcode reader 643. The coupon storage device 100 responds by displaying the coupon barcode 643. The coupon storage device 100 displays input by selecting "Display" 641 with the touchscreen 651 with the touchscreen 630 displays, product, and discount of the coupon data unit 630, and displaying the

Page 14 of 33
Attorney Docket No. 80085
The search
communication with the search engine 740, where the search engine 740 is in
server/application platform 735. The server/application platform 735
 downloads storage memory 730 sends software update information to the web
retrieves demographic information to the coupon data and monitoring area 725. The
web server/application platform 735. The web server/application platform 735 sends
service 720, where the registered user service is in bidirectional communication with the
server/application platform 735 and bidirectional communication with the registered user
computer 715. The user computer is one of bidirectional communication with the user
computer storage device 710 is in bidirectional communication with the user

The coupon storage device 710, a seller entity service 755, and an auction server
4.5, an advertising storage memory 750, a search engine service 755, a coupon data unit storage memory
server/application platform 735, a search engine 740, a coupon data unit storage memory
the two units storage area 725, a downloadable storage memory 730, a web
 coupon storage device 710, a registered user service 720, a coupon
an embodiment of the present invention. The online coupon system 700 includes a
[0035] FIGURE 7 illustrates a block diagram of the online coupon system 700 according to

be shorter than thirty seconds, or longer than thirty seconds up to one hour.
the period of time after which the coupon storage device 100 enters its sleep mode may
"Enter", or "Exit", and instead always displaying the coupon barcode 643. Alternatively,""541, selecting "Print" 651, or selecting "Exit" 661, such as not being able to select
product. Also, there may be alternate options other than the steps of selecting "Display"
other than the selected manufacturer name, a coupon description, and an associated
Page 15 of 33
Attorney Docket No. 80085
Information regarding the winner of the auction and what search terms is to be associated with that coupon data unit, where the bidding takes place in the auction server 760. The memory 745, the seller entity may choose to bid on a search term to be associated with memory 745. Once the seller entity has stored a coupon data unit in the coupon data unit storage web server/application platform 735 as needed to be displayed on the user's computer stored in the coupon data unit storage memory 745, the coupon data unit is sent to the data unit in the coupon data unit storage memory 745. Once the coupon data unit is.

In operation, a seller entity may use the website through the seller entity service 755 upon accessing the uniform resource identifier of the website. There, the seller entity may purchase advertising space and store advertising in the advertising storage 750. The advertising storage 750 may send information to the web server/application platform 735. The seller entity service is in unidirectional communication with the web server/application platform 735. The seller entity service in memory 745, and the advertising storage 750, the coupon data unit storage memory 745 may send information to one of the auction server 760, the coupon data server 760 may send information directly to the web server/application platform 735. The auction server 760 may send information to the coupon data unit storage memory 745. The auction server 760 may send information to the database. The coupon data unit is used to search the database. The search term is used to search a database of a plurality of coupon data units, where the search terms are adapted by configuring them to be identified with a coupon data unit so that the search engine 740 renders the coupon data unit when configuring 740 adapts inferred search terms to be used to search a database of a plurality of.

Page 16 of 33

Attorney Docket No. 80085
To perform a search, the user computer 715 uses the web server/application platform 735 to perform a search, the coupon data unit monitoring area 725, and the coupon data unit monitoring area 725 search engine through the web server/application platform 735. The user computer 715 then enters a registered user service 720 through the registered user service 720, the user includes a search code. When the registered user service 720 is not loaded into the registered user service 720, the user includes a search code. The zip code along with any search (including the search code) search, and any downloaded are then sent to the user computer 715. When the user computer 715 is logged into the registered user service 720, the user includes a search code. When the user computer 715 is logged into the registered user service 720, the registered user service 720 may then access the web server/application platform 735 through the registered user service 720 web server/application platform 735. The user computer 715 may also log into the web server/application platform 735 through the registered user service 720. Information about the user such as age, gender, location, product preference, buying habits, etc. are sent from the registered user service 720 to the coupon data unit monitoring area 725 through the web server/application platform 735, alone with any information of users that have downloaded coupon data units or the seller entity.
coupon storage device 710 through the user computer 715. Once
user service 720. The registered user service 720 in turn allows sorting and deletion of
710 transfers data regarding its contents through the user computer 715 to the registered
registered user service 720 through the user computer 715. The coupon storage device
connects the coupon storage device 710 to the user computer 715, and access the

loads the coupon data unit into the coupon storage device.

unit from the web server/application platform 735 into the user computer 715, and then
wants to keep the coupon data unit, the user computer 715 downloads the coupon data
web server/application platform 735 for displaying by the user computer 715. When the user
The coupon data unit stores memory 745 returns the coupon data unit to the web
information to the coupon data unit stores memory 745 through the search engine 740.
platform 735 or directly to the web server/application platform 735, which renders the
selection, either through the registered user service 720, to the web server/application
from the list displayed on the user computer 715. The user computer 715 transmits the
data units for the user computer 715 to display. The user then selects a coupon data unit
of the search to the web server/application platform 735 in the form of a list of coupon
search term is used to search the database. The search engine 740 then returns the results
associated coupon data unit so that the associated coupon data unit is returned when the
in to search the database, where the search term is adapted to be identical with an
units. The database of coupon data units is adapted to allowing a search term to be used

Page 18 of 33
Attorney Docket No. 80085
through the verification process §14 when this visit is the first visit of the seller entity.

seller entity to log in §16 when this visit is not the first visit of the seller entity, and going

is the first visit of the seller entity §12 is accomplished through the steps of allowing the

checking if this visit is the first visit of the seller entity §12 occurs. Checking if this visit

the seller entity begins by accessing the seller entity service §10, when the first step of

event 800 according to a prearranged embodiment of the present invention. In operation,

[0043] Figure 8 illustrates a flow chart of a method of use of a coupon website by a seller

do more than sorting and deletion of coupon data units in the coupon storage device 710.

specific category as opposed to searching for specific terms. And a user may also be

Alternatively browse the full list of available coupon data units, or coupon data units in a

information regarding demographics may be recorded and tracked. A user may

platform 735 may be auctioned in a similar fashion to search terms of the search terms

store §20 and transmitted to the user computer 715 through the web server/application

Alternatively, the advertising space and advertising stored in the advertising

through the user computer 715.

the coupon storage device 710 through the web server/application platform 735 and

serve/application platform 735, the downloads 790 sends the update to

connected to a user computer 715, and the user computer accesses the web

When a coupon storage device 710 is

[0041] When software in the coupon storage device 710 needs to be updated, the

storage device 710 detaches from the user computer 715.

the desired coupon data units are loaded into the coupon storage device 710, the coupon

Page 19 of 33

Attorney Docket No. 80085
For example, the seller entity may see who downloaded the coupon data unit based on zip non-personally identifiable statistical information associated with the coupon data unit. Coupon data units include the number of times a coupon data unit was downloaded and information associated with monitoring demographic data of coupon data unit downloaded after which step of receiving downloading of coupon data units 830 results in the step of viewing available

Choosing to monitor coupon data units 830 results in the step of viewing available.

The uploaded but increases the more the coupon data unit is downloaded.

File beginning payment of the fee for the upload 828. This fee begins as a base fee for each coupon data unit when desired 826. The final step in uploading a coupon data unit when desired 824, the seller entity may begin the step of making the coupon data unit a following completion of the step of uploading a picture of the coupon or related text.

Expiration date, restrictions, and barcode as text/numeric 822, is complete, the seller entity displayed online. Once the step of entering the coupon value, associated product, brand, expiration date, restrictions, and barcode as text/numeric 822 follows. This step includes entering each 820, the step of entering the coupon value, associated product, brand, expiration date, expiration date, restrictions, and barcode as text/numeric 822 follows. This step includes entering each

Choosing to purchase advertising space 850.

