



- (51) International Patent Classification:
G06Q 30/00 (2012.01) G06F 17/30 (2006.01)
- (21) International Application Number:
PCT/AU2013/000705
- (22) International Filing Date:
28 June 2013 (28.06.2013)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data:
2012902766 28 June 2012 (28.06.2012) AU
- (71) Applicant: KANTAYA PTY LIMITED [AU/AU]; c/- Fisher Adams Kelly, Level 29, 12 Creek Street, Brisbane, Queensland 4000 (AU).
- (72) Inventor: BUCHNER, Albin; c/- Fisher Adams Kelly, Level 29, 12 Creek Street, Brisbane, Queensland 4000 (AU).
- (74) Agent: FISHER ADAMS KELLY; Level 29, 12 Creek Street, Brisbane, Queensland 4001 (AU).

- (81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BN, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PA, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TH, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.
- (84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LR, LS, MW, MZ, NA, RW, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, RU, TJ, TM), European (AL, AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK, SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, KM, ML, MR, NE, SN, TD, TG).

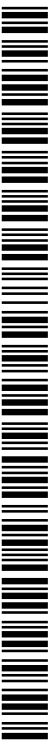
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(54) Title: METHOD AND SYSTEM FOR ASSET CENTRIC COMMUNICATION



FIG. 5

(57) Abstract: A method and system is provided for asset centric communication. The method includes receiving, on a data interface, an input message, the input message associated with an asset identifier. A processor identifies one or more users associated with the asset identifier, and an output message is transmitted to at least one user of the one or more users. The output message is based upon the input message and the asset identifier identifies a physical asset.



Published:

— *with international search report (Art. 21(3))*

TITLE

METHOD AND SYSTEM FOR ASSET CENTRIC COMMUNICATION

FIELD OF THE INVENTION

5 The present invention relates to data communication. In particular, although not exclusively, the invention relates to asset centric data communication.

BACKGROUND TO THE INVENTION

10 Digital communication, like most other communication, is traditionally address based. Such address based communication includes, for example, email, telephone and subscription based communication.

 A communication can be between one individual and another, or
15 sent to a large number of recipients. Mass communication often relies on users registering to receive a communication, which is then sent to all registered users when required.

 A problem with digital communication of the prior art is that the contact details of the recipient must be disclosed, which are then stored
20 for subsequent use. However, a user may not wish to share their contact details with the other party.

 Certain communication systems of the prior art have attempted to overcome some problems of the prior art by providing a proxy service. In this case, a new address is associated with the user. When
25 communication is initiated with the new address, it is forwarded to the old address.

 A problem with proxy service is that the contact details of a user are rarely updated and can easily become outdated. Accordingly, these communication systems may not be reliable.

30 Another form of communication of the prior art is targeted advertising. Targeted advertising is popular because it provides advertising that is relevant to the user.

A problem with targeted advertising of the prior art is that a user does not have any control over the advertising, and may feel that their privacy has been compromised in order to perform the targeting. This is due to the fact that emails and other communications are often analysed
5 in order to be able to correctly target the advertising.

OBJECT OF THE INVENTION

It is an object of some embodiments of the present invention to provide consumers with improvements and advantages over the above
10 described prior art, and/or overcome and alleviate one or more of the above described disadvantages of the prior art, and/or provide a useful commercial choice.

SUMMARY OF THE INVENTION

15 According to one aspect, the invention resides in a method of data communication, the method including:

receiving, on a data interface, an input message, the input message associated with an asset identifier;

20 identifying, by a processor, one or more users associated with the asset identifier; and

transmitting, on the data interface, an output message to at least one user of the one or more users,

wherein the output message is based upon the input message and wherein the asset identifier identifies one or more physical items.

25 Preferably, the asset identifier comprises a serial number identifying a single physical item. Alternatively, the asset identifier comprises one of: a type, a brand, a model number and a characteristic identifying the one or more physical items. The asset identifier can, for example, identify all apartments in a specific area, and thus the input
30 message may be sent to several users associated with the apartments; or identify a specific motor vehicle by number plate or other means, and thus the input message may be sent to only the owner(s) of the motor vehicle.

Examples of physical items include a house, a car, a boat, a truck, a bike, machinery, and electronic devices.

Preferably, the at least one user is selected from the one or more users by a filter. Preferably, the filter comprises applying preferences
5 associated with the one or more users.

Preferably, the output message is displayed on a feed of the at least one user. Alternatively or additionally, the output message comprises an e-mail message.

Preferably, the method further includes:

10 receiving, on a data interface, ownership transfer information relating to a physical item associated with the asset identifier, wherein ownership transfer information describes a transfer of ownership from a first user to a second user;

removing, by the processor, an association between the first user
15 and the asset identifier; and

generating, by the processor, an association between the second user and the asset identifier.

Preferably, the method further includes:

20 receiving, on a data interface, a further input message, the further input message associated with the asset identifier;

identifying, by the processor, one or more further users associated with the asset identifier; and

transmitting, on the data interface, a further output message to at least one user of the further one or more users;

25 wherein the further output message is based upon the further input message, and the one or more users includes the first user and not the second user, and the one or more further users includes the second user and not the first user. This enables the communication to be truly item/asset based, as the communication can be tied to ownership of the
30 physical item rather than to a person.

Preferably, the method further comprises offering a physical item for sale.

Preferably, the method further comprises:

associating a service provider with the physical item via the asset identifier; and

5 providing information associated with the physical item to the service provider.

According to a second aspect, the invention resides in a method of maintaining a historical record of a physical item, including:

receiving, on a data interface, a first record including an item identifier, wherein the asset identifier identifies the physical item;

10 storing, on a data storage device, the first record;

transmitting, on a data interface, the first record to a first user, wherein the first user is associated with the physical item;

associating, by the processor, the physical item with a second user;

15 receiving, on a data interface, a second record including the item identifier;

storing, on the data storage device, the second record; and

transmitting, on a data interface, the first record and the second record to the second user.

20 Preferably, the record is one of a receipt, a service history, a repair history, a photograph, colour codes, or any other suitable record value.

Preferably, the method further comprises presenting the first and second record on a timeline.

According to a third aspect, the invention resides in a method of providing a tender for a physical item, including:

25 receiving, on a data interface and from a first user, a request to receive a tender for a physical item, the physical item associated with an asset identifier;

30 setting, by a processor, a preference associated with the asset identifier that enables messages associated with the asset identifier to be received by the first user;

receiving, on a data interface, a tender message, the tender message associated with the asset identifier;

transmitting, on the data interface, the tender message to the first user.

Preferably, the preference enables messages associated with the asset identifier to be received by the first user for a specified time limit.

5 Alternatively, the preference enables a limited number of messages associated with the asset identifier to be received by the first user.

According to a fourth aspect, the invention resides in a computer implemented social networking system including:

a memory including:

10 a plurality of user profiles, each of the plurality of user profiles associated with a user; and

a plurality of item profiles, each of the plurality of item profiles associated with a physical item;

15 a linking module, for providing an association between each of the plurality of item profiles and at least one user profile of the plurality of user profiles; and

20 a messaging module, which enables communication from a first user having a first user profile to a second user having a second user profile, wherein the second user profile is associated with an item profile, and wherein the communication is addressed according to an identifier associated with the item profile.

According to a further aspect, the invention resides in a system for communicating, the system including:

a data interface;

25 a processor coupled to the data interface; and

a memory coupled to the processor, the memory including instructions executable by the processor for:

receiving, on the data interface, an input message, the input message associated with an asset identifier;

30 identifying, by the processor, one or more users associated with the asset identifier; and

transmitting, on the data interface, an output message to at least one user of the one or more users, wherein the output message is based upon the input message.

According to a further aspect, the invention resides in a system for
5 maintaining a historical record of a physical item, the system including:

a data interface;

a data storage device;

a processor coupled to the data interface and the data storage
device;

10 a memory coupled to the processor, the memory including computer readable instruction code for:

receiving, on the data interface, a first record including an item identifier, wherein the asset identifier identifies the physical item;

storing, on the data storage device, the first record;

15 transmitting, on the data interface, the first record to a first user, wherein the first user is associated with the physical item;

associating, by the processor, the physical item with a second user;

20 receiving, on the data interface, a second record including the item identifier;

storing, on the data storage device, the second record; and

transmitting, on the data interface, the first record and the second record to the second user.

25 BRIEF DESCRIPTION OF THE DRAWINGS

To assist in understanding the invention and to enable a person skilled in the art to put the invention into practical effect, preferred embodiments of the invention are described below by way of example only with reference to the accompanying drawings, in which:

30 **FIG. 1** illustrates a system for asset centric communication, according to an embodiment of the present invention;

FIG. 2 illustrates a screenshot of a user profile page of the system of FIG. 1, according to an embodiment of the present invention;

FIG. 3 illustrates a further screenshot of the user profile page of FIG. 2, according to an embodiment of the present invention;

5 **FIG. 4** illustrates a screenshot of the user profile page of FIG. 2, according to an embodiment of the present invention;

FIG. 5 illustrates a screenshot of the user profile page of FIG. 2, according to an embodiment of the present invention;

10 **FIG. 6** illustrates a screenshot of an add assets screen of the system of FIG. 1, according to an embodiment of the present invention;

FIG. 7 illustrates a screenshot of an asset screen of the system of FIG. 1, according to an embodiment of the present invention;

FIG. 8 illustrates a screenshot of an asset history screen of the system of FIG. 1, according to an embodiment of the present invention;

15 **FIG. 9** illustrates a screenshot of a market screen of the system of FIG. 1, according to an embodiment of the present invention;

FIG. 10 illustrates a screenshot of an asset screen of the system of FIG. 1, according to an embodiment of the present invention;

20 **FIG. 11** illustrates a screenshot of a communications list page of the system of FIG. 1, according to an embodiment of the present invention;

FIG. 12 illustrates a screenshot of a communications list generation page of the system of FIG. 1, according to an embodiment of the present invention;

25 **FIG. 13** illustrates a method of data communication, according to an embodiment of the present invention;

FIG. 14 illustrates a method of maintaining a historical record of a physical item, according to an embodiment of the present invention;

30 **FIG. 15** illustrates a method of providing a tender for a physical item, according to an embodiment of the present invention; and

FIG. 16 diagrammatically illustrates a computing device, according to an embodiment of the present invention.

