

PATENT COOPERATION TREATY

PCT

INTERNATIONAL SEARCH REPORT

(PCT Article 18 and Rules 43 and 44)

Applicant's or agent's file reference 4929-103	<table style="width: 100%;"> <tr> <td style="width: 50%; text-align: center; vertical-align: top;"> FOR FURTHER ACTION </td> <td style="width: 50%; text-align: right; vertical-align: top;"> see Form PCT/ISA/220 as well as, where applicable, item 5 below </td> </tr> </table>	FOR FURTHER ACTION	see Form PCT/ISA/220 as well as, where applicable, item 5 below
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International application No. PCT/CA2018/050943	<table style="width: 100%;"> <tr> <td style="width: 50%;"> International filing date (<i>day/month/year</i>) 01 August 2018 (01-08-2018) </td> <td style="width: 50%;"> (Earliest)Priority date (<i>day/month/year</i>) </td> </tr> </table>	International filing date (<i>day/month/year</i>) 01 August 2018 (01-08-2018)	(Earliest)Priority date (<i>day/month/year</i>)
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Applicant 9378-7570 QUÉBEC INC D.B.A. WINK.LOVE			

This international search report has been prepared by this International Searching Authority and is transmitted to the applicant according to Article 18. A copy is being transmitted to the International Bureau.

This international search report consists of a total of 3 sheets.

☐ It is also accompanied by a copy of each prior art document cited in this report.

1. Basis of the report

a. With regard to the **language**, the international search was carried out on the basis of:

- ☒ the international application in the language in which it was filed.
- ☐ a translation of the international application into _____ which is the language of a translation furnished for the purposes of international search (Rules 12.3(a) and 23.1(b)).

b. ☐ This international search report has been established taking into account the **rectification of an obvious mistake** authorized by or notified to this Authority under Rule 91 (Rule 43.6bis(a)).

c. ☐ With regard to any **nucleotide and/or amino acid sequence** disclosed in the international application, see Box No. I.

2. ☐ **Certain claims were found unsearchable** (see Box No. II).

3. ☐ **Unity of invention is lacking** (see Box No. III).

4. With regard to the **title**,

- ☒ the text is approved as submitted by the applicant.
- ☐ the text has been established by this Authority to read as follows:

5. With regard to the **abstract**,

- ☒ the text is approved as submitted by the applicant.
- ☐ the text has been established, according to Rule 38.2, by this Authority as it appears in Box No. IV. The applicant may, within one month from the date of mailing of this international search report, submit comments to this Authority.

6. With regard to the **drawings**,

a. the figure of the **drawings** to be published with the abstract is Figure No. 3

- ☒ as suggested by the applicant.
- ☐ as selected by this Authority, because the applicant failed to suggest a figure.
- ☐ as selected by this Authority, because this figure better characterizes the invention.

b. ☐ none of the figures is to be published with the abstract.

INTERNATIONAL SEARCH REPORT

International application No.

PCT/CA2018/050943

A. CLASSIFICATION OF SUBJECT MATTER

IPC: **H04L 12/58** (2006.01), **G06Q 30/02** (2012.01), **H04L 9/32** (2006.01)

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

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

IPC: **H04L 12/58** (2006.01)

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

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

Database: Orbit, Canadian Patent Database

Keywords: email, text message, server, criterion, filter, predetermined, first, second, database, advertisement, promotion, champion

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2013/0185368 A1 (Nordstrom et al.) 18 July 2013 (18-07-2013) See the whole document, especially: Figs. 1-2; Figs. 5-7; Paragraphs 0002-0007; Paragraphs 0027-0058; Paragraphs 0074-0098	1-11
A	US 8402012 B2 (Gleeson et al.) 19 March 2013 (19-03-2013) See the whole document	1-11
A	US 2004/0034561A1 (Smith) 19 February 2004 (19-02-2004) See the whole document	1-11

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

* "A" "E" "L" "O" "P"	Special categories of cited documents: document defining the general state of the art which is not considered to be of particular relevance earlier application or patent but published on or after the international filing date document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified) document referring to an oral disclosure, use, exhibition or other means document published prior to the international filing date but later than the priority date claimed	"T" "X" "Y" "&"	later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art document member of the same patent family
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Date of the actual completion of the international search

15 November 2018 (15-11-2018)

Date of mailing of the international search report

21 March 2019 (21-03-2019)

Name and mailing address of the ISA/CA
Canadian Intellectual Property Office
Place du Portage I, C114 - 1st Floor, Box PCT
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Gatineau, Quebec K1A 0C9
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Authorized officer

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INTERNATIONAL SEARCH REPORT
Information on patent family members

International application No.

PCT/CA2018/050943

Patent Document Cited in Search Report	Publication Date	Patent Family Member(s)	Publication Date
US2013185368A1	18 July 2013 (18-07-2013)	US9294428B2 EP2805568A1 EP2805568A4 US2016164823A1 US9584464B2 US2017134919A1 US9763070B2 US2017332220A1 US10117074B2 US10117075B1 US2018317062A1 WO2013109793A1	22 March 2016 (22-03-2016) 26 November 2014 (26-11-2014) 16 December 2015 (16-12-2015) 09 June 2016 (09-06-2016) 28 February 2017 (28-02-2017) 11 May 2017 (11-05-2017) 12 September 2017 (12-09-2017) 16 November 2017 (16-11-2017) 30 October 2018 (30-10-2018) 30 October 2018 (30-10-2018) 01 November 2018 (01-11-2018) 25 July 2013 (25-07-2013)
US8402012B1	19 March 2013 (19-03-2013)	None	
US2004034561A1	19 February 2004 (19-02-2004)	US8249920B2 AU5278501A AU2003100276A4 AU2003100276B4 AU2005239692A1 AU2005239692B2 AU2008212499A1 CA2405221A1 CA2405221C CN1433621A CN1202644C GB0223265D0 GB2376779A GB2376779B NZ503817A NZ519862A US2012303460A1 US8380566B2 US2013210469A1 US8977559B2 US2015213468A1 WO0178345A1 ZA200208690B	21 August 2012 (21-08-2012) 23 October 2001 (23-10-2001) 07 August 2003 (07-08-2003) 04 March 2004 (04-03-2004) 05 January 2006 (05-01-2006) 25 September 2008 (25-09-2008) 04 December 2008 (04-12-2008) 18 October 2001 (18-10-2001) 13 September 2011 (13-09-2011) 30 July 2003 (30-07-2003) 18 May 2005 (18-05-2005) 13 November 2002 (13-11-2002) 24 December 2002 (24-12-2002) 17 November 2004 (17-11-2004) 30 May 2003 (30-05-2003) 26 September 2003 (26-09-2003) 29 November 2012 (29-11-2012) 19 February 2013 (19-02-2013) 15 August 2013 (15-08-2013) 10 March 2015 (10-03-2015) 30 July 2015 (30-07-2015) 18 October 2001 (18-10-2001) 20 January 2004 (20-01-2004)