

Title (en)
PERSONALIZED GIFTING SYSTEM

Title (de)
PERSONALISIERTES GESCHENKSYSTEM

Title (fr)
SYSTÈME DE CADEAU PERSONNALISÉ

Publication
EP 2809587 A2 20141210 (EN)

Application
EP 13743685 A 20130130

Priority

- US 201261592320 P 20120130
- US 201261698410 P 20120907
- US 201261737729 P 20121214
- US 201261737731 P 20121214
- US 201313753309 A 20130129
- US 2013023945 W 20130130

Abstract (en)
[origin: WO2013116406A2] A computer-implemented system for creating an enhanced online gifting experience that allows a purchaser to enter information identifying a gift recipient as well as text, sound, images or video relevant to the gift recipient and/or to an event. The system uses this information to create a personalized webpage identified and located via a personal uniform resource locator (PURL) associated with the gift recipient. Certain embodiments of the personalized gifting system provide gift card related packaging formats to enhance the customer experience relating to online gift card sales.

IPC 8 full level
G06Q 30/00 (2012.01)

CPC (source: EP)
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Citation (search report)
See references of WO 2013116406A2

Designated contracting state (EPC)
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Designated extension state (EPC)
BA ME

DOCDB simple family (publication)
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