Those skilled in the art will appreciate that minor deviations from the layout of components as illustrated in the drawings will not detract from the proper functioning of the disclosed embodiments of the present invention.

5

DETAILED DESCRIPTION OF THE INVENTION

Embodiments of the present invention comprise asset based communication systems and methods. Elements of the invention are illustrated in concise outline form in the drawings, showing only those specific details that are necessary to the understanding of the
10 embodiments of the present invention, but so as not to clutter the disclosure with excessive detail that will be obvious to those of ordinary skill in the art in light of the present description.

In this patent specification, adjectives such as first and second, left
15 and right, front and back, top and bottom, etc., are used solely to define one element or method step from another element or method step without necessarily requiring a specific relative position or sequence that is described by the adjectives. Words such as "comprises" or "includes" are not used to define an exclusive set of elements or method steps. Rather,
20 such words merely define a minimum set of elements or method steps included in a particular embodiment of the present invention.

The reference to any prior art in this specification is not, and should not be taken as, an acknowledgement or any form of suggestion that the prior art forms part of the common general knowledge.

25 According to one aspect, the invention resides in a method of communicating, the method including: receiving, on a data interface, an input message, the input message associated with an asset identifier; identifying, by a processor, one or more users associated with the asset identifier; transmitting, on the data interface, an output message to at least
30 one user of the one or more users, wherein the output message is based upon the input message and where the asset identifier identifies a physical asset.

Advantages of certain embodiments of the present invention include an ability to facilitate communication between users without identifying a user's contact details, an ability to address item specific correspondence to the correct owner(s), an ability to track a history of an item independent of ownership, and an ability to provide an improved social networking system.

FIG. 1 illustrates a system 100 for asset centric communication, according to an embodiment of the present invention.

The system 100 includes a data interface 105, a processor 110 coupled to the data interface 105 and a memory 115 coupled to the processor 110. The memory 115 includes computer readable instruction code 120 for asset based communication as discussed further below.

The system 100 further includes a first user device 125 and a second user device 130, the first and second user devices 125, 130 connected to the processor 110 via a data communications network 135 such as the internet.

The first and second user devices 125, 130 can be personal computers, smart phones, digital assistants, or any other suitable device.

According to a first embodiment, the system 100 enables implementation of a social networking system. The social networking system includes a plurality of user profiles, each of the plurality of user profiles associated with a user. A user of the first user device 125 can have a first user profile, and a user of the second user device 130 can have a second user profile. As the first and second user devices 125, 130 can be shared between users, there does not need to be a one to one relationship between user devices 125, 130 and user profiles.

FIG. 2 illustrates a screenshot 200 of a user profile page of the system 100, according to an embodiment of the present invention.

The user profile page includes a user details portion 205, and a plurality of connection identifiers 210, the connection identifiers 210 identifying connections of the user. The connections can, for example, include friends and family, or assets that are associated with the user.

Upon selection of a connection identifier 210, a connection detail screen is provided, which provides further details of the corresponding connection.

The user profile page further includes a plurality of screen selection tabs 215, the plurality of screen selection tabs 215 including an assets tab 215a, a connections tab 215b, a feed tab 215c, an information tab 215d and a gallery tab 215e.

The feed tab 215c is illustrated as selected in FIG. 2 and a feed 220 is presented in the user profile page. The feed 220 includes entries for recent events and/or other relevant information relating to the connections of the user.

The feed 220 can be similar to social networking feeds, and according to certain embodiments (not shown) other social networking feeds are integrated with the feed 220. Similarly, functionality such as messaging, which is discussed in further detail below, can be provided as part of the feed 220 or in association with the feed 220.

The system 100 further includes a plurality of asset profiles, discussed below, each of which is associated with a physical item. An example of a physical item is a house or a car. The asset profile can be similar to the user profile page, but associated with a physical item rather than a person.

FIG. 3 illustrates a further screenshot 300 of the user profile page of FIG. 2, according to an embodiment of the present invention. The screenshot 300 is similar to the screenshot 200 of FIG. 2, but with the information tab 215d selected.

The user profile page includes a personal information entry 305, including personal information of the user, such as name, date of birth or other personal information, and a contact information entry 310, including contact information of the user. As will be understood by the skilled addressee, the user profile page can include other relevant information relating to the user such as personal or professional affiliations, or the like.

As mentioned earlier, the system 100 includes a plurality of asset profiles. The asset profiles can be similar in structure to the user profiles, but instead of relating to a user relate to a physical item.

5 A linking module is present in the system 100 for providing an association between profiles of the system 100. Each asset profile is, for example, associated with at least one user profile through the linking module.

Between user profiles, an association is often called a friendship or a connection. Between a user profile and an asset profile, the association
10 can, for example, be based upon ownership, or through a lease or tenancy.

FIG. 4 illustrates a screenshot 400 of the user profile page of FIG. 2, according to an embodiment of the present invention. The screenshot 400 is similar to the screenshot 200 of FIG. 2, but with the connections tab
15 215b selected. The connections tab is used to display the associations to other profiles provided by the linking module.

The profile page includes a plurality of connection identifiers 405, presented according to a category 410. The connection identifiers 405 are similar to the connection identifiers 210 of FIG. 2. The category 410 can,
20 for example, include family, friends, entities or assets, service providers and companies, and events.

In association with each category 410 is an add connection button 415, which can be used to add a new connection in the relevant category 410. Alternatively or additionally, a general add connection button (not
25 shown) may be provided for a user to add a new connection.

If there are more connection identifiers 405 than can be displayed on the profile page, a subset of the connection identifiers 405 are displayed together with a link 420 to the remaining connection identifiers 405. The subset of connection identifiers 405 can correspond with the
30 connections with which the user has most recently interacted, or any other suitable subset.

FIG. 5 illustrates a screenshot 500 of the user profile page of FIG. 2, according to an embodiment of the present invention. The screenshot 500 is similar to the screenshot 200 of FIG. 2, but with the assets tab 215a selected. The assets tab is used to display asset profiles that are associated with the user.

The profile page includes a plurality of asset identifiers 505, presented according to a category 510. The asset identifiers 505 are similar to the connection identifiers 405 of FIG. 4, but relate to physical items. Some of the connection identifiers 405 of FIG. 4 can also be asset identifiers 505.

The categories 510 can, for example, include a real estate category, a vehicle category, a category for electronic devices and a general or 'other' category.

In association with each category 510 is an add asset button 515, which can be used to add a new asset in the relevant category 510. Alternatively or additionally, a general add asset button (not shown) may be provided for a user to add a new connection.

Upon selection of an asset identifier 505, an asset page is opened providing further details of the associated asset, as discussed further below.

The profile page includes a total number of registered asset identifiers 520, identifying a number of assets registered to the user, and a total value identifier 525, identifying a total value of registered assets. The profile page further includes a reporting button 530, which can be used to generate a report of the total value of assets (or a part thereof). Such reports are useful when obtaining insurance, but also when making an insurance claim.

In addition to being able to navigate to an asset page by selection of the asset identifier 505, an asset menu 535 can be accessed by hovering over the asset identifier 505 with a cursor. The asset menu 535 enables a user to view a profile page associated with the asset identifier 505, using a view profile button 540, or perform a specific action relating to

the asset, using an action button 545. The specific action could, for example, be used to report the asset as missing or stolen or to offer the asset for sale.

FIG. 6 illustrates a screenshot 600 of an add asset screen of the system 100, according to an embodiment of the present invention. The add asset screen enables a user to add a new physical item to the system 100. Alternatively, a shop may add a new physical item to the system upon sale of the item to a user.

The add asset screen includes an asset type drop down menu 605, which can be used by the user to select an asset category. Upon selection of an asset category, the add asset screen is customised to suit that type of asset.

This customisation of the add asset screen is advantageous when differing types of assets/physical items are supported by the system 100. For example, details relating to a personal laptop will have little in common with details of a property.

The add asset screen includes a plurality of data fields 610 for specifying details of the asset/physical item. Examples of fields of the plurality of data fields 610 include a name field, a category field, a year field, a make field, a colour field, a series field and a product number field. The plurality of data fields 610 can also include a description free-text field, for entering general details of the asset/physical item.

The add asset screen further includes purchase information fields 615, which can be used to enter purchase and/or warranty information, and installation information fields 620, which can be used to enter installation information. This information can be used for warranty purposes, but also to connect the asset to repairers or other service providers.

Related products and services can be entered in related products fields 625. An example of a related product is software associated with a computer, or an extended warranty associated with an electrical asset.

A status of the asset may be selected in asset status fields 630, and may include a connection to an owner, or include reporting the asset as stolen.

Media and attachments can be added by selecting the upload media button 635. Images of the asset can be uploaded, which may later be used if an insurance claim is necessary.

Finally, details of the asset can be saved using a save button 640, or discarded using a cancel button 645.

The system 100 may further include an edit asset screen (not shown), which may be similar to the add asset screen, but for the purpose of editing details of an existing asset rather than defining a new asset.

FIG. 7 illustrates a screenshot 700 of an asset screen of the system 100, according to an embodiment of the present invention. The asset screen includes an asset profile, which is similar to a user profile, discussed above.

The asset screen includes a plurality of information fields 705, which correspond to the description, product details and purchase information entered using the add assets screen of FIG. 6.

The asset screen further includes an action menu 710, which can be used to perform an action associated with the asset. The action menu 710 includes a send to market button 715a, a report lost button 715b, a print summary button 715c, a post tender button 715d, and an edit asset information button 715e.

The send item to market button 715a is used for listing the item for sale. The system 100 can include a sale portal, or the asset can be listed on an external sale portal upon selection of the send item to market button 715a.