Coupon data units 830, choosing to make a monetary offer on a search term 840, and selecting one of the steps of choosing to upload a coupon data unit 820, choosing to monitor.

Once the seller entity has been one of verified and logged in, and logged in, the user may
on a search term 840, and choosing to purchase advertising space 850.

until 820, choosing to monitor coupon data until 830, choosing to make a monetary offer
back to the step of allowing the user to select one of choosing to upload a coupon data
upon winning the auction 844, and uploading the desired advertisement 858. All return
desired 826, receiving consulting help when desired 834, paying the final monetary offer
upon winning the auction 856, may occur. Once the steps of paying the final monetary offer
monetary offer on the advertising spot 854, and then paying the final monetary offer
upon winning the auction 856, may occur. Once the steps of making a
desired advertisement location 852. Once this step is completed, the steps of selecting a

846

term 844, and then the step of paying the final monetary offer upon winning the auction
coupon data until 842. This allows the steps of making a monetary offer on the search

8406 Choosing to auction a search term 840 leads to nominating a search term and a

entity.

seller entity, and may even include complete coupon management offerings of the seller
the desired audience of the seller entity, harmonizing the print and online coupon of the
user’s activity on the website. The consulting help may include assistance in targeting
demographic information entered by the registered user upon registration, as well as that
user. When the downloader was a registered user, the seller entity may see the
code and Internet service provider location when the downloader was not a registered

Page 21 of 33

Attorney Docket No. 80083
Figure 9 illustrates a flow chart of a method of use of the coupon website by a user. The flow chart may alternatively not be limited.

The number of characters available for the descriptive information of the coupon data unit is not limited. Also, the coupon data is not limited to be transmitted as a graph photo.

Receiving consulting help when deselected or selected may all be required or not. Also, the expiration data is not limited to be transmitted as a graph photo.

In the alternative, the seller entity service may be secure. Also, less information may be provided in the step of entering the coupon value, associated product, brand, and so on.

[0049] Page 22 of 33
Attorney Docket No. 80085
the coupon storage device 966. The coupon storage device 966 is also included in the coupon data unit from the computer to the selected coupon data unit 962. The selected coupon data unit 962 is also included in the coupon data unit 960. The user may then execute the step of viewing 950. The user may browse through the list of remaining search results, and perform the 950 step of selecting a coupon data unit 960. The selected coupon data unit 960 is also included in the coupon data unit 962. The selected coupon data unit 962 is also included in the coupon data unit 964. The coupon data unit 964 is also included in the coupon data unit 966. The coupon data unit 966 is also included in the coupon data unit 930. The user has completed the step of signing in 930 or entering the zip code.
The opportunity to begin the auction by making a monetary offer of the base price $1040.

search term is used to search the database. The first seller entity is then allowed the

by an seller entity so that the search engine 740 returns the coupon data unit when the

search term is adapted by categorizing it to be identified with a coupon data unit established

adapted to be used to search a database of a plurality of coupon data units, and wherein the

entity performs the step of retrieving a search term 1030, wherein the search term is

in 1020. When the seller entity has established a first coupon data unit, the first seller

accesses the seller entity site 1010, wherein the first seller entity enters the site by logging

embodyment of the present invention. In operation, the first seller entity begins by

search term with a coupon data unit through an auction 1000 according to a preferred

Figure 10 illustrates a flow chart of a method of purchasing the association of a

The zip code and cookies may be used to track the activity of the user.

The user enters a zip code, the user's IP address may also be logged and associated with

coupon data until search, or before any single coupon data unit search. Additionally, once

registered user, the zip code may alternatively be requested by the site before each

having increased functionality. When the user chooses not to log in or become a

Alternatively, there may be multiple levels of registration, with higher levels

downloading software updates to the coupon storage device 100.

The step of performing the above includes

coupon data units, the user may also perform the step of deleting coupon data units 995

storage device 100 of the user. When the user chooses to view and sort downloaded
download, and viewing and sorting downloaded coupon data units 990 on the coupon

coupon storage device 100, keeping and viewing a watch list 985 of coupon data units to
The period of time in which the nominated search

auctions for search terms by zip code. The period of time in which the nominated search

there has been no activity within a certain time period. Also, there may alternatively be

pre-set time limits at which point the auction ends, where auctions alternatively end when

alternatively be no base price associated with starting an auction. There may also be no

entities being able to nominate any search term they choose. Also, there may

[0058] Alternatively, there may be a list of available search terms instead of seller

term 1090 is performed, where the association is based for a period of one month.

associating the coupon data unit selected by the seller entity with the nominated search

coupon data unit to associate with the nominated search term 1080. Finally, the step of

comparison for allowing the first seller entity to perform the step of selecting the

and completes the step of paying the price of the winning monetary offer 1710, which is

higher monetary offer than the first seller entity, the first seller entity wins the auction

[0057] When the auction time limits expire without a second seller entity making a

entity is returned to the step of waiting for monetary offers by other seller entities 1050

the first seller entity decides to make a higher monetary offer and does so, the first seller

monetary offer, the first seller entity may no longer win auction 1065. However, when

highest monetary offer 1610. When the first seller entity decides not to make a higher

performs the step of deciding whether to make a monetary offer higher than the current

second coupon data unit and makes a higher monetary offer, the first seller entity

[0059] When before the auction time limit expires, a second seller entity establishes a

and the step of waiting for monetary offers by other seller entities 1050 begins.

Then, other seller entities are allowed the opportunity to make a higher monetary offer.

Page 25 of 33
Attorney Docket No. 80085
term is associated with the selected coupon data unit may be shorter than a month, or as long as forever.

[0059] Figure 11 illustrates a flow chart of a method of purchasing advertising space on a website through an auction 1100 according to an embodiment of the present invention. In operation, the first seller entity beings by accessing the seller entity site 1110, where there is no logging in process. The first seller entity then performs the step of selecting a desired advertising space 1120, where advertising space includes advertising space displayed on common website pages and advertising space displayed only in connection with website pages displaying search results for specific search terms. The first seller entity is then allowed the opportunity to begin the auction by making a monetary offer of the base price 1130 which is set by the site. Then, other seller entities are allowed the opportunity to make a higher monetary offer, and the step of waiting for monetary offers by other seller entities 1140 begins.

[0060] When, before the auction time limit expires, a second seller entity makes a higher monetary offer, the first seller entity performs the step of deciding whether to make a monetary offer higher than the current highest monetary offer 1150. When the first seller entity decides not to make a higher monetary offer, the first seller entity loses the auction 1155. However, when the first seller entity decides to make a higher monetary offer and does so, the first seller entity is returned to the step of waiting for monetary offers by other seller entities 1140.

[0061] When the auction time limits expires without a second seller entity making a higher monetary offer than the first seller entity, the first seller entity wins the auction and completes the step of paying the price of the winning monetary offer 1170, which is
The next step in the method is wirelessly browsing, searching, and downloading. Running, the Blackberry device may be used like a coupon storage device 100. The next step is to download the program again. Once the program is downloaded, installed, and the user accesses the modified website with a Blackberry device 120, the user does not Blackberry device mimic a coupon storage device 1220. When it is not the first time of device 1210, the user may then continue by downloading a program to make the operation, the user begins by accessing a modified website with a Blackberry device operation 1210. When it is the first time of the user accessing the modified site with a Blackberry device 1210, the user may then continue by downloading the program to make the coupon storage device 1220 according to an embodiment of the present invention. In a figure 12 illustrates a flow chart of a method of using a Blackberry device as a advertisement may be shorter than a month, or as long as forever.

