



US006070147A

United States Patent [19]
Harms et al.

[11] **Patent Number:** **6,070,147**
[45] **Date of Patent:** ***May 30, 2000**

- [54] **CUSTOMER IDENTIFICATION AND MARKETING ANALYSIS SYSTEMS**
- [75] Inventors: **Brent Harms, Apple Valley; Kurt Johnson, St. Paul, both of Minn.**
- [73] Assignee: **Tecmark Services, Inc., St. Paul, Minn.**
- [*] Notice: This patent issued on a continued prosecution application filed under 37 CFR 1.53(d), and is subject to the twenty year patent term provisions of 35 U.S.C. 154(a)(2).

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- [21] Appl. No.: **08/672,527**
- [22] Filed: **Jul. 2, 1996**

- [51] Int. Cl.⁷ **G06F 17/60; G06F 151/00**
- [52] U.S. Cl. **705/14; 705/10; 705/26**
- [58] Field of Search **395/219, 201; 235/375, 376, 383, 379; 364/401, 402; 382/100, 137, 139; 705/27, 14, 21, 10, 7, 26**

Primary Examiner—Eric W. Stamber
Assistant Examiner—Pedro R. Kanof
Attorney, Agent, or Firm—Dorsey & Whitney LLP

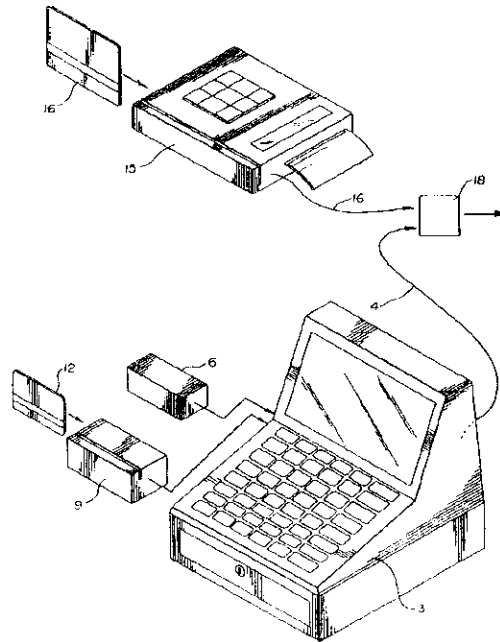
[57] **ABSTRACT**

A method and system for administering a loyalty marketing program (i.e., frequent buyer program) by using a government-issued identification card, such as a driver's license, as the frequent buyer redemption card. The data encoded onto the card may include a driver's license number, as the person's name and birth date. This information is used to tap into third party databases to gather further identification or demographic information about consumers. Incentives can be awarded in an efficient, personalized, and timely manner. Cost-effective and customer friendly administration of frequent-buyer incentive programs for marketing of goods and services is achieved.

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18 Claims, 11 Drawing Sheets