The report lost button 715b can be used to report an item as lost, and may, for example, automatically notify a lost and found service or the police. Similarly, the system 100 can automatically generate any paperwork required for insurance. The print summary button 715c can

also be used to generate a summary of the item which may be used for this purpose.

The post tender button 715d can be used to post a tender for a service associated with the asset. A tender can, for example, relate to
5 service or repair of the asset.

The edit asset information button 715e can be used to edit details of the asset. This can be relevant where an error occurred when entering the details, or for when the details have changed.

Finally, the asset screen includes a view history button 720, which
10 can be used to access the history of the item.

As will be readily understood by the skilled addressee, the asset need not be owned by the user. The asset can, for example, be associated with a house or unit the user is renting. In this case, posting a tender can comprise sending a message to an owner of the property or
15 asset for approval, or to an agency handling the property, prior to posting the tender. Similarly, an owner or agent can send a message to a tenant through the system 100. The system 100 thus provides an interface between owners and tenants, where a change in tenant or owner is at the same time transparent to other parties involved.

20 As an illustrative example, a tenant of a rental property can use the system 100 to report a faulty appliance at the rental property. In such case, a message is sent to an owner of the rental property and/or a property manager of the rental property, using the system 100, requesting repair of the faulty appliance.

25 The owner and/or the property manager can then use the system 100 to post a tender for the repair of the faulty appliance, as described above. Upon receipt of responses to the tender, the owner and/or the property manager can select a service provider for the repair. Once the repair has been made, the system 100 can be updated by the service
30 provider to include details of the repair. The system 100 can also be used to send an invoice of the repair to the owner and/or the property manager.

In such case, all communication is performed using an identifier of the rental property, or an identifier of the faulty appliance. Thus a change of ownership of the rental property, a change in tenant, or even a change in service provider can be made while being transparent to all other parties involved in the communication. Furthermore, the system enables the owner to have all documentation in one place for tax and reference purposes.

FIG. 8 illustrates a screenshot 800 of an asset history screen of the system 100, according to an embodiment of the present invention.

The asset history screen includes a plurality of event identifiers 805, identifying events associated with the item, presented on a timeline 810.

Examples of events can include the purchase of the item new, any subsequent ownership transfers of the item, servicing or repair information, or communication relating to the item.

As the addressing of the system 100 can be based upon an item identifier, the addressing can follow to a new owner when ownership is transferred. For example, if a first user wishes to contact an owner of a vehicle having a specific registration number in order to invite them to join a car club, it is advantageous that the message is sent to the current owner of the vehicle even if ownership has recently changed.

The system 100 thus updates its records when ownership of the item is transferred from a first user to a second user. This is done by removing any association between the first user and the asset identifier, and generating an association between the second user and the asset identifier. This is additionally registered as an event in the asset history screen.

Any further input messages associated with the asset identifier will then be sent to the new owner, i.e. the second user.

The system 100 enables general communication from the first user having the first user profile to the second user having the second user profile through a messaging module. The communication is addressed

according to an identifier associated with the item. As discussed above, the identifier can be a serial number associated with the item, or any other suitable identifier.

5 The system 100 enables the first user to contact the second user, based upon knowledge of the item, and without necessarily knowing an identity or address of the second user. This can be advantageous when the second user does not wish to disclose his or her contact details to the first user, or if the first user simply does not know the contact details of the second user.

10 In such case, an input message is received, on the data interface 105 and from a first user. The input message is associated with an asset identifier, which can defines a destination of the communication.

One or more users associated with the asset identifier are identified, by the processor. This can, for example, be through an ownership association between an item page associated with the asset
15 identifier and a user page of the user, or by any other suitable association.

An output message is transmitted, on the data interface, to at least one user of the one or more users. According to certain embodiments, the at least one user is the one or more users. Alternatively, the at least one
20 user is a subset of the one or more users, wherein the subset are chosen based upon one or more rules.

The output message is based upon the input message. The output message can be the input message verbatim, or a modification of the input message.

25 The output message can be displayed on a feed of the at least one user using the social networking system. Alternatively or additionally, the output message comprises an e-mail message or any other suitable message.

30 **FIG. 9** illustrates a screenshot 900 of a market screen of the system 100, according to an embodiment of the present invention.

The market screen includes a plurality of asset identifiers 905, which identify assets that are available for sale. Each asset identifier 905

is associated with a price field 910 and a details field 915. Upon selection of an asset identifier 905, a user is presented with an asset screen, discussed further below, providing further details of the asset.

The market screen further includes a search box 920, which
5 enables a user to search among all assets for sale. The search box 920 includes a free text search field 925, a category field 930, a sub-category field 935, a location drag bar 940, a price range drag bar 945, a specific price range selector 950, and a date listed drag bar 955.

The free text search field 925 enables a user to enter any search
10 term relating to the asset, which could be a model number, a number plate of a vehicle the user has seen, or simply a category.

The category field 930 can be used to select a category of the asset, such as vehicle, computer, real estate or similar. The sub-category field 935 can then be adapted according to the category field 930. The
15 sub-category field 935 can accordingly be updated based upon the selected category such that only relevant subcategories are chosen. Examples of subcategories include number plate searches for the vehicle category, or notebook computers for the electronics category.

The location drag bar 940 allows selection of assets within a radius
20 of the user's location. Similarly, the price range drag bar 945 can be used to select a maximum price of the asset. The specific price range selector 950 can also be used to select a minimum and maximum price of the asset, and the date listed drag bar 955 can be used to select assets based upon the date they were listed.

The asset identifier can be used to identify items for sale in the
25 system, but also to communicate with an owner of the item as discussed earlier.

The system 100 can include pages associated with a predefined search, such as a latest items page (not shown) presenting asset
30 identifiers corresponding to the latest assets that have been listed.

FIG. 10 illustrates a screenshot 1000 of an asset screen of the system 100, according to an embodiment of the present invention.

The asset screen is similar to the profile page of FIG. 2, but presentation of the asset details is tailored for sale. Accordingly, the asset screen is an example of a profile screen.

5 The asset screen includes a price information field 1005, displayed in association with a contact owner button 1010, for enabling the user to contact the owner of the asset, a make offer button 1015, for enabling the user to make an offer on the asset, and a connect button 1020, for enabling the user to connect with the asset.

10 The asset screen further includes an encumbrance check button 1025, for checking for an encumbrance associated with the asset, and an apply for loan button 1030, for applying for a loan in order to purchase the asset.

15 Finally, the asset screen further includes a feed 1035, which displays information relating to the asset in a similar way to the feed 220 of FIG. 2.

FIG. 11 illustrates a screenshot 1100 of a communications list page of the system 100, according to an embodiment of the present invention.

20 The communications list page includes a plurality of target lists 1105, which enable a company or other entity to correspond to a group of users based upon one or more assets. This is done using an action menu 1110.

25 The action menu 1110 includes a send message button 1115, for sending a message to the users of the target list, a start marketing campaign button 1120, for starting an advertising campaign targeting the communications list, and an edit list button 1125, for editing the communications list.

FIG. 12 illustrates a screenshot 1200 of a communications list generation page of the system 100, according to an embodiment of the present invention.

30 The communications list generation page includes personal detail fields 1205 for entering personal details of the target audience, such as location and date of birth, and connection detail fields 1210, for entering

connection details of the target audience. An example of a connection rule is selecting that a user must own a particular asset, such as a type of car, or a more general asset based rule such as the user owning their own home.

5 The communications list page enables corporate or business users to target advertising and information to a specific target audience, based for example on ownership of an asset.

 Advertising may then be purchased and displayed, as will be understood by a person skilled in the art, for presentation to the specific
10 target audience.

 The advertising is then sent to the users as a message in a similar manner to that described earlier, and can be displayed in a news feed, or in association with a news feed.

FIG. 13 illustrates a method 1300 of data communication,
15 according to an embodiment of the present invention.

 In block 1305, an input message is received on a data interface, the input message associated with an asset identifier. The asset identifier identifies one or more physical items, and the input message is associated with an asset, by the asset identifier, rather than directly to a recipient.

20 In block 1310, one or more users associated with the asset identifier are identified by the processor. The one or more users can be associated with the asset identifier according to an ownership relationship between the user and the corresponding asset, or any other suitable relationship.

25 In block 1315, an output message is transmitted, on the data interface, to at least one user of the one or more users. The output message is based upon the input message. The output message can, for example, be identical to the input message, or a modification of the input message.

30 As discussed above, the method 1300 can be used to enable communication between users that is centered around a physical item. As

the physical item changes ownership, for example, the communication between the users can be automatically updated accordingly.

FIG. 14 illustrates a method of maintaining a historical record of a physical item, according to an embodiment of the present invention.

5 At block 1405, a first record including an item identifier is received, on a data interface. The first record can include a service receipt, warranty information, or any other suitable record associated with the physical item. The asset identifier identifies the physical item, and can, for example, comprise a number plate of a car, a serial number of a device.

10 At block 1410, the first record is stored on a data storage device. The data storage device can include a database including records of a plurality of physical items.

 At block 1415, the first record is transmitted, on a data interface, to a first user, wherein the first user is associated with the physical item by
15 the asset identifier. As discussed above, the first user can, for example, be an owner of the physical item.

 At block 1420, the physical item is associated with a second user. This can, for example, be a result of the physical item changing ownership from the first user to the second user.

20 At block 1425, a second record including the item identifier is received on a data interface. The second record can also be a service receipt, or any other suitable record information, as discussed above.

 At block 1430, the second record is stored on the data storage device.

25 At block 1435, the first record and the second record are transmitted to the second user.

 By storing records on the data storage device, wherein the records are associated with a physical item, historical records are able to be maintained for the physical item, without any reliance on previous owners
30 to pass on such records.

FIG. 15 illustrates a method 1500 of providing a tender for a physical item, according to an embodiment of the present invention.