Page 27 of 33
Attorney Docket No. 80085
device 100, and about coupon data units on the webpage. Clicking on the “About” button navigates the user to a webpage containing news about the website, the coupon storage area and downloading the code for a coupon storage device 100. Clicking on the “News” button 1340 allows the user to register for a new account. Clicking on the "Downloads" button 1330 allows the user to access the search and advertisement area. Clicking on the "Search Coupons" button 1310 navigates the user to the search engine 790 where the user may perform coupon data unit searches. Clicking the "My Coupons" button 1300 allows the user to access the coupon data units 1380, and advertisements 1390.

new coupon data units 1370. Retrieved coupon data units 1380, and advertisements 1390. In addition, a "News" button 1340, an "About" button 1350, a "Post Coupons" button 1360, and a "Search Coupons" button 1310, a "My Account" button 1320, a "Downloads" button 1330, and a "My Coupons" button 1300 include a description of the present invention. The coupon website main screen 1300 includes a search bar 1312 illustrating the coupon website main screen 1300 according to an embodiment of the present invention. The coupon website main screen 1300 according to an embodiment of the present invention. The coupon website main screen 1300 according to an embodiment of the present invention. The coupon website main screen 1300 according to an embodiment of the present invention.

...
INPUTTING a search term 940, Clicking the "My Account" button 1320 allows the user to
input a search term 790, whereas the user may perform coupon data until searches by
and advertisements 1390. Clicking the "Search Coupons" button 1310 navigates the user
downloads button 1330, a "News" button 1340, an "About" button 1350, a "Post"
download button 1300, a "Search Coupons" button 1310, a "My Account" button 1320, and may
click on one of a "Search Coupons" button 1310, a "My Account" button 1320, and may
use the coupon website main screen 1310, and may

[0069] In operation, a user accesses the coupon website 1390, from the advertisements to be displayed 1180.

Those updates during the step of uploading the advertisements are
1390 navigates the user to the website of the seller entity. The advertisements 1390 are
a retrieved coupon data unit 826. Clicking on one of the advertisements 1390 allows the user to complete
1380 are the coupon data units designated as such during the making the coupon data unit
the step of viewing the selected coupon data unit 962. The retrieved coupon data units
822. Clicking on one of the retrieved coupon data units 1380 allows the user to complete
associated product, brand, expiration date, restrictions, and barcode as text/numeric step
are the coupon data units most recently posted during the entering the coupon value,
the step of viewing the selected coupon data unit 962. The new coupon data units 1370
[0089] Clicking on one of the new coupon data units 1370 allows the user to complete

and choosing to purchase advertising space 850.

monitor coupon data units 830, choosing to make a monetary offer on a search term 840,
choose from options including choosing to upload a coupon data unit 820, choosing to
entity 812, so that the prospective seller entity may access the verified user website and
allows the website to complete the step of clicking if this is the first visit of the seller
1330 allows the user to read about the website. Clicking on the "Post Coupons" button

Page 29 of 33
Attorney Docket No. 8085
data until 964, or may choose to navigate back to the coupon website main screen 1300.

unit 962, after which the user may perform the steps of downloading the selected coupon data until 964, or may choose to navigate back to the coupon website main screen 1300. Clicking on one of the required coupon back to the coupon website main screen 1300. Clicking on one of the required coupon data units 1380 allows the user to complete the step of viewing the selected coupon data after which the user may perform the step of viewing the selected coupon data until 962, after which the user may perform

100070] Clicking on one of the new coupon data units 1370 allows the user to complete

purchase advertising space 850.

units 830, choosing to make a monetary offer on a search term 840, and choosing to include choosing to upload a coupon data unit 820, choosing to monitor coupon data the prospectseller entity may access the verified user website and choose from options the complete the step of checking if this visit is the first visit of the seller entity 832, so that read about the website. Clicking on the "Post Coupons" button allows the website to coupon data units on the website. Clicking on the "About" button 1330 allows the user to webpage containing news about the website, the coupon storage device 100, and about coupon storage device 100. Clicking on the "News" button 1340 navigates the user to a Clicking on the "Downloads" button 1350 allows the user to access downloads for a downloaded coupon data units 990 on the coupon storage device 100 of the user.

viewing a watch list 985 of coupon data units to download, and viewing and sorting units 980, performing diagnostics 975 on the coupon storage device 100, keeping and may perform one of the steps of tracking previously downloaded and viewed coupon data complete the step of signing in 939 to the registered user's account, after which the user

Page 30 of 33
Attorney Docket No. 80085
Within the spirit and scope of the invention appended claims to cover such modifications and incorporations thereof which come particularly in light of the foregoing teaching. It is therefore contemplated by the inventor therefore because modifications may be made by those skilled in the art, invention have been shown and described, it is understood that the invention is not limited to the details of this description, but includes all such equivalents and applications of the present.

While particular elements, embodiments, and applications of the present prior art are mentioned in the background.

Validating invention - explicitly explain how invention corrects the defects in the

0072 [Synonym: alternative if not yet covered]

Website main screen 1300.

is not the first visit of the seller entity 816 may be achievable directly from the coupon 930 to the registered user's account and allowing the seller entity to log in when this visit makes a Blackberry device emulate a coupon storage device 100. The steps of signing in downloads of the user, or may allow Blackberry device users to download a program that screen 100. The "Downloads" button 1330 may allow the user to view previous.

0071 [Alternative, the search engine 740 may be usable from the coupon website main entity.

Clicking on one of the advertisements 1390 navigates the user to the website of the seller.

Page 31 of 33

Attorney Docket No. 80085
CLAIMS

1. A XXXXXXX including:

   A;
   B; and
   C.

2. The XXXXXXX of claim 1 wherein said C is XXXXX.

3. The XXXXXXX of claim 1 further comprising a D.

4. A method for XXXXXXX including:

   A-ing;
   B-ing; and
   C-ing.

5. The method of claim 4 further including:

   D-ing.

6. The method of claim 4 wherein C-ing includes C-ing using an XXXX.

7. A system for [invention] including:

   A;
   B; and
   C.

8. The system of claim 7 wherein said C is XXXXX.

9. The system of claim 7 further including a D.
A method and/or system [is provided with] which [describe invention as claimed]
3. The coupon storage device in claim 1, further including:

Barcode Reader:

said barcode displayed on said display screen is adapted to be scanned by a

said display screen further displays said barcode, and

said coupon data unit includes a barcode;

2. The coupon storage device in claim 1, wherein:

said display said coupon

a processor unit adapted to controlling one of said computer, loading, and

computer, and

said coupon data unit occupies while said computer interface is not attached to said

display screen adapted for displaying said coupon data unit, said displaying of

website accessible upon accessing a uniform resource identifier;

in said computer, wherein said coupon downloaded said coupon data from a
data unit from said computer into said memory while said computer interface is attached

a computer interface adapted to attaching to a computer and loading said coupon

representative of a discount offered on a purchase of a specific good;

said memory storage a coupon data unit, wherein said coupon data unit includes data

80083

Patent Prosecution
4. The coupon storage device of claim 2, further including:

a detachable printer adapted for printing said barcode.

5. The coupon storage device of claim 1, further including:

Serial Bus connection.

6. The coupon storage device of claim 1, further including:

a rechargeable battery.

7. The coupon storage device of claim 6, wherein said rechargeable battery is recharged while said device is attached to said computer.