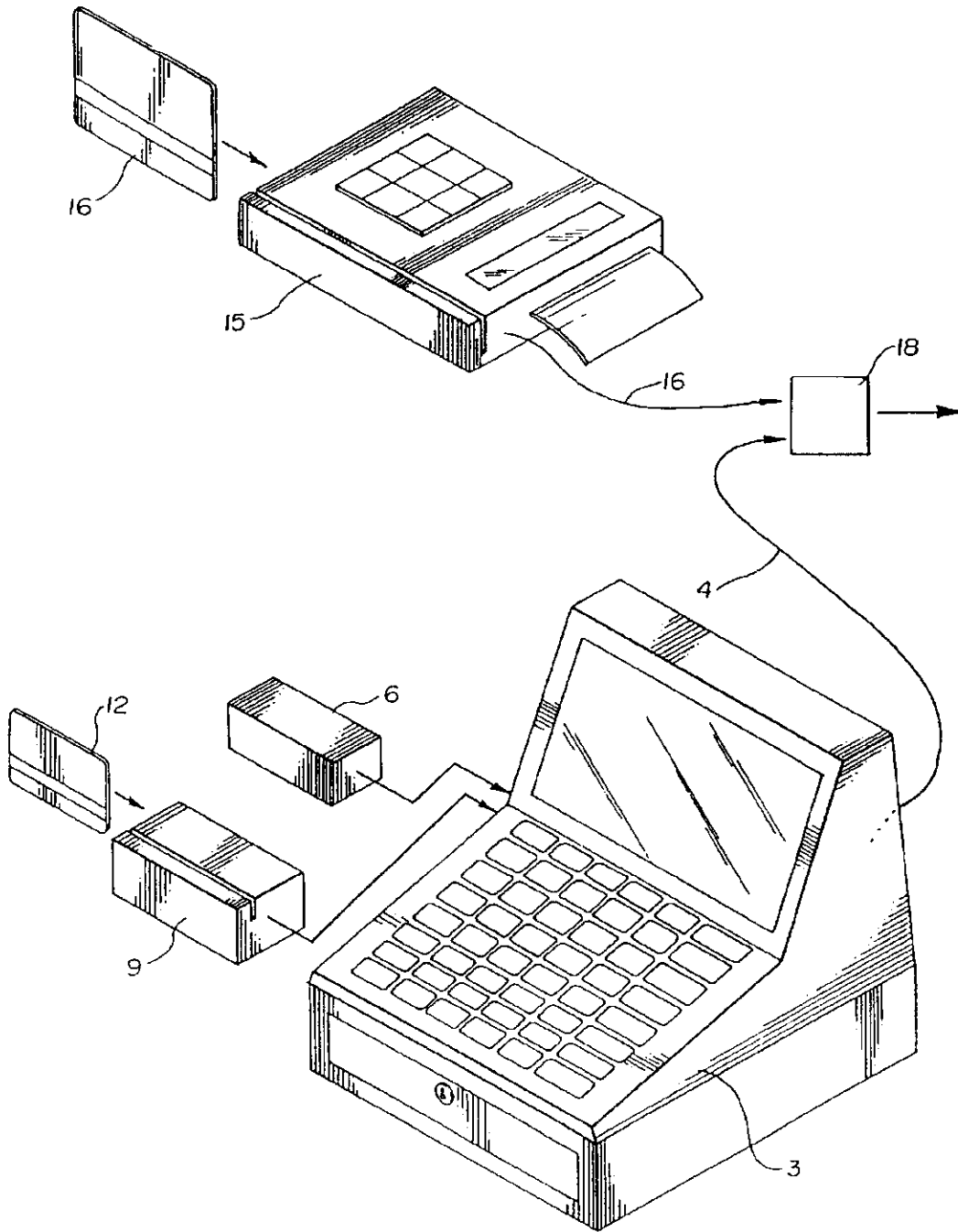


Fig. 1

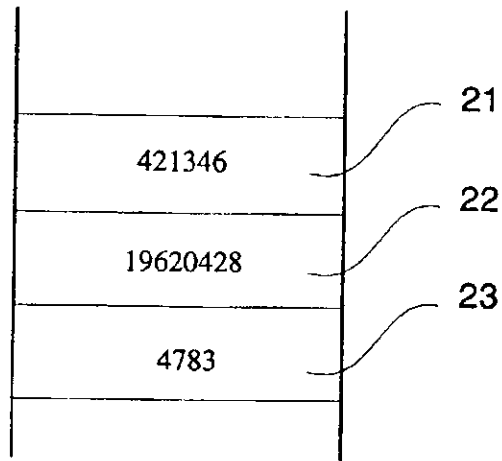


Fig. 2(a)

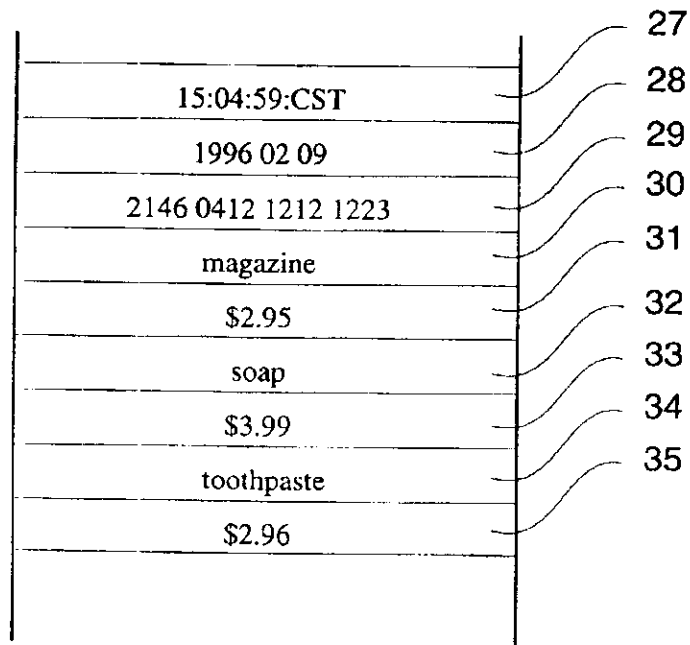


Fig. 2(b)