At block 1505, a request to receive a tender for a physical item is received. The request is received on a data interface and from a first user. The physical item is associated with an asset identifier, which is used as an identifier for receiving tender messages, as discussed below.

5 At block 1510, a preference associated with the asset identifier is set that enables messages associated with the asset identifier to be received by the first user. The preference can, for example, allow all messages associated with the asset identifier to be received by the first user, or a limited number of messages. By limiting the number of
10 messages, a user can ensure that he or she is not swamped by messages.

At block 1515, a tender message is received on the data interface. The tender message associated with the asset identifier, as discussed above.

15 At block 1520, the tender message is transmitted to the first user. The tender message can be sent to the first user unchanged, or can be modified to include, for example, advertising or other details.

The method 1500 enables an owner of a item to efficiently and securely compare tenders for repair and servicing of the item.

20 **FIG. 16** diagrammatically illustrates a computing device 1600, according to an embodiment of the present invention. The system 100 can be implemented using the computing device 1600.

The computing device 1600 includes a central processor 1602, a system memory 1604 and a system bus 1606 that couples various system
25 components, including coupling the system memory 1604 to the central processor 1602. The system bus 1606 may be any of several types of bus structures including a memory bus or memory controller, a peripheral bus, and a local bus using any of a variety of bus architectures. The structure of system memory 1604 is well known to those skilled in the art
30 and may include a basic input/output system (BIOS) stored in a read only memory (ROM) and one or more program modules such as operating

systems, application programs and program data stored in random access memory (RAM).

The computing device 1600 can also include a variety of interface units and drives for reading and writing data. The data can include, for
5 example, asset and user profiles as discussed above.

In particular, the computing device 1600 includes a hard disk interface 1608 and a removable memory interface 1610, respectively coupling a hard disk drive 1612 and a removable memory drive 1614 to the system bus 1606. Examples of removable memory drives 1614
10 include magnetic disk drives and optical disk drives. The drives and their associated computer-readable media, such as a Digital Versatile Disc (DVD) 1616 provide non-volatile storage of computer readable instructions, data structures, program modules and other data for the computer system 1600. A single hard disk drive 1612 and a single
15 removable memory drive 1614 are shown for illustration purposes only and with the understanding that the computing device 1600 can include several similar drives. Furthermore, the computing device 1600 can include drives for interfacing with other types of computer readable media.

The computing device 1600 may include additional interfaces for
20 connecting devices to the system bus 1606. FIG. 16 shows a universal serial bus (USB) interface 1618 which may be used to couple a device to the system bus 1606. For example, an IEEE 1394 interface 1620 may be used to couple additional devices to the computing device 1600. Examples of additional devices include cameras for receiving images or
25 video, or microphones for recording audio.

The computing device 1600 can operate in a networked environment using logical connections to one or more remote computers or other devices, such as a server, a router, a network personal computer, a peer device or other common network node, a wireless telephone or
30 wireless personal digital assistant. The computing device 1600 includes a network interface 1622 that couples the system bus 1606 to a local area

network (LAN) 1624. Networking environments are commonplace in offices, enterprise-wide computer networks and home computer systems.

A wide area network (WAN), such as the Internet, can also be accessed by the computing device, for example via a modem unit
5 connected to a serial port interface 1626 or via the LAN 1624.

Transmission of data can be performed using the LAN 1624, the WAN, or a combination thereof.

It will be appreciated that the network connections shown and described are exemplary and other ways of establishing a
10 communications link between computers can be used. The existence of any of various well-known protocols, such as TCP/IP, Frame Relay, Ethernet, FTP, HTTP and the like, is presumed, and the computing device 1600 can be operated in a client-server configuration to permit a user to retrieve data from, for example, a web-based server.

15 The operation of the computing device 1600 can be controlled by a variety of different program modules. Examples of program modules are routines, programs, objects, components, and data structures that perform particular tasks or implement particular abstract data types. The present invention may also be practiced with other computer system
20 configurations, including hand-held devices, multiprocessor systems, microprocessor-based or programmable consumer electronics, network PCs, minicomputers, mainframe computers, personal digital assistants and the like. Furthermore, the invention may also be practiced in distributed computing environments where tasks are performed by remote
25 processing devices that are linked through a communications network. In a distributed computing environment, program modules may be located in both local and remote memory storage devices.

In summary, advantages of certain embodiments of the present invention include an ability to facilitate communication between users
30 without identifying a user's contact details, an ability to address item specific correspondence to the correct owner(s), an ability to track a

history of an item independent of ownership, and an ability to provide an improved social networking system.

The above description of various embodiments of the present invention is provided for purposes of description to one of ordinary skill in the related art. It is not intended to be exhaustive or to limit the invention to a single disclosed embodiment. As mentioned above, numerous alternatives and variations to the present invention will be apparent to those skilled in the art of the above teaching. Accordingly, while some alternative embodiments have been discussed specifically, other
5
10
embodiments will be apparent or relatively easily developed by those of ordinary skill in the art. Accordingly, this patent specification is intended to embrace all alternatives, modifications and variations of the present invention that have been discussed herein, and other embodiments that fall within the spirit and scope of the above described invention.

The claims defining the invention are:

1. A method of data communication, the method including:
receiving, on a data interface, an input message, the input
5 message associated with an asset identifier;
identifying, by a processor, one or more users associated with the
asset identifier; and
transmitting, on the data interface, an output message to at least
one user of the one or more users,
10 wherein the output message is based upon the input message and
wherein the asset identifier identifies one or more physical items.
2. The method of claim 1, wherein the asset identifier comprises a
serial number identifying a single physical item.
15
3. The method of claim 1, wherein the asset identifier comprises one
of: a type, a brand, a model number and a characteristic identifying the
one or more physical items.
- 20 4. The method of claim 1, wherein the at least one user is selected
from the one or more users by a filter.
5. The method of claim 4, wherein the filter comprises applying
preferences associated with the one or more users.
25
6. The method of claim 1, wherein the output message is displayed on
a feed of the at least one user.
7. The method of claim 1, wherein the output message comprises an
30 e-mail message.
8. The method of claim 1, further including:

receiving, on a data interface, ownership transfer information relating to a physical item associated with the asset identifier, wherein ownership transfer information describes a transfer of ownership from a first user to a second user;

5 removing, by the processor, an association between the first user and the asset identifier; and

generating, by the processor, an association between the second user and the asset identifier.

10 9. The method of claim 8, further including:

receiving, on a data interface, a further input message, the further input message associated with the asset identifier;

identifying, by the processor, one or more further users associated with the asset identifier; and

15 transmitting, on the data interface, a further output message to at least one user of the further one or more users;

wherein the further output message is based upon the further input message, and the one or more users includes the first user and not the second user, and the one or more further users includes the second user
20 and not the first user.

10. The method of claim 1, further including offering a physical item for sale.

25 11. The method of claim 1, further including:

associating a service provider with the physical item via the asset identifier; and

providing information associated with the physical item to the service provider.

30

12. A method of maintaining a historical record of a physical item, including:

receiving, on a data interface, a first record including an item identifier, wherein the item identifier identifies the physical item;
storing, on a data storage device, the first record;
transmitting, on a data interface, the first record to a first user,
5 wherein the first user is associated with the physical item;
associating, by the processor, the physical item with a second user;
receiving, on a data interface, a second record including the item identifier;
storing, on the data storage device, the second record; and
10 transmitting, on a data interface, the first record and the second record to the second user.

13. The method of claim 12, wherein the record is one of a receipt, a service history, a repair history, a photograph, and colour codes.

15

14. The method of claim 12, further comprising presenting the first and second record on a timeline.

15. A method of providing a tender for a physical item, the method including:
20

receiving, on a data interface and from a first user, a request to receive a tender for a physical item, the physical item associated with an asset identifier;

25 setting, by a processor, a preference associated with the asset identifier that enables messages associated with the asset identifier to be received by the first user;

receiving, on the data interface, a tender message, the tender message associated with the asset identifier; and

30 transmitting, on the data interface, the tender message to the first user.

16. The method of claim 15, wherein the preference enables messages associated with the asset identifier to be received by the first user for a specified time limit.
- 5 17. The method of claim 15, wherein the preference enables a limited number of messages associated with the asset identifier to be received by the first user.
18. A computer implemented social networking system including:
10 a memory including:
a plurality of user profiles, each of the plurality of user profiles associated with a user; and
a plurality of item profiles, each of the plurality of item profiles associated with a physical item;
15 a linking module, for providing an association between each of the plurality of item profiles and at least one user profile of the plurality of user profiles; and
a messaging module, which enables communication from a first user having a first user profile to a second user having a second user
20 profile, wherein the second user profile is associated with an item profile, and wherein the communication is addressed according to an identifier associated with the item profile.
19. A system for communicating, the system including:
25 a data interface;
a processor coupled to the data interface; and
a memory coupled to the processor, the memory including instructions executable by the processor for:
receiving, on the data interface, an input message, the input
30 message associated with an asset identifier;
identifying, by the processor, one or more users associated with the asset identifier; and

transmitting, on the data interface, an output message to at least one user of the one or more users, wherein the output message is based upon the input message.

- 5 20. A system for maintaining a historical record of a physical item, the system including:
- a data interface;
 - a data storage device;
 - a processor coupled to the data interface and the data storage
- 10 device;
- a memory coupled to the processor, the memory including computer readable instruction code for:
 - receiving, on the data interface, a first record including an
 - 15 item identifier, wherein the asset identifier identifies the physical item;
 - storing, on the data storage device, the first record;
 - transmitting, on the data interface, the first record to a first user, wherein the first user is associated with the physical item;
 - associating, by the processor, the physical item with a
 - 20 second user;
 - receiving, on the data interface, a second record including the item identifier;
 - storing, on the data storage device, the second record; and
 - transmitting, on the data interface, the first record and the second record to the second user.