8. The coupon storage device of claim 6, wherein said rechargeable battery provides power to said processing unit when said computer interface is detached from said computer.

a navigational component adapted to selecting a coupon data unit from a plurality of coupon data units stored in said memory.
9. A method for searching a database for a search term, said method including:
   adapting a search term to be used to search a database of a plurality of coupon
   data units, wherein said search term is further adapted to be identified with an associated
   coupon data unit so that said associated coupon data unit is returned when said search
   term is used to search said database, wherein said associated coupon data unit includes
   data representative of a discount offered on a purchase of a specific good.

10. The method of claim 9 further including:
   displaying said associated coupon data unit when said search term is used to
   search said database.

11. The method of claim 9 further including:
   allowing a seller entity the opportunity to make a payment of a specific price, said
   payment representing compensation for displaying an advertisement selected by said
   seller entity, wherein said advertisement is displayed when said search term is used to
   search said database.
A method for identifying a coupon data unit with a search term, said method including:

- establishing a first coupon data unit including a first barcode, wherein said first coupon data unit includes data representative of a first discount offered on a purchase of a first specific good;
- establishing a second coupon data unit including a second barcode, wherein said second coupon data unit includes data representative of a second discount offered on a purchase of a second specific good;
- allowing one of said first seller entity and said second seller entity to nominate a plurality of coupon data units, wherein said search term is adapted to be identified with an associated coupon data unit so that said associated coupon data unit is returned when said search term is used to search said database;
- allowing said first seller entity the opportunity to make a first monetary offer representing compensation for identifying said first coupon data unit with said search term; and
- allowing said second seller entity the opportunity to make a second monetary offer representing compensation for identifying said second coupon data unit when said first monetary offer is greater than said second monetary offer.
To search said database, said search term is used when search results are returned after said search term is used in combination. For displaying an advertisement selected by said seller entity, wherein said entity has the opportunity to make a payment of a specific price, said payment representing allowing one of said first seller entity, said second seller entity, or a third seller.

14. The method of claim 12 further including:

search said database.

Displaying said associated coupon data when said search term is used to

13. The method of claim 12 further including:
18. The online couponing method of claim 15 further including:

device

Printing said barcode with a detachable printer attached to said coupon storage

17. The online couponing method of claim 16 further including:

Barcode reader.

said barcode displayed on said display screen is adapted to be scanned by a

said display screen further displays said barcode and

said coupon data unit includes a barcode:

16. The online couponing method of claim 15, wherein:

said computer

device, wherein said display screen on said coupon storage

displaying said coupon data unit on a display screen on said computer storage

detachable from said computer, and

computer interface in said coupon storage device, wherein said coupon storage device is

loading said coupon data unit into a memory in a coupon storage device through a

identifier:

specific good, wherein said website offers access to a website, wherein said website offers a

downloading a coupon data unit from a website into a computer, wherein said
19. The online couponing method of claim 15 further including:

memorizing said data units from a plurality of coupon data units stored in said

rechargeable battery is recharged when said coupon storage device is attached to said

powering said coupon storage device with a rechargeable battery, wherein said

computer.
21. The online couponing method of claim 20, wherein said coupon storage device is one
barcode reader,

wherein said barcode displayed on said display screen is adapted to be scanned by a

displaying said barcode on a display screen on said coupon storage device,

uniform resource identifier [were inserted], wherein said coupon data unit includes a barcode,

accessing a uniform resource identifier, wherein said coupon storage device accesses said
discount offered on a purchase of a specific good, wherein said website is available upon

downloading a coupon data unit from a website directly into a memory in a
A database of said coupon data units on said remote server, wherein said database is adapted to be identified with an associated credit card data unit so that said search term is adapted to allow for searching a search term to be used to search said database, wherein said search term is required when said search term is used to search said database.

Specific Good:

A remote server adapted to store a plurality of coupon data units, wherein a consumer of said Good may generate on said server the said plurality of coupon data units, and whereby the said plurality of coupon data units may be transferred to a consumer of said Good via an on-line delivery system.
Figure 2

1. Accessing a modified website
2. Downloading program to make the BlackBerry device
3. Scanning二维码
4. Displaying a barcode on the BlackBerry device
5. Displaying the barcode reader
6. Displaying the barcode screen of the BlackBerry device
The registered user service 190 is configured to send and receive electronic communication with the web server/application platform 150 and the user computer 170. In operation, the entity service 110 is accessible by entities that have been authorized to use the entity service 110. Entities are authorized to use the entity service 110 after they have been verified as an entity issuing legitimate coupon incentives for products or services.

Authorized entities may access the entity service 110 through the web server/application platform 150. Once an entity is authorized to use the entity service 110, the entity may send a coupon data unit to the coupon data unit storage memory 120. This coupon data unit is housed in a database on the coupon data unit storage memory 120, and includes data relevant to the coupon incentive offered by the entity, and may include the coupon incentive value in dollar or percentage form, the product associated with the coupon incentive, the brand of the product associated with the coupon incentive, restrictions on usage of the coupon incentive, or a barcode associated with the coupon incentive.

The entity service 110 allows authorized entities to access the advertising storage memory 160. Authorized entities interested in placing advertisements that will appear on the screen of a user computer 170, send advertising data to the advertising storage memory 160. The advertising data is then transmitted from the advertising storage memory 160 to the web server/application platform 150. The web server/application platform 150 then transmits the advertising data to a display of the user computer 170.
Additionally, the entity service 110 also allows authorized entities to bid to have their coupon data units associated with their particular search term through an auction. The auction is conducted for a single search term, and is scheduled to start and end at specific times. During the period between the start and end times, any authorized entities may send monetary bids to associate their coupon data units with the particular search term to the auction server 130. At the end of the set time period, the search term is awarded to an entity, the monetary bid to the auction server 130. Once the search term has been awarded to an entity, the unit storage memory 120 and the search term list associated with the coupon data unit of the awarded entity. The association between the coupon data unit and the search term preferably ends after a set time period (e.g., 1 month) or when the coupon incentive expires.

In operation, the user computer 170 may access search terms through the web server/application platform 150 either by communicating through the registered user service 190, or by communicating directly with the web server/application platform 150. The communication path between the user computer 170 and the web server/application platform 150 is determined by whether the user of the user computer 170 is a registered user, the user computer sends a login signal to the registered user service 190, and thereby the user computer 170 communicates with the web server/application platform 150 through the registered user service 190. However, if the user of the user computer 170 is an unregistered user, the user computer does not send a login signal to the registered user service 190, and communicates directly with the web server/application platform 150.
the coupon data unit to the user computer 170. The user computer 170 then displays the
the web server/application platform 150. The web server/application platform 150 then returns
search engine 140 returns the coupon data unit associated with the most relevant search term to
associated with the coupon incentive. After the most relevant search term is determined the
restrictions on the coupon incentive, restrictions on usage of the coupon incentive, or a bar code
associated with the coupon incentive, the expiration date of the coupon incentive, the brand of the product
or percentage form, the product associated with the coupon incentive, the coupon incentive value in dollar
spelling and data contained in the coupon data unit including the coupon incentive value in dollar
contains in the search term database. This comparison is based on factors including search term
referred to the entered search term by comparing the entered search term to the search terms
memory 120 are most relevant. The search engine determines which search terms are most
search engine 140 determines which search terms contained in the coupon data unit stored
If the entered search term is not found in the coupon data unit stored memory 120, the
portion of the coupon data unit may include text or graphics relevant to the coupon incentive.
portion of the coupon data unit on the display of the user computer 170. The displayable
portion of the coupon data unit to the user computer 170. The user computer 170 then displays the displayable
web server/application platform 150. The web server/application platform 150 then returns the
search engine 140 searches the coupon data unit stored memory 120 for the entered search term.
search engine 140 sends a signal to the web server/application platform 150, which then sends a
When an unregistered user inputs a search term to the user computer 170, the user
100 operates in the same manner as if an unregistered user had input the search term, with the

requesting a coupon data unit without inputting a search term, the coupon redemption system

When a registered user sends a signal to the web server/application platform 150

may be transmitted to the removable electronic device 175.

computer 170. Once the data is received by the user computer 170, all or portions of the data, until the web server/application platform 150, which then transmits the data to the user

coupon data unit stored memory 120 then transmits all or portions of the registered coupon data

platform 150, which then sends a signal to the coupon data unit stored memory 120. The

unregistered user, the user computer 170 sends the signal directly to the web server/application

requesting a coupon data unit without inputting a search term. If this signal is sent from an

The user computer 170 may also send a signal to the web server/application platform 150

power source from the user computer 170, and may be removed from the user computer 170.

