

Title (en)
RETAIL MARKETING METHOD

Title (de)
EINZELHANDELS-VERMARKTUNGSVERFAHREN

Title (fr)
METHODE DE COMMERCIALISATION AU DETAIL

Publication
EP 1721291 A4 20081224 (EN)

Application
EP 04813408 A 20041208

Priority
• US 2004041085 W 20041208
• US 52810503 P 20031208

Abstract (en)
[origin: WO2006031238A1] A method is devised whereby a retailer may upgrade his operation by providing his suppliers (the vendors) with labeling standards including RFID and RSS bar code, guidelines for formatting and including in those labels additional supply chain logistical information, additional information including the item number, lot and expiration dates, the time and place of manufacture, descriptions in greater depth than was hitherto possible about the goods themselves, and a method of capturing that information and feeding it into the retailer's information management systems through customized forms and middleware. The retailer uses the services of an information management corporation that sets up this program with the retailer's suppliers, thereby eliminating the associated costs of augmenting his own systems. The retailer, vendors and customers profit by that additional information through various means of feedback, and extracting that information in useful ways that provide for greater inventory control, consumer safety, more efficient movement of merchandise, information about product content to the consumer, security, supply chain logistics, compliance with government regulations for the sale of retail goods, the bioterrorism act as well as other government regulations and systems of pricing, rebates, coupons and returns by the customers.

IPC 8 full level
G06Q 10/00 (2012.01); **G06Q 30/00** (2012.01)

CPC (source: EP KR)
G06K 17/00 (2013.01 - KR); **G06Q 10/087** (2013.01 - EP KR); **G06Q 30/00** (2013.01 - EP KR)

Citation (search report)
• [X] WO 0079410 A2 20001228 - WALKER DIGITAL LLC [US], et al
• [X] EP 0923039 A1 19990616 - SELLECTSOFT L C [US]
• [X] US 5844221 A 19981201 - MADIGAN JR EDWIN F [US], et al
• [X] WO 9819229 A1 19980507 - FAJKOWSKI PETER W [US]
• See references of WO 2006031238A1

Designated contracting state (EPC)
AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HU IE IS IT LI LT LU MC NL PL PT RO SE SI SK TR

DOCDB simple family (publication)
WO 2006031238 A1 20060323; AU 2004323363 A1 20060323; BR PI0417411 A 20070403; CN 1914635 A 20070214; EP 1721291 A1 20061115; EP 1721291 A4 20081224; JP 2007515004 A 20070607; KR 20060121928 A 20061129

DOCDB simple family (application)
US 2004041085 W 20041208; AU 2004323363 A 20041208; BR PI0417411 A 20041208; CN 200480041343 A 20041208; EP 04813408 A 20041208; JP 2006543947 A 20041208; KR 20067013764 A 20060707