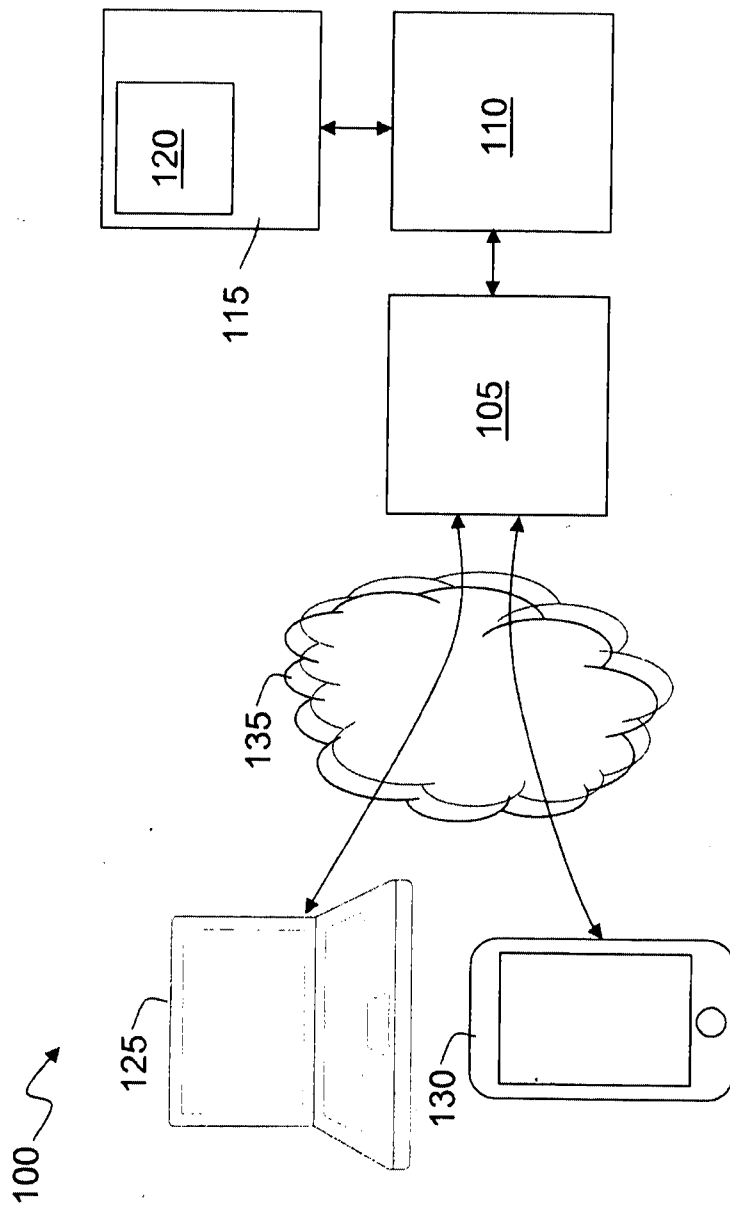


FIG. 1

2/16

200



MITCHEL CLIFTON

Senior Accountant 215a 215b 215c 215d 215e
BA Accountancy
Mt Granby QLD 4216, Australia

205

215

MY FEED

220



CONNECTIONS

FAMILY

- 210 Courtney Kadler Wife
- 210 Josh Clifton Son
- 210 Sam Clifton Son

FRIENDS

- Peter Piper Brisbane, Queensland
- Jade Foster Brisbane, Queensland
- Tina Foot Brisbane, Queensland
- Christian Bale Brisbane, Queensland

VIEW ALL

MITCHEL ON KANTAJA



Clint Greenway

Comment post here Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut eget velit vitae fignis sapiis fringit. Mauris ultramcorper jantur a arcu porta vestibulum. Posted on 29/05/2012 3:13am



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Clint Greenway

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Write a Comment



Joseph Clark

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Joseph Clark

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FIG. 2

300



MITCHEL CLIFTON

← 205

Senior Accountant

BA Accountancy

MI Omaniya




215a 215b 215c 215d 215e

← 215

ABOUT

CONNECTIONS

FAMILY

- 210  Courtney Kadler
Wife
- 210  Josh Clifton
Son
- 210  Sam Clifton
Son

FRIENDS

-  Peter Piper
Brisbane, Queensland
-  Jade Foster
Brisbane, Queensland
-  Tina Foot
Brisbane, Queensland
-  Christian Bale
Brisbane, Queensland

VIEW ALL

About Mitchel

The Clifton family originally lived in the town of Mitchon in the county of Scotland. Mitchon were adopted when 3 years old, his names derived from localities became increasingly widespread. His names sometimes denoted the proprietorship of the village or estate. Alternatively the name was derived from the personal name Michael, meaning "who is like God".

← 305

Sex: Male
 Date of birth: May 23, 1974
 Relationship status: Married

CONTACT INFORMATION

Location: Brisbane, Queensland - Australia
 Phone: +140 995 9999
 Mobile: +140 854 889 8899
 Email: mitchel.clifton@cant
 Facebook: mitchel2009

← 310

LOREM IPSUM DOLOR

Lorem: 029A 0455 00440
 Ipsum: Lorem ipsum
 Dolor sit amet: Ut nihil in dicit agere fupha
 Consetere: Fupha ephingurem, in fupha

FIG. 3

400



MITCHEL CLIFTON

Senior Accountant
Brisbane, Queensland

BA Accountancy
Brisbane, Queensland

Mc Ominancy
Brisbane, Queensland

215a 215b 215c 215d 215e

MY CONNECTIONS

125 CONNECTIONS

CONNECTED TO

FAMILY

210 Courtney Kadler
Wife

210 Josh Clifton
Son

210 Sam Clifton
Son

FRIENDS

Peter Piper
Brisbane, Queensland

Jade Foster
Brisbane, Queensland

Tina Foot
Brisbane, Queensland

Christian Bole
Brisbane, Queensland

VIEW ALL

410

410

FAMILY



+ ADD 415

420 →

FRIENDS



420 →

ENTITIES



+ ADD

FIG. 4

5/16

500



MITCHEL CLIFTON

Senior Accountant EA Accountant MC On Finance

215a

MY ASSETS 520 525 530
241,000 \$495,000 W...

- 210 Courtney Kadler wife
- 210 Josh Clifton
- 210 Sam Clifton
- Peter Piper Brisbane, Queensland
- Jade Foster Brisbane, Queensland
- Tina Foot Brisbane, Queensland
- Christian Bale Brisbane, Queensland

510 REAL ESTATE 505 515

510 VEHICLE 505 515

ELECTRONIC DEVICES 535

M24AWN-11 INVERTER SPLIT Airconditioning System

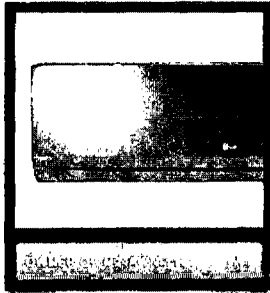
VIEW PROFILE ACTION

OTHERS

Page 1 of 1

FIG. 5

7/16



M24AWN-11 INVERTER SPLIT AIRCON

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque sit amet erat consectetur tellus luctus scelerisque. Maecenas molestie consectetur faucibus. Suspendisse et tellus.



INFORMATION

LOREM IPSUM DOLOR SIT AMET

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Donec sodales diam et leo bibendum mattis. Aenean malesuada odio id convallis. Phasellus ultricies perferendis dolor id oration.

DETAILS

Product Number:	1242HY6
Make/Series:	6VS LG Inverter
Type:	Air Conditioner
Colour:	Black/Steel
Year:	2010

PURCHASE INFORMATION

Bought from:	Harvey Norman
Operator:	Tom

720

710

ACTION

- 715a Support Market
- 715b Report Lost
- 715c Print Summary
- 715d Post a Tender
- 715e Edit Asset Information