The removable electronic device is powered by a separate

also transmits all or portions of coupon data unit associated with the entered search term to

When the user computer 170 receives the coupon data unit, the user computer 170 may

170 and the web server/application platform 150 through the registered user service 190.

search term, with the only difference being that the communication between the user computer

redemption system 100 operates in the same manner as if an unregistered user had input the

When a registered user inputs a search term to the user computer 170, the coupon

indicate

displayable portions of the coupon data unit may not include text or graphics relevant to the coupon

displayable portions of the coupon data unit on the display of the user computer 170. The

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In the event of service provider location (ISP location) or the Internet protocol address (IP address) of

demographic data referred to the user computer 170. This demographic data may include the

monitoring service 185 tracks and stores the signal data of user computer 170, as well as

data with the search terms input into the user computer 170. In operation, the computer

signal data may include the number of signals sent by the user computer 170. The server

application/platform 150 sends signal data to the computer monitoring service 185. This

from the user computer 170, or through the registered user service 190, the web

150, regardless of whether the signal comes to the web server/application/platform 150 directly

each time the user computer 170 sends a signal to the web server/application/platform

all, or portions of the data, may be transmitted to the removable electronic device 175.

registered users of the user computer 170. Once the data is received by the user computer 170,

unregistered users of the user computer 170, or through the registered user service 190, for

server/application/platform 150 transmits the data to the user computer 170 either directly, for

storage memory 180 retains data to the web server/application/platform 150. Next, the web

platform 150 then sends a signal to the downloads storage memory 180, and the downloads

when the signal is sent by registered users of the user computer 170, or through the registered user service 190

sent by unregistered users of the user computer 170, either directly from the user computer 170 when the signal is

downloads storage memory 180, either directly from the user computer 170 when the signal is

computer 170. In order to access the data stored in the downloads storage memory 180, the user

In operation, the downloads storage memory 180 stores data accessible by the user

only difference being that the communication between the user computer 170 and the web
sent to the coupon store memory 120 from entity service 110 may include a bar code

In an alternative embodiment of the coupon redemption system 100, the coupon data with

coupon incentive.

with a coupon incentive. The displayed bar code is then scanned at the retail store to redeem the

store and display the displayable portion of the coupon data until such a bar code associated

the removable electronic device 175 may then take the removable electronic device to a retail

may disconnect the removable electronic device 175 from the user computer 170. The user of

is stored on the removable electronic device 175, the user of the removable electronic device 175

coupon data which received from the user computer 170. Once all or part of the coupon data until

In operation, the removable electronic device 175 is configured to store and display

service 185 where it is linked to the signal data.

computer 170 to the web server/application platform 150, and then to the coupon monitoring

the web server/application platform 150. The demographic data is transferred from the user

obtained through HTTP cookies and other communication between the user computer 170 and

in the case of unregistered users, demographic data related to the unregistered user is

monitoring service 185 where it is linked to the signal data.

server/application platform 150, which in turn sends the demographic data to the coupon

registered user service 190. The registered user service 190 then transmits the data to the web

along with data obtained through HTTP cookies, is sent from the user computer 170 to the

In the case of registered users, demographic data associated with the registered user,

computer 170 to the web server/application platform 150.

the user computer 170. Additionally, the coupon monitoring service 185 is also configured to

866189
then separately according to geographic identity information. In this embodiment, multiple
receives multiple monetary bids from the entity service 110 for the same search term and stores

In another embodiment of the coupon redemption system 100, the auction server 130

through the registered user service 190.

communication between the user computer 170 and the web server/application platform 150 flow
unregistered user has input the search term, with the only difference being that the
embodiment of the coupon redemption system 100 operates in the same manner as it in

When a registered user inputs a search term to the user computer 170, the alternative
server/application platform 150 then returns the coupon data to the user computer 170.

Since line 140, which in turn returns the data to the web server/application platform 150. The web
returns all of portions of the coupon data with associated with the search term to the search
stores memory 120 When the coupon data with storage memory 120 receives this signal.

When a search term is entered by an unregistered user into the user computer 170,

When a search term is entered by an unregistered user into the coupon data with storage
and the web server/application platform 150. In operation, the auction server 130 stores search

In another alternative of the coupon redemption system 100, the search engine 140

text associated with the coupon incentive of the product.

expressed in a text, number or graphic form. The coupon data will may also include graphics or
with the search engine 140 is unable to find a search term associated with the specified single geographical area. If the search engine 140 finds the same search term associated with the specified single geographical area, it performs step 120 for the exact search term associated with the search engine 140, and the search engine sends a signal to the web server/application platform 170. When registered users or unregistered users request the geographical area, the auction server 130 transmits the search term data to the auction server 130 with the geographical area. Once the search term has been awarded to an entity, the auction server 130 transmits the search term data to the auction server 130 with the geographical area. The auction server 130 determines the winning bids to allocate the search term to each entity. Each auction is conducted for a single search term, allowing authorized entities to bid to have their single search term awarded.
coupon data, that is associated with a particular search term throughout an auction. The association of
memory 120. However, the entity service 110 also allows authorized entities to bid to have their
term is associated with any relevant coupon data until stored in the coupon redemption system 100, each search

In another embodiment of the coupon redemption system 100, each search

specified in the auction.

data to the user computer 170 is displayed as an advertisement in the advertising space.
entity awarded the advertising space. Finally, the web server/application returns the advertising
storage memory 160, and the advertising storage memory returns the advertising data sent by the

platform 150. The web server/application platform 150 then sends a signal to the advertising
entity service 110, and the entity service 110 sends a signal to the web server/application
advertising space has been awarded to an entity, the auction server 130 sends a signal to the

I/O 170 is awarded to the entity sending the highest monetary bid to auction server 130. Once the
advertising space is awarded to an entity during the specified advertising space to be displayed on the display of the user computer
line period, the specified advertising space to be displayed on the display of the user computer
server 130 during the period between the start and end times of the auction. At the end of the set
in operation, the entity service 110 sends monetary bids to authorized entities to the auction
displayed on the display of user computer 170, and is scheduled to start and begin at set times.

of the user computer 170. The auction is conducted for a specified advertising space to be
advertising data stored on the advertising storage memory 160 as an advertisement on a display
allows authorized entities to upload monetary bids to auction server 130 to display their

In another embodiment of the coupon redemption system 100, the entity service 110
platform 150.

term, but that is not associated with any geographic location, to the web server/application
engine 140, or the search engine 140 may return a coupon data unit associated with the search

86618#
data identifying the geographic location of the user. Computer 170 has been transmitted to the
of the user computer 170 include city, county, state and country names or postal codes. Once the
the coupon data with storage memory 120. Acceptable data identifying the geographic location
server/application platform 150 to the search engine 140, the downloads storage memory 180, or
computer 170 prior to allowing the user computer 170 to send requests through the web
user of the user computer 170 to input data identifying the geographic location of the user
platform 150, the web server/application platform 150 receives a signal requiring the unregistered
unregistered user sends a signal from the user computer 170 to the web server/application
In another alternative embodiment of the coupon redemption system 100, when an

on the display of the user computer 170.

