

US006721743B1

### (12) United States Patent

Sakakibara

(10) Patent No.: US 6,721,743 B1

(45) **Date of Patent:** Apr. 13, 2004

# (54) VALUE POINTS EXCHANGING MANAGING METHOD AMONG FIRST AND SECOND BUSINESS ENTITIES WHERE VALUE POINTS AVAILABLE TO ON-LINE CUSTOMER OBTAINING GOODS OR SERVICES

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- (\*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 472 days.

(21) Appl. No.: **09/632,586** 

(22) Filed: Aug. 4, 2000

### (30) Foreign Application Priority Data

Mar.	24, 2000	(JP)	2000-085057
(51)	Int. Cl. <sup>7</sup>		G06F 17/30
(52)	U.S. Cl.	<b>707/10</b> ; 707/1	102; 705/14;

705/26; 705/37; 705/39; 709/217

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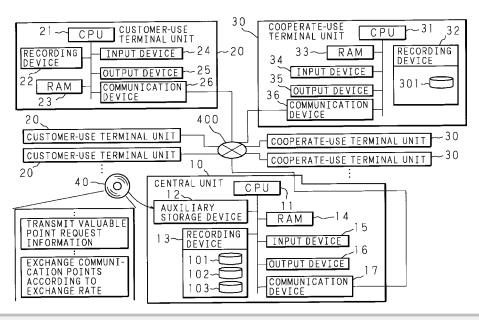
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### (57) ABSTRACT

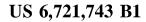
A customer-use terminal unit 20 managed by a customer transmits exchange instructing information, which instructs an exchange of valuable points obtained by the customer for communication points used for receiving on-line services, to a central unit 10 that manages the communication points (S202). The central unit 10 transmits valuable point request information according to the received exchange instructing information to a cooperate-use terminal unit 30 that manages the valuable points (S204). The cooperate-use terminal unit 30 transmits valuable points corresponding to the received valuable point request information to the central unit 10 (S206). The central unit 10 exchanges the received valuable points for communication points according to a predetermined exchange rate (S209). Accordingly, it is possible to achieve point management capable of reducing the loss of valuable points given to the customer as a reward for consumption activity, due to the expiration of the term of validity of the valuable points, and improving the frequency in use of on-line services.

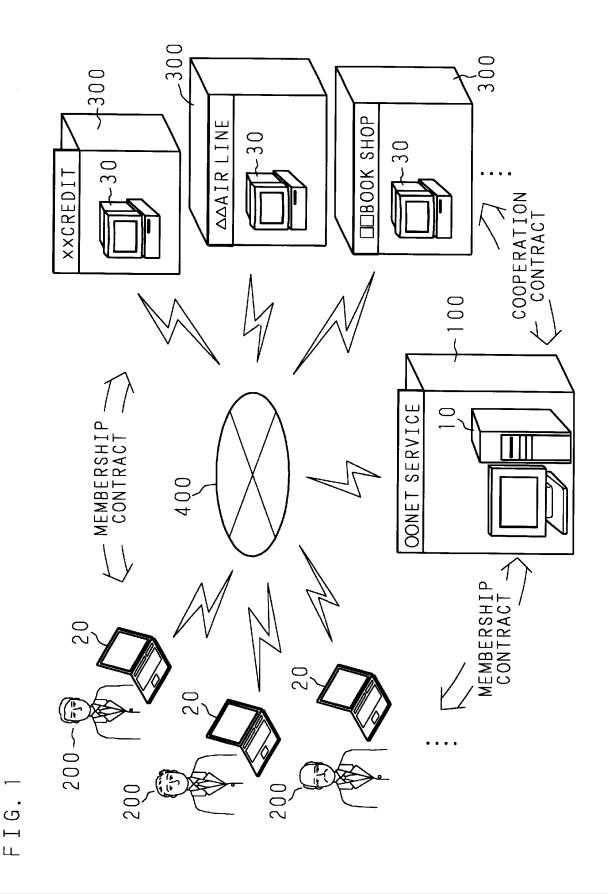
### 10 Claims, 11 Drawing Sheets





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FIG. 3

CUSTOMER ID	COMMUNICATION POINT	
ID00001	10,050	
ID00002	300	
ID00003	40,200	
:	•	



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FIG. 4

NAME	RATE
××CARD	0.42
△△AIR LINE	0.66
□□BOOK SHOP	1.00
	:



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