705

705

705

700 ↗

FIG. 7

8/16



HISTORY

ACTION

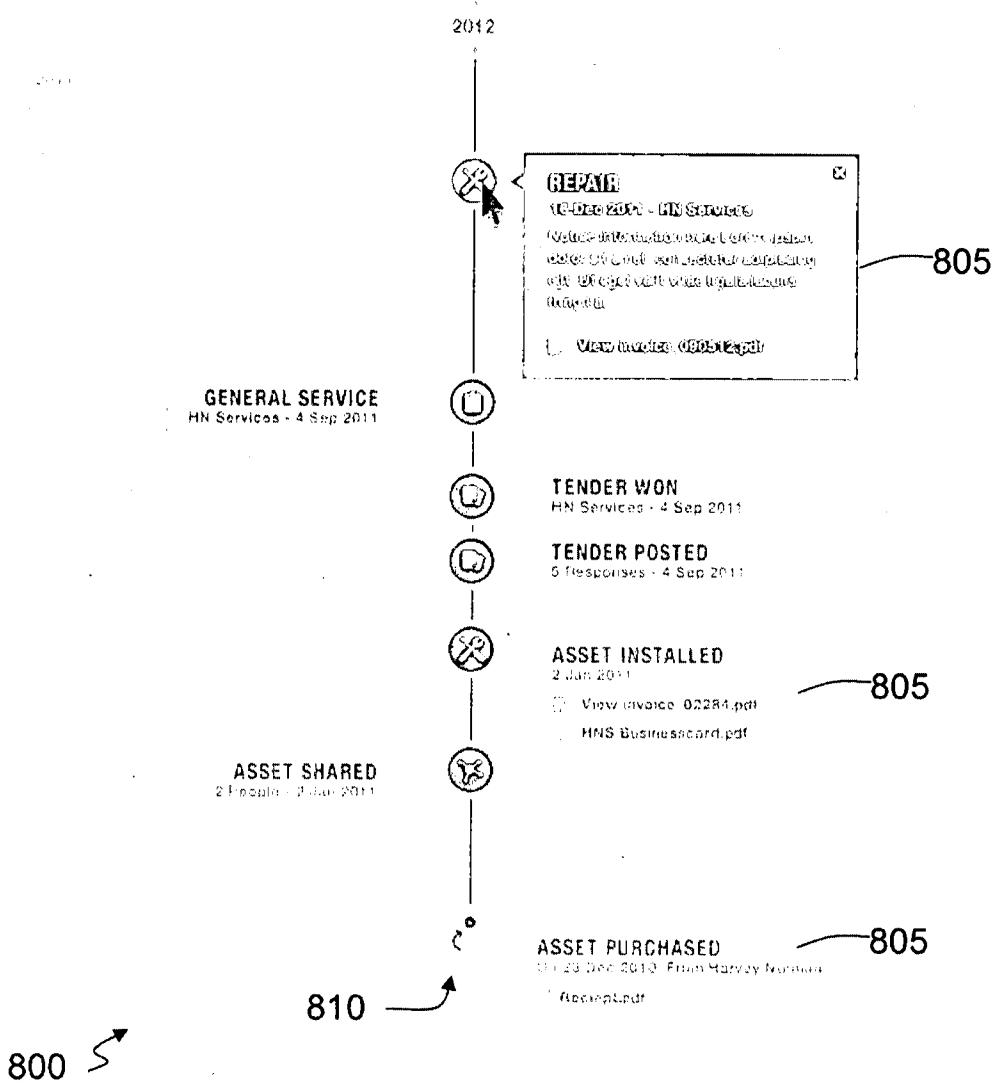


FIG. 8

9/16



920

925 SEARCH MARKET

930

935 VEHICLES
NUMBER PLATE GO

940 LOCATION

945 PRICE RANGE

950

955 DATE

LATEST ITEMS

905

910

915

- \$555,000

RARE WATERFRONT HOME...MUST BE SOLD!
Situated in the up and coming Kelvin Grove Urban Village
- \$555,000

RARE WATERFRONT HOME...MUST BE SOLD!
Situated in the up and coming Kelvin Grove Urban Village
- \$555,000

RARE WATERFRONT HOME...MUST BE SOLD!
Situated in the up and coming Kelvin Grove Urban Village
- \$555,000

RARE WATERFRONT HOME...MUST BE SOLD!
Situated in the up and coming Kelvin Grove Urban Village
- \$555,000

RARE WATERFRONT HOME...MUST BE SOLD!
Situated in the up and coming Kelvin Grove Urban Village
- \$555,000




RARE WATERFRONT HOME...MUST BE SOLD!
Situated in the up and coming Kelvin Grove Urban Village
- \$555,000

RARE WATERFRONT HOME...MUST BE SOLD!
Situated in the up and coming Kelvin Grove Urban Village
- \$555,000

RARE WATERFRONT HOME...MUST BE SOLD!
Situated in the up and coming Kelvin Grove Urban Village
- \$555,000

RARE WATERFRONT HOME...MUST BE SOLD!
Situated in the up and coming Kelvin Grove Urban Village

POPULAR

-  \$22,000
2006 Toyota Camry
1.8L 4-cyl 2.0L 3-cyl 2.4L 4-cyl
-  \$199,000
Couples cottage
4 bed, 2 bath, 2 garage
-  \$200/wk
2 Bed Apt with river views
2 bed, 1 bath, 2 garage, 1 pool

Make an Informed Solar Power Investment

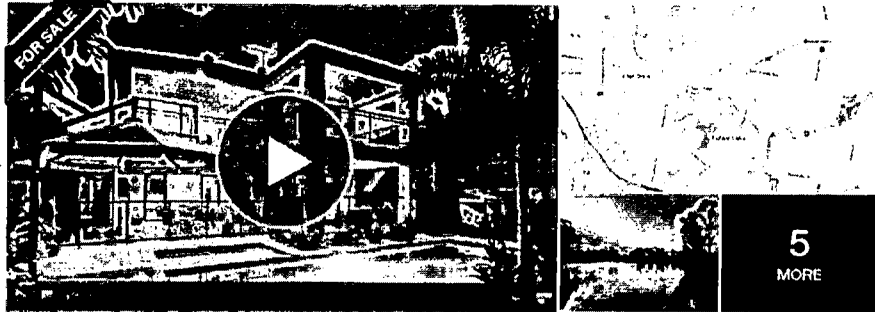
LOADING MORE CONTENT...

900 ↗

FIG. 9

10/16

BACK TO RESULTS



1005

1010

Rare waterfront home... Must Be Sold!

\$555,000

Set over two majestic levels, this modern 428sqm residence on an 806sqm allotment is simply awaiting its new family to settle in and...

HOUSE HISTORY

5 MORE

CONTACT OWNER
MAKE OFFER
CONNECT

SHOW INFORMATION

1015 1020

1025

1030

PROPERTY FEED

PROPERTY FEED

PARTNER LINKS

\$615 BASIC COVER FOR THIS CAR

SUNCORP Insurance

FIND OUT MORE

vero Vero Insurance
 Link here for a quote

WestPac WestPac
 Bank of Australia

ANZ ANZ
 Australia's best bank

FEATURED LISTING

\$199,000 4 bedrooms

1000

\$200/week 3 Bed 2 Bath 2 Living Areas

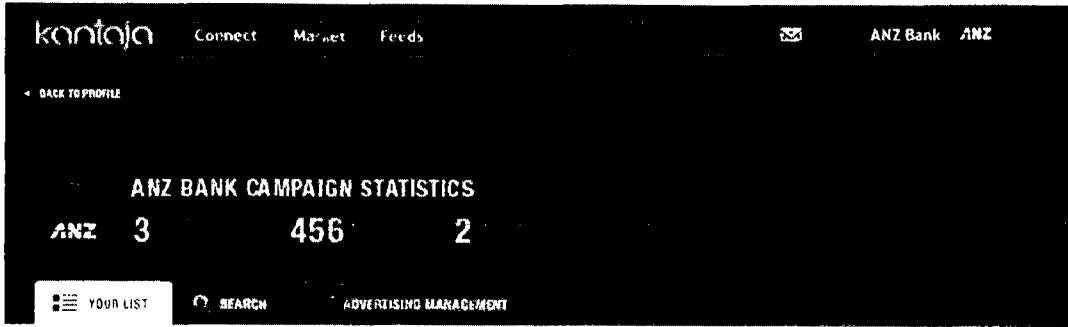
- John Smith**
 When you buy through me, its with me per your best interests. Posted on 25/05/2012 3:13am
- Peter Piper**
 Looking for a great investment property? I have a great one for you. Posted on 25/05/2012 3:13am
- Tina Forte**
 Looking for a great investment property? I have a great one for you. Posted on 25/05/2012 3:13am
- Tina Forte**
 Looking for a great investment property? I have a great one for you. Posted on 25/05/2012 3:13am
- Clint Greenway**
 Looking for a great investment property? I have a great one for you. Posted on 25/05/2012 3:13am

LOADING MORE CONTENT

1000

FIG. 10

11/16



YOUR TARGET LIST

1105

Potential Customer 1
 People in Brisbane who have an connection with Audi A8

Target A1
 People in Brisbane who connect with Q&A

Product list
 Audi A8 are connecting with people in Queensland

Ipsum dolor list
 Audi A8 are connecting with people in Queensland

1110

ACTION

1110

ACTION

ACTION

ACTION

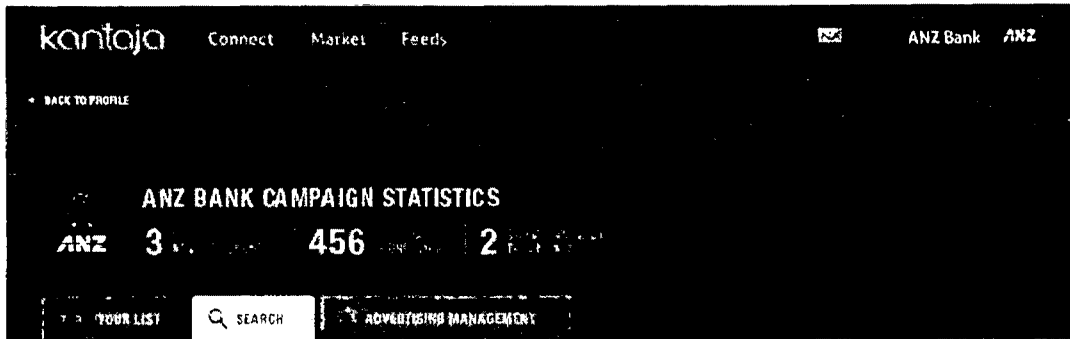
- Send Message
- Start a marketing campaign
- Edit this list

1115
 1120
 1125

1100 ↗

FIG. 11

12/16



ANZ USER BASE

WHAT ARE YOU LOOKING FOR?