computer 170 in a format such that the coupon data until of the awarded entity is displayed first
platform 150. However, the web server/application platform will return the data to the user
return all coupon data units associated with the search term to the web server/application

When a user enters the search term into the user computer 170, the search engine will

and the search term is associated with the coupon data unit of the awarded entity.

auction server 130 transmits the search term data to the coupon data unit storage memory 120
auction server 130 transmits the search term data to the coupon data unit storage memory 120

monetary bid to auction server 130. Once the search term has been awarded to an entity, the

At the end of the set time period, the search term is awarded to the entity having submitted the
associate their coupon data units associated with the particular search term to the auction server
period between the start and end times, any authorized entities may send monetary bids to
conducted for a single search term, and is scheduled to start and begin at set times. During the

coupon data units with search terms is accomplished through an auction. The auction is

86618#
memory 120, downloads storage memory 180, advertising storage memory 160. The coupon data unit
of the elements of the coupon redemption system 100 including the coupon data unit storage
memory, or may all be housed in separate memories. Furthermore, a combination of less than all
movable service 185, auction server 130, and entity server 110 may all be housed in the same
storage memory 120, downloads storage memory 180, advertising storage memory 160, coupon
in an alternative embodiment of the coupon redemption system 100, the coupon data unit
will in

the retail store to redeem the coupon pursuant to
such a bar code associated with a coupon incentive. The displayed bar code is then scanned at

an electronic device in a retail store and display the displayable portions of the coupon data unit.

computer 170. The user of the easily portable electronic device may then take the easily portable
easily portable electronic device may store and display coupon data units received from the user

data with management software has been installed on the easily portable electronic device, the

platform 150, which requires the data to the easily portable electronic device. Once the coupon

180. The downloads storage memory then returns the data to the server/application

server/application platform 150, which in turn sends a signal to the downloads storage memory

portable electronic device according to this design by sending a signal to the web

coupon data with management software stored in the downloads storage memory 180. The easily

Blackberry® or a laptop computer. In operation, the easily portable electronic device downloads

highweight, easily portable electronic device, such as a web enabled cell phone or a smart phone, a

removable electronic device 175. In this embodiment, the user computer 170 may be any

Another alternative embodiment of the coupon redemption system 100 eliminates the

the signals sent between the user computer 170 and the web server/application platform 150.
Figure 2 illustrates a web user interface 200 associated with web server 130, and entity service 110 may be housed in the same location.

In operation, the search coupons link 210 allows a user of the web user interface 200 to search coupon incentives stored in a database in the coupon data unit storage memory 120 of the search engine 140 of Figure 1. If the search term is found in the search terms database in the coupon data unit storage memory 120 of Figure 1, the search engine 140 of Figure 1 returns the coupon data units associated with the search term, and the website user interface 200 displays the coupon data units of the winning search term associated with the search term first. If the search term is not found on the search term database, the search engine 140 of Figure 1 returns which coupons best match the entered search term.
The news Link 240 directs users to a web page containing recent changes in the web user support links.

In operation, the downloads Link 230 allows users to access software updates or technical now available through the web user Interface 200.

directly to other coupon incentives offered by the same entity or other similar coupons that are directly downloaded, and keep a watch list of coupon data until to downloaded. The user may also link able to access the search coupon function 210, track the coupon data until they have previously 220, which directs them to a my account page. Through my account page, the user can be once a user is registered, the user may access their account by clicking on the my account link demographic information including age, gender, location, product preferences, or buying habits.

setting up an account. As part of the account setup process, the user is asked for their service 190 of figure 1. Users of the web user interface 200 may become registered users by In operation, the my account Link 220 allows registered users to access the registered user

when or on a separate downloadable coupon link.

coupon data until to the user computer 170 of figure 1 by checking on the displayed coupon data the entire service 110 of figure 1. Both registered and unregistered users may download the new screen displays the coupon data until all of the restrictions entered by the entity through

sorted by mechanism of type of good or service. When the user selects a coupon data with a

Regardless of whether the user is registered or unregistered, the user may scroll through the displayed coupon data until select a coupon and the list of coupon data until be the search term. The web user Interface 200 then displays the coupon data until determined to be the
the coupon monitoring service 185 of Figure I. The coupon monitoring service 185 of Figure I ensures that the advertising storage memory 160 of Figure I contains data downloaded from the coupon database 120 of Figure I or uploaded to the advertising server 100

Additionally, the entity may access the advertising storage memory and search therein for various reasons, including, but not limited to, the expiration date of a coupon incentive, a product code associated with the coupon incentive, restrictions on usage of the coupon incentive, or the expiration date of the coupon incentive.

Once the entity has access to the coupon incentive through the entity selecting the coupon incentive, the entity may proceed to log in to the entity requesting information from the entity selecting the coupon incentive. The entity shall be prompted to enter information necessary to verify the entity selecting the coupon incentive. If the entity does not have an entity service account, the entity shall be prompted to log in. If the entity has previously been verified and has established an entity service account, the entity shall be directed to a verification or login web page.

In operation, the post coupon link 255 allows entities interested in posting coupon incentives on the web user interface 200 to access the entity service 110 of Figure I. When the unregistered user access,
Advertising space 260 and advertising space 265 operate to define the advertising space for registered users.

In the basic services link 270 allows users to access information regarding security, policies, sitemap and help on the web user interface 200.

In operation, the new coupons space 275 lists coupon data units designated as content ad at 175 of Figure 2.

In operation, the policies link 275 allows users to access information regarding the operation policies of the web user interface 200.

In an alternative embodiment, coupon data units may be downloaded in an encoded format, and the user will not be able to display or print the coupon data unit without special decoding software that is available through the web site, or comes pre-installed on the removable electronic device 175 of Figure 1.

In another alternative embodiment of the web user interface 200, registered users may access tools to help them display and manage coupon data units stored on their removable electronic device 175.

By clicking the my account link 220, the registered user enters the my account page. Through this page, the registered user
The memory 370 of the electronic signal processor 370, the electronic display 340, the electronic signal processor 370, and the navigation mechanism 320 are connected to the power source 350. The data port 310 is connected to the communication interface with the electronic device 330. In the removable electronic device 300, the data port 310 is electrically connected to the electronic signal processor 370, the electronic display 340, a navigation mechanism 320, a memory 360, and a printer 330.

Figure 3 illustrates a removable electronic device 300. The removable electronic device can be used to manage their coupon data. Unregistered users are not provided with these tools, unregistered users will not be able to download and receive software updates.

Data within its desired. The user may also perform diagnostics on their electronic device. The user may also remove coupon data from the list of coupon data of good. The user may also remove coupon data from the list of coupon data of good. The user may also remove coupon data from the list of coupon data of good. The user may also remove coupon data from the list of coupon data. The user may be able to display a list of all coupon data currently stored on the electronic device. The user will be able to display a list of all coupon data currently stored on the electronic device.

In the event the registered user is accessing the web user interface 200 through a web browser, and many download and software updates.

Unregistered users are not provided with these tools, unregistered users will not be able to download and receive software updates.
Finally, if the navigation input mechanism 320 sends a signal to the data port 310 to the signal processor 370, the electronic signal processor 370 sends a signal to the printer 330.

The navigation input mechanism 320 sends a signal to the printer 330. If the navigation input mechanism 320 sends a signal to the memory 350. If the navigation input mechanism 320 sends a signal to the electronic display 340.