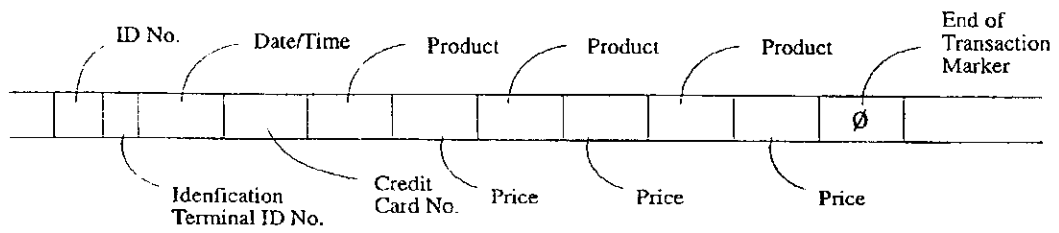


Fig. 3

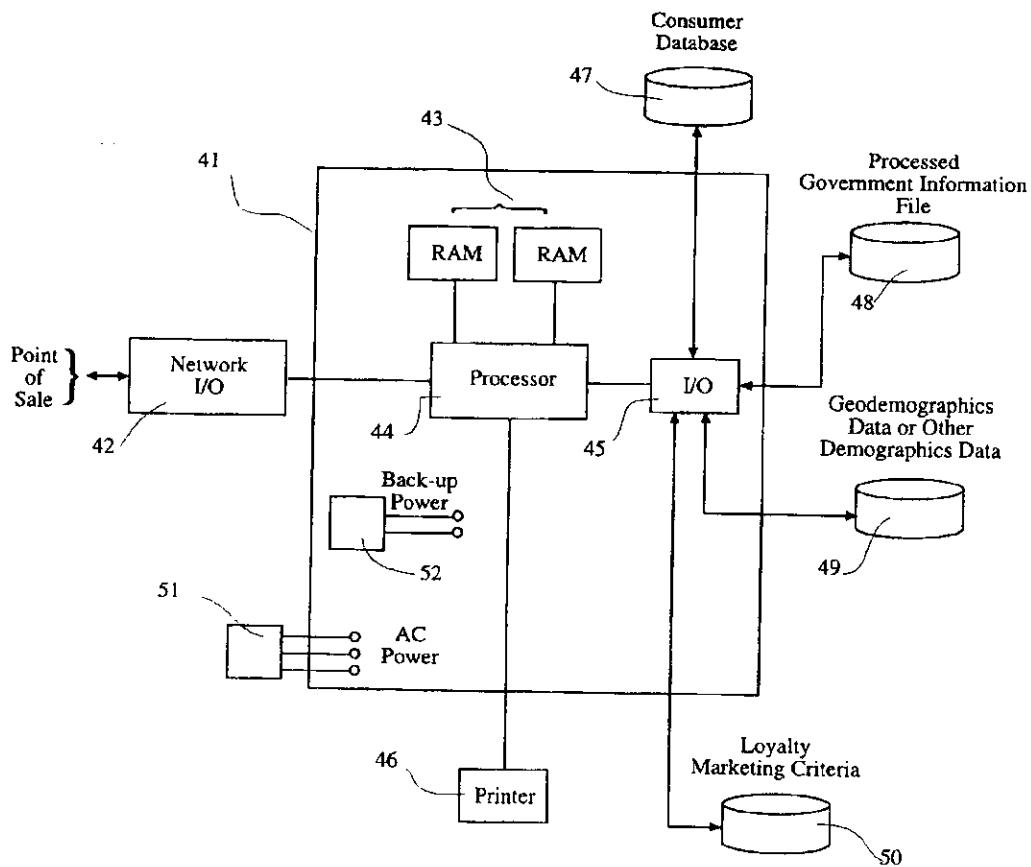


Fig. 4

60	Identification	ID No.	421346	411268	
		Name	Joe Smith	Kathleen King	
		Address	1074 Coral Drive Minneapolis, MN 55120		
70	Demographics	Median Income	\$28,000		
		Residence Type	single family		
		Median House Cost	\$110,000		
		Median Age	46		
80	Summary	Visits	3		
		Items Purchased	17		
		Incentive Balance	\$203.21		
	Transactions	1	Item	magazine	
			Cost	\$2.95	
			Date	6/1/95	
		2	Item	soap	
			Cost	\$3.99	
			Date	6/1/95	
		3	Item	toothpaste	
Cost			\$2.96		
Date			6/3/95		
90	Summary	Visits			
		Incentive Balance			
		1 Month Balance			
	Transactions	1	Item		
			Cost		
			Date		
		2	Item		
			Cost		
			Date		
3		Item			
		Cost			
		Date			

Fig. 5