People

PERSONAL DETAIL

- LOCATION: Australia, All
- DOB: From, To
- SEX: All
- STATUS: All

1205

CONNECTION INFO

- NO. OF CONNECTION: Larger than, 100
- CONNECTION RULE #1: Interested In, Financial
- CONNECTION RULE #2: own, apartment

1210

CANCEL

SEARCH

1200



FIG. 12

13/16

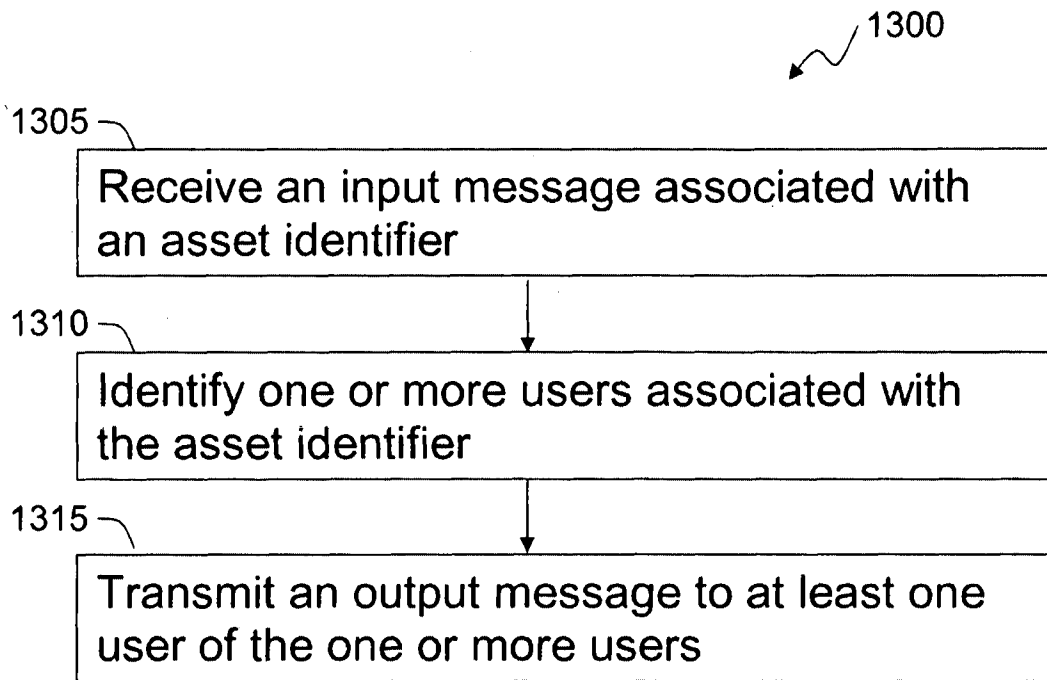


FIG. 13

14/16

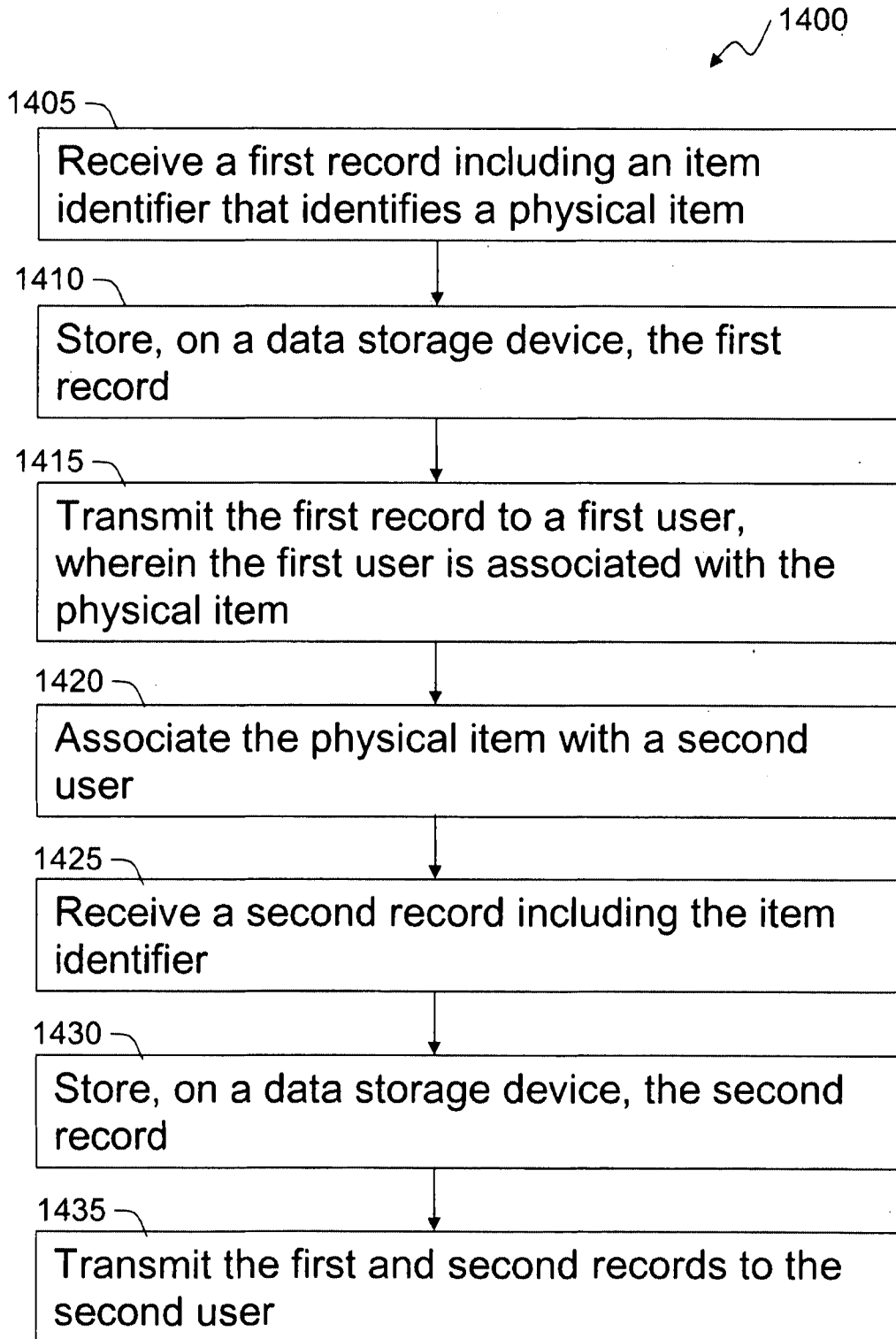


FIG. 14

15/16

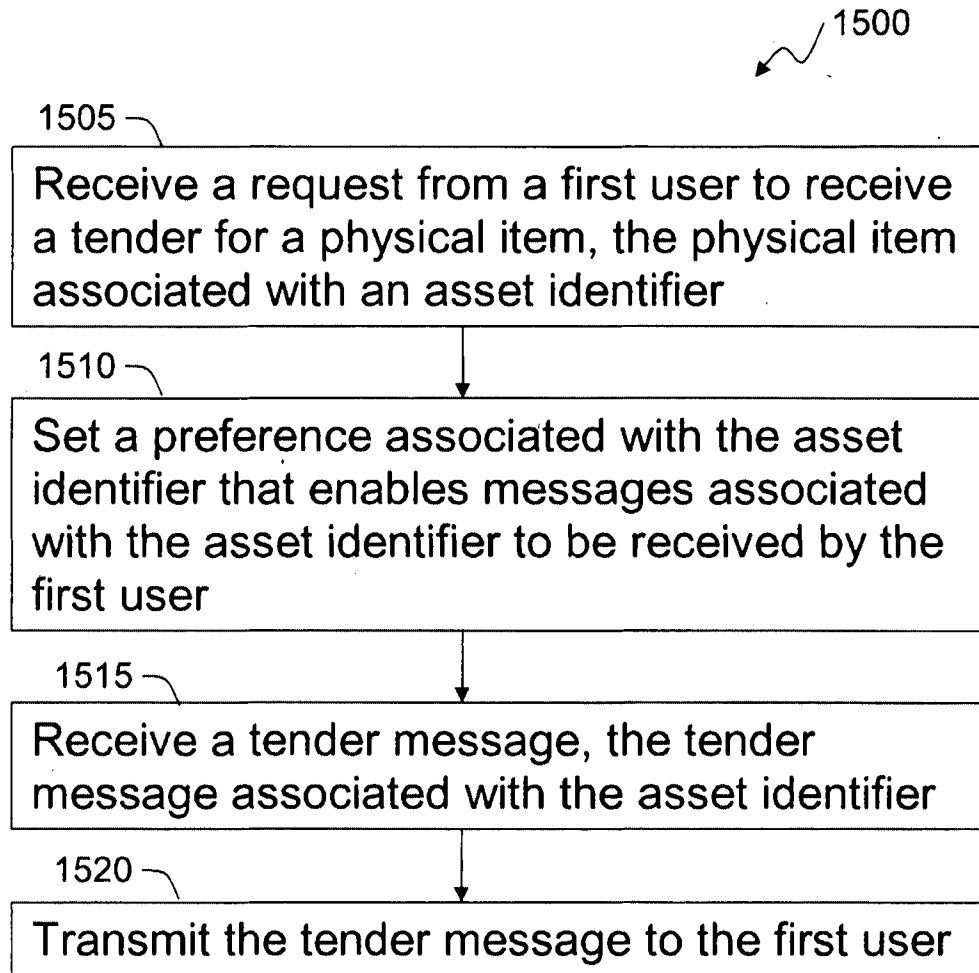


FIG. 15

16/16

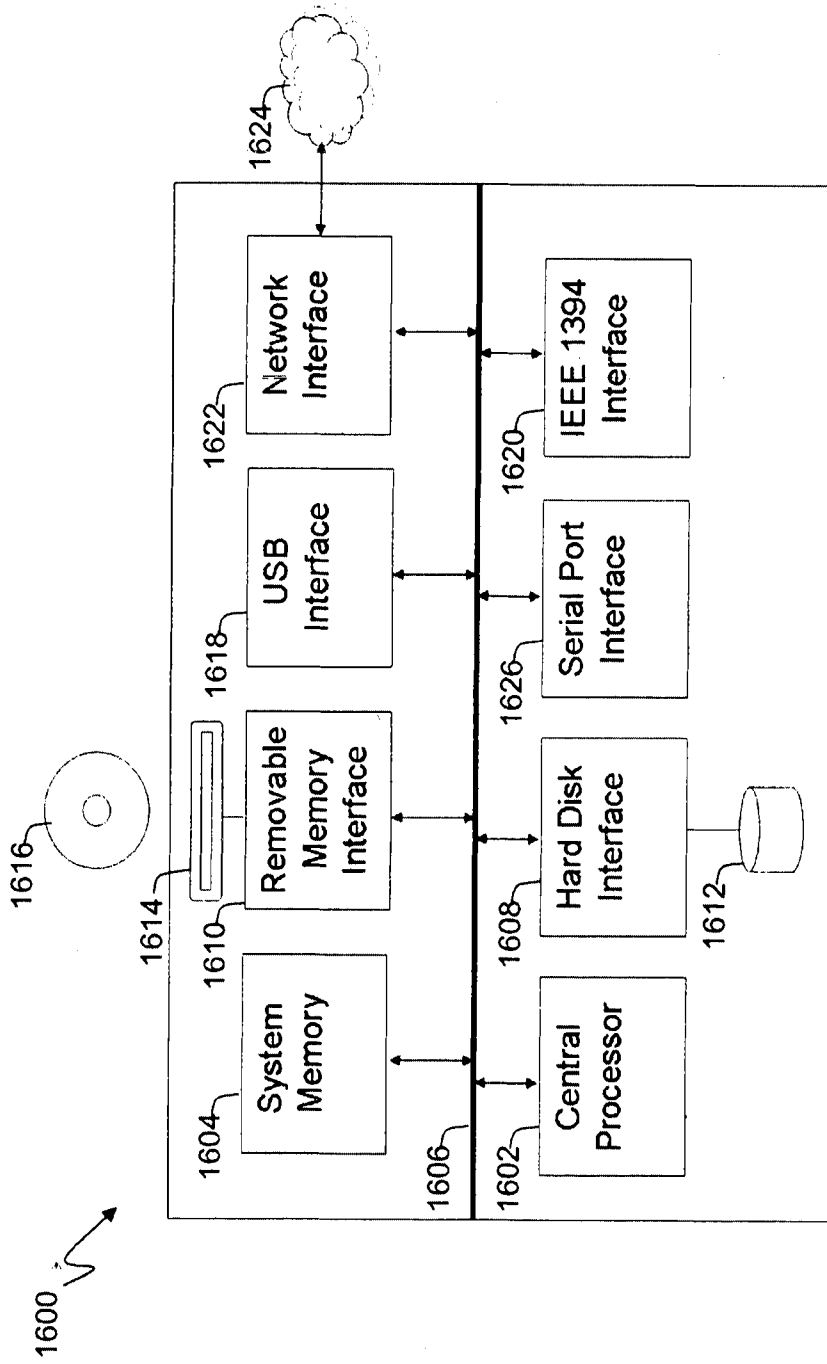


FIG. 16

INTERNATIONAL SEARCH REPORT

International application No.

PCT/AU2013/000705

A. CLASSIFICATION OF SUBJECT MATTER

G06Q 30/00 (2012.01) G06F 17/30 (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)

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

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

WPI, EPODOC, FREE PATENTS ONLINE and GOOGLE SCHOLAR:

ASSET, PROPERTY, BELONGING, POSSESSION, GOOD, PERSONAL PROPERTY, APPLICANCE, IDENTIFIER, SERIAL NUMBER, MODEL NUMBER, MESSAGE, COMMUNICATION, POST, E MAIL, FEED, OWNER, TRANSFER, DETAIL, DATA, INFORMATION, HISTORY, RECORD, SOCIAL NETWORK, MEDIA, SERVICE, REPAIR, MAINTENANCE with similar terms and synonyms.

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
	Documents are listed in the continuation of Box C	

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

* Special categories of cited documents:		
"A" document defining the general state of the art which is not considered to be of particular relevance	"T"	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
"E" earlier application or patent but published on or after the international filing date	"X"	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
"L" 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)	"Y"	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
"O" document referring to an oral disclosure, use, exhibition or other means	"&"	document member of the same patent family
"P" document published prior to the international filing date but later than the priority date claimed		

Date of the actual completion of the international search 2 October 2013	Date of mailing of the international search report 02 October 2013
Name and mailing address of the ISA/AU AUSTRALIAN PATENT OFFICE PO BOX 200, WODEN ACT 2606, AUSTRALIA Email address: pct@ipaustalia.gov.au Facsimile No.: +61 2 6283 7999	Authorised officer Boris Cetinich AUSTRALIAN PATENT OFFICE (ISO 9001 Quality Certified Service) Telephone No. 0399359619

INTERNATIONAL SEARCH REPORT

International application No.

C (Continuation).

DOCUMENTS CONSIDERED TO BE RELEVANT

PCT/AU2013/000705

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X Y	US 7,970,657 B2 (MORGENSTERN) 28 June 2011 abstract, col. 2, 4-9, 12-13 and figures 1-2, 10-12, 14-15 as above	1-8, 10-14 and 18-20 15-17
Y	US 2005/0216300 A1 (APPELMAN et al.) 29 September 2005 abstract, paragraphs 37-38, 93-99 and figure 6a-6c	15-17
A	WO 2003/012581 A2 (HOMESTORE INC.) 13 February 2003 whole document	1-20
A	WO 2003/107126 A2 (INSIGHT ENTERPRISES INC.) 24 December 2003 whole document	1-20
A	US 2011/0264559 A1 (BARRIENTOS et al.) 27 October 2011 whole document	1-20

Box No. II Observations where certain claims were found unsearchable (Continuation of item 2 of first sheet)

This international search report has not been established in respect of certain claims under Article 17(2)(a) for the following reasons:

1. Claims Nos.:
because they relate to subject matter not required to be searched by this Authority, namely:

2. Claims Nos.:
because they relate to parts of the international application that do not comply with the prescribed requirements to such an extent that no meaningful international search can be carried out, specifically:

3. Claims Nos.:
because they are dependent claims and are not drafted in accordance with the second and third sentences of Rule 6.4(a)

Box No. III Observations where unity of invention is lacking (Continuation of item 3 of first sheet)

This International Searching Authority found multiple inventions in this international application, as follows:

See Supplemental Box for Details

1. As all required additional search fees were timely paid by the applicant, this international search report covers all searchable claims.
2. As all searchable claims could be searched without effort justifying additional fees, this Authority did not invite payment of additional fees.
3. As only some of the required additional search fees were timely paid by the applicant, this international search report covers only those claims for which fees were paid, specifically claims Nos.:

4. No required additional search fees were timely paid by the applicant. Consequently, this international search report is restricted to the invention first mentioned in the claims; it is covered by claims Nos.:

Remark on Protest

- The additional search fees were accompanied by the applicant's protest and, where applicable, the payment of a protest fee.