In operation, the navigation input mechanism 320 provides input from a user to the processor 370. The signal processor 370 converts the data to the memory 350. When the electronic signal 370 is configured to send the removable electronic device 300, the navigation input mechanism 320 processes input from the user to control the data port 310 and transmits the data to the signal processor 370. The electronic signal 370 processes the data 170 of Figure 1, sends a signal to the data port 310. The data port 310 then sends a signal to the user computer 170 of Figure 1, the electronic signal processor 370 electrically connected to the user computer 170 of Figure 1, and sends the data 300 to the removable electronic device 300. When the removable electronic device 300 is connected to the data port 310 electronically connected to the removable electronic device 300.
include the manufacturer, coupon description, product description, or barcode as established by

120 of Figure 1, the data includes information related to the coupon incentive. This data may
transmitted by an entity through the entity service 110 to the coupon data unit storage memory
320. Where the data stored on the memory 320 is a coupon data unit that contains information

In operation, the electronic signal processor 370 stores data in a database on the memory

the memory 320 and the data is manipulated or deleted.

manipulate data stored on the memory 320, the electronic signal processor 370 sends a signal to

manipulate printer 330, or from the user computer 170 of Figure 1 through the data port 310 to delete or

If the electronic signal processor 370 receives a signal from either the navigation input

text or graphics printed on a print medium.

If the memory 320, which then sends data to the printer 330, and the printer 330 outputs the data as

process the 370, which then sends data to the printer 330. The memory 320 then returns the data to the electronic signal

320 to send data stored on the memory 320 to the printer 330, the electronic signal processor 370.

If the electronic signal processor 370 receives a signal from the navigation input mechanism

data as text or graphics.

which then sends data to the electronic display 340, and the electronic display 340 displays the

to the memory 320. The memory 320 then returns data to the electronic signal processor 370,

320 to display data stored in the memory 320, the electronic signal processor 370 sends a signal

When the electronic signal processor 370 receives a signal from the navigation input mechanism

storage of data on the memory 320, and to control the electronic display 340 and printer 330.

In operation, electronic signal processor 370 is also configured to manage and manipulate

electronic signal processor 370, the electronic signal processor 370 sends a signal to the data port
connected to the user computer. Figure 1, electronic circuit, shows from the user computer

A universal serial bus (USB) port. In this embodiment, when the data port 310 is electrically

In an alternative embodiment of the removable electronic device 300, the data port 310 is

memory 320, the electronic display 340, and the printer 330. The power source 350 may send power to the data port 310, the electronic signal processor 370, the

The power source 350 operates to supply power to removable electronic device 300.
The

removes power to the removable electronic device 300.

receives a signal from the navigation input mechanism 320, the electronic signal processor 370

predefines line period (e.g., 30 seconds). However, when the electronic signal processor 370

370 does not receive an input signal from the navigation input mechanism 320 for a

memory 350, or the printer 330 in order to conserve power when the electronic signal processor

processor 370 may turn off until the flow of electricity to the electronic display 340, the

supply of the removable electronic device 300. In order to accomplish this, the electronic signal

Additionally, the electronic signal processor 370 is configured to manage the power

name, or product name.

memory 350 according to information related to the coupon incentive, such as the manufacturer.

The electronic signal processor 370 also indexes the coupon data unit in the database on the

maximum size (e.g., 15 characters), the electronic signal processor 370 increments the description

Thus, if a coupon data unit contains descriptions of manufacturer information in excess of a set

until it is limited in order to allow storage of a plurality of coupon data units on the memory 350.

memory 350, the amount of data that may be stored on the memory 350 is limited to the size of the

of Figure 1. However, because the removable electronic device 300 is limited to the size of the
the entity when it transmits the coupon data unit to the coupon data unit store memory 120

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In an alternative embodiment of the removable electronic device 300, the printer 330 is not electrically connected to the removable electronic device 300, but is configured to communicate wirelessly with the removable electronic device 300.

Other alternatives for printable media include polymer sheet, label paper, and velum.

In another alternative embodiment of the removable electronic device 300, the printer 330 is plain paper.

The diagram illustrates a top and side view of a removable electronic device 400, and an attachable printer module 430. The attachable printer module 430 includes a printer module data connection 450, and a printer module housing 480. The printer module housing 480 includes a first end and a second end. As well as, a printer output aperture 460.

In the removable electronic device 400, the data port 410 is attached to the first end of the housing 470. The navigation input mechanism 420 is mechanically coupled to the second end of the removable electronic device housing 470. The electronic display 440 is attached to the surface of the housing 470.
mechanisms 420. When the navigation input mechanism 420 is activated, a signal is generated, either by pressing a button or by activating the directional input.

When the electronic display 440 receives a signal from the electronic signal processor 370 of Figure 3, the display 440 is configured to display text on graphs visible on the screen 370. The user may also use the navigation input mechanism 420 to scroll through the text or graphs displayed on the electronic display 440.

In operation, the data port 400 also provides data to the attachable printer module 430 as described in Figure 4. The data port 400 transfers data from the user computer to the removable electronic device 400. When the navigation input mechanism 420 is activated, the electronic display 440 is configured to display text on graphs visible on the screen 370. The user may also use the navigation input mechanism 420 to scroll through the text or graphs displayed on the electronic display 440.

The attachable printer module 430 is configured to print data from the data port 400 to the data module 420. The data module 420 transfers data to the user computer. When the navigation input mechanism 420 is activated, the electronic display 440 is configured to display text on graphs visible on the screen 370. The user may also use the navigation input mechanism 420 to scroll through the text or graphs displayed on the electronic display 440.

The data module 420 transfers data to the user computer. When the navigation input mechanism 420 is activated, the electronic display 440 is configured to display text on graphs visible on the screen 370. The user may also use the navigation input mechanism 420 to scroll through the text or graphs displayed on the electronic display 440.

The data module 420 transfers data to the user computer. When the navigation input mechanism 420 is activated, the electronic display 440 is configured to display text on graphs visible on the screen 370. The user may also use the navigation input mechanism 420 to scroll through the text or graphs displayed on the electronic display 440.
In an alternative embodiment of the removable electronic device 400, the attachable printer module 430 is permanently attached to the second end of the removable electronic device housing 470.

Several alternative embodiments of the removable electronic device 400 include a touch screen, a depressible dial mounted on the surface of the housing 470, and a plurality of depressible or non-depressible touch sensitive buttons.
Figure 5 illustrates a flowchart of a removable electronic device 500. First, at step 510, the words ALPO, PURINA, AND DIETM Complexity, displayed on the removable electronic device 500, are selected. The user selects the displayed words using the navigation input mechanism 320 of Figure 3. The navigation input mechanism 320 of Figure 3 moves a selection cursor, displayed as a set of brackets or rectangles, in step 510, to the desired word. In step 510, the user has moved the selection cursor to the word PURINA.

Next, in step 520, the user selects the desired word using the navigation input mechanism 320 of Figure 3, and a list of data associated with that word are displayed on the display 470 of Figure 3. Because the user has selected the word PURINA, information related to the Purina coupon, the product size “12 OZ. CAN,” in addition to the information related to the Purina coupon, the display also displays three options, “DISPLAY,” “PRINT,” and “EXIT”, however, if the user moves the selection cursor to the desired option; in this case, the desired option is “DISPLAY.”

In the final step 530, the user selects the desired option using the navigation input mechanism 320 of Figure 3. In step 530, the user has selected “DISPLAY,” and the screen displays a barcode associated with the Purina coupon. The user may now present the displayed barcode to the barcode reader for redemption of the Purina coupon at the retail store employing optical barcode readers. If the user had selected the “PRINT” option, the printer 330 of Figure 3 would print the coupon bar code associated with the Purina coupon and the user could use the printed bar code to redeem the coupon.
Figure 6 illustrates a flow chart 600 for the process of associating a search term with a search term data unit. First, at step 610 an entity uploads a search term data unit to the coupon data unit storage memory 120 of Figure 1 through the entity service 110 of Figure 1.

Next, in step 620, an entity selects a search term from the search term database stored in auction server 130 of Figure 1. If the entity does not wish to use any of the search terms contained in the search term database, the entity may nominate a new search term. This new search term is then stored in the search term database in auction server 130 of Figure 1.

Next, in step 630, the search term is associated with the entity’s uploaded coupon data unit.

Figure 7 illustrates a flow chart 700 for the process of searching for a coupon data unit using a search term. First, at step 710, a user enters a search term in a search field of a website displayed on the screen of the user's computer 170 of Figure 1. Next, at step 720, the user computer 170 of Figure 1 sends a signal to the web server/application platform 150, which then inputs the search term into the search engine 140 of the database for entered search term.

Notice that this application here is a little different from mine. I often get a little frustrated when I don't come across what I think I need.
established and stored in the coupon data with storage memory 120 of Figure 1.

Figure 8 illustrates a flow chart 800 for the process of linking a search term with an
associated with the entered search term.

Next, at step 770, the search engine 140 of Figure 1 returns the coupon data with
the entered search term.

Next, at step 765 the search engine 140 of Figure 1 finds the coupon data with associated
search term determined to be the most relevant in step 750.

Next, at step 760 the search engine 140 of Figure 1 determines the search term was found.

Next, at step 755 the search engine 140 of Figure 1 returns the coupon data with
incentive, or a bar code associated with the coupon incentive.

Incentive, geographical restrictions on the coupon incentive, restrictions on usage of the coupon
the brand of the product associated with the coupon incentive, the expiration date of the coupon
incentive value in dollar or percentage form, the product associated with the coupon incentive,
including: search term spelling and data contained in the coupon data with including the coupon
entered search term to the search terms contained in the search term database based on factors
most relevant to the entered search term. This determination may be made by comparing the
search term was not

Next, at step 740 the search engine 140 of Figure 1 determines the search term was not
found. If the search term was found the process proceeds to step 760.

Next, at step 735 the search engine determines whether the search term was found in the

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Incorporate those features which come within the spirit and scope of the invention.

In step 860, entity submittinng the greater of the first monetary bid and the second monetary bid as determined by submitting the greater of the first monetary bid and the second monetary bid.

Next, at step 870 the auction server I30 of Figure 1 associates the search term with the monetary bid and the second monetary bid.

Next, at step 860 the auction server I30 of Figure 1 determines the greater of the first and associates a search term with the second entity's coupon data unit to associate a search term with the first entity's coupon data unit.

Next, at step 840 the first entity is allowed to submit a first monetary bid to associate a search term stored in a search term database or may be nominated by an entity.

Next, at step 830, a search term is identified. The search term may either be selected.

Next, at step 825, the second coupon data unit is associated with a second entity.

Next, at step 820, the first coupon data unit is associated with a first entity.

Next, at step 815, a second coupon data unit is established and is stored in the coupon data unit storage memory I20 of Figure 1.
What is claimed is:

1. A method of associating a coupon data unit with a search term, said method including:
   uploading a coupon data unit to a coupon data unit storage database, wherein said coupon
   data unit includes a bar code;
   selecting a search term from said coupon data unit storage database; and
   associating said search term with said coupon data unit.
2. The system of claim 2, wherein the removable self-powered electronic device is
redeemed at a retail store.

2.1. The system of claim 2, wherein said bar code of said coupon data and displayed on said
removable self-powered electronic device represents a coupon incentive capable of being
said bar code of said coupon data until
and more said coupon data until including a bar code sent by said user computer and displayed
computer, wherein said removable self-powered electronic device is configured to receive a
removable separately powered electronic device adapted to detachably connect to said user
until to said removable separately powered electronic device,
including a bar code to said user computer and said user computer provides said coupon data
separately powered electronic device, wherein said web server provides said coupon data until
a user computer configured to communicate bi-directionally with said web server and a removable
coupon data until including a bar code to said user computer:
memory, said search engine, and a user computer; wherein said web server provides said
a web server configured to communicate bi-directionally with said coupon data until storage
coupon data until including a bar code to said search engine and said web server;

2. A coupon redemption system including:
2.7 The system of claim 2, wherein said web interface is configured to communicate with a

store.

coupon data unit representing a coupon incentive capable of being redeemed at a retail

including a bar code provided by said web interface, and display said bar code of said

smart phone utilizing software configured to receive and store said coupon data unit.

2.6 The system of claim 2, wherein said web interface is configured to communicate with a

from a user:

program reduces power output when said electronic device does not receive an input

a power management program stored in memory, wherein said power management

2.5 The system of claim 2, wherein said removable self-powered electronic device includes a

bar code representing a coupon incentive capable of being redeemed at a retail store.

coupon data unit stored on said removable self-powered electronic device, wherein said

2.4 The system of claim 2, wherein said printer configured to print said bar code of said

printer.

2.3 The system of claim 2, wherein said removable self-powered electronic device include a
Retail store.

of said coupon data unit represents a coupon incentive capable of being redeemed at a

data unit including a bar code provided by said web interface, and display said bar code

web enabled cell phone utilizing software configured to receive and store said coupon

2. The system of claim 2, wherein said web interface is configured to communicate with a
3. A method of displaying a coupon data unit associated with a search term, said method including:

- entering a first search term in a web interface search field, wherein said first search term is adapted to search a database containing a plurality of search terms associated with a plurality of coupon data units; 
- inputting said first search term into a search engine;
- searching said search term database for said first search term using said search engine;
- returning a coupon data unit associated with said first search term if said first search term is found is said search term database;
- determining a second search term relevant to said first search term if said first search term is not found in said search term database;
- returning a coupon data unit associated with said second search term determined to be relevant to said first search term.

Problems w Google, maybe?
4.2 The method of claim 4, wherein said search term is normated by an entity.

4.1 The method of claim 4, wherein said search term is normated by an entity.

The greater of the first monetary bid and the second monetary bid.

Associating said search term with the coupon data until associated with the entity establishing a second entity to establish a second monetary bid to associate said second

coupon data until with said search term;

Allowing said second entity to establish a second monetary bid to associate said second

coupon data until with said search term;

Identifying a search term, wherein said search term is used to search a database containing a

second coupon data unit is associated with a second entity;

Establishing a second coupon data unit including a second coupon bar code, wherein said

coupon data unit is associated with a second entity;

Establishing a first coupon data unit including a first coupon bar code, wherein said first

method comprises:

A method of associating a search term and a coupon data associated with an entity; said
Initially associated with said coupon data unit

4.9 The method of claim 4, said method further including:

being accessed by said user computer

4.8 The method of claim 4.2, said method further including:

associated with said coupon data unit is corrected into the search field of a web interface

4.7 The method of claim 4.2, wherein said specific geographic location is a country

4.6 The method of claim 4.2, wherein said specific geographic location is a state

4.5 The method of claim 4.2, wherein said specific geographic location is a county

4.4 The method of claim 4.2, wherein said specific geographic location is a city

4.3 The method of claim 4.2, wherein said specific geographic location is a postal code.
810 - Establish Second Coupon Data Unit

820 - Associate First Coupon Data Unit To First Entity

830 - Identify Search Term

840 - Allow First Entity to Submit First Monetary Bid

850 - Allow Second Entity to Submit Second Monetary Bid

860 - Determine the Greater of the First Monetary Bid and the Second Monetary Bid

870 - Link Search Term with the Greater of the First Monetary Bid and the Second Monetary Bid