- The additional search fees were accompanied by the applicant's protest but the applicable protest fee was not paid within the time limit specified in the invitation.
- No protest accompanied the payment of additional search fees.

Supplemental Box**Continuation of: Box III**

This International Application does not comply with the requirements of unity of invention because it does not relate to one invention or to a group of inventions so linked as to form a single general inventive concept.

This Authority has found that there are different inventions based on the following features that separate the claims into distinct groups:

- Claims 1-11 and 19 are directed towards a method of data communication. It is considered the “input message associated with the asset identifier” comprises a first distinguishing feature,
- Claims 12-14 and 20 are directed towards a method of maintaining a historical record of a physical item. It is considered the step “transmitting the first record and the second record to the second user” comprises a second distinguishing feature,
- Claims 15-17 are directed towards a method of tendering for a physical item. It is considered the “transmitting the tender message to the first user” comprises a third distinguishing feature,
- Claim 18 are directed towards a computer implemented social networking system. It is considered the step “communication from a first user having a first user profile to a second user having a second user profile, wherein the second user profile is associated with an item profile, and wherein the communication is addressed according to an identifier associated with the item profile” comprises a fourth distinguishing feature.

PCT Rule 13.2, first sentence, states that unity of invention is only fulfilled when there is a technical relationship among the claimed inventions involving one or more of the same or corresponding special technical features. PCT Rule 13.2, second sentence, defines a special technical feature as a feature which makes a contribution over the prior art.

When there is no special technical feature common to all the claimed inventions there is no unity of invention.

In the above groups of claims, the identified features may have the potential to make a contribution over the prior art but are not common to all the claimed inventions and therefore cannot provide the required technical relationship. The only feature common to all of the claimed inventions and which provides a technical relationship among them is the “*asset identifier*”.

However this feature does not make a contribution over the prior art because it is disclosed in:

- US 7,970,657 B2 (MORGENSTERN) 28 June 2011 [“*asset information*” – col. 6, lines 17-25 & 57-66 and “*gift ID*” – col. 7, line 55 & col. 8, line 7]

Therefore in the light of this document this common feature cannot be a special technical feature. Therefore there is no special technical feature common to all the claimed inventions and the requirements for unity of invention are consequently not satisfied *a posteriori*.

INTERNATIONAL SEARCH REPORT

Information on patent family members

International application No.

PCT/AU2013/000705

This Annex lists known patent family members relating to the patent documents cited in the above-mentioned international search report. The Australian Patent Office is in no way liable for these particulars which are merely given for the purpose of information.

Patent Document/s Cited in Search Report		Patent Family Member/s	
Publication Number	Publication Date	Publication Number	Publication Date
US 7970657 B2	28 Jun 2011	AU 2007345698 B2	14 Jul 2011
		CA 2676525 A1	07 Aug 2008
		JP 2010518481 A	27 May 2010
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US 2009248816 A1	01 Oct 2009		
US 2010205546 A1	12 Aug 2010		

Due to data integration issues this family listing may not include 10 digit Australian applications filed since May 2001.

Form PCT/ISA/210 (Family Annex)(July 2009)

INTERNATIONAL SEARCH REPORT

Information on patent family members

International application No.

PCT/AU2013/000705

This Annex lists known patent family members relating to the patent documents cited in the above-mentioned international search report. The Australian Patent Office is in no way liable for these particulars which are merely given for the purpose of information.

Patent Document/s Cited in Search Report		Patent Family Member/s	
Publication Number	Publication Date	Publication Number	Publication Date
		US 2010325113 A1	23 Dec 2010
		US 2013073556 A1	21 Mar 2013
		US 2013080529 A1	28 Mar 2013
		US 2013080551 A1	28 Mar 2013
		WO 03030003 A1	10 Apr 2003
		WO 2005086723 A2	22 Sep 2005
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		WO 2006068955 A2	29 Jun 2006
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		US 2003023610 A1	30 Jan 2003
		WO 03012581 A2	13 Feb 2003
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		GB 2406942 A	13 Apr 2005
		US 2003233287 A1	18 Dec 2003
		WO 03107126 A2	24 Dec 2003
US 2011/0264559 A1	27 Oct 2011	None	

End of Annex