

IN THE INTERNATIONAL BUREAU OF WIPO

Applicant Name : CARTHERO TECHNOLOGIES PVT LTD

International application No.: PCT/IN2017/050231

International Filing date: 7 June 2017

Title of the Invention: SYSTEM AND METHOD OF HYPER LOCALLY TARGETTING

MEDIA CONTENT

RESPONSE TO THE INTERNATONAL SEARCH REPORT

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Dear Sir/Madam:

In response to the International Search Report mail dated July 28, 2017 regarding the above-referenced PCT Patent Application, Applicant submits substitute claim pages. We are also indicating the basis of the amendments as filed and required by Rule 46.5(b)(iii).

With respect to the claims, the submitted substitute claim pages include the following:

Original Claims: 3, 4, 8 and 9
Original Claim Amended: 1, 2, 5, 6, 7 and 10
No New Claims Added

(i) Basis for the amendment: Claim 1 has been amended, “*a portable media device (110) is integrated with at least one user terminal (105) configured to display a media content item*”, is in paragraph [0024] of the Detailed Description as originally filed.

(ii) Basis for the amendment: Claim 1 has been amended, “*a first server (130) comprises a memory unit (155) and a processor (135)*”, is in paragraph [0027] of the Detailed Description as originally filed.

(iii) Basis for the amendment: Claim 1 has been amended, “*wherein the user terminal (105) is incorporated on a delivery bag carried by at least one human personnel or vehicle through different paths within a geographical precinct, and wherein the user terminal (105) transmits the location reference and the image to the first server (130) via a network (125)*”, is in paragraph [0021] and [0022] of the Detailed Description as originally filed.

(iv) Basis for the amendment: Claim 1 has been amended, “*wherein the network (125) connects the second server (165), the user terminal (105) and the portable media device (110) with the first server (130)*”, is in paragraph [0022] of the Detailed Description as originally filed.

(v) Basis for the amendment: Claim 1 has been amended, “*an output module (150), executed by the processor (135), configured to display the media content item via the portable media device (110)*”, is in paragraph [0028] of the Detailed Description as originally filed.

(vi) Basis for the amendment: Claims 2, 5, 7 and 10 have been amended, to recite reference signa placed in parentheses.

(vii) Basis for the amendment: Claim 6 has been amended, “*A computer-implemented method*”, is in paragraph [0028] of the Detailed Description as originally filed.

(viii) Basis for the amendment: Claim 6 has been amended, “*further comprising a processor (135) in communication with the memory unit (155), configured to execute the set of program modules*”, is in paragraph [0031] of the Detailed Description as originally filed.

(ix) Basis for the amendment: Claim 6 has been amended, “*wherein the user terminal (105) is incorporated on a delivery bag carried by at least one human personnel or vehicle through different paths within a geographical precinct*”, is in paragraph [0021] and [0022] of the Detailed Description as originally filed.

(x) Basis for the amendment: Claim 6 has been amended, “*displaying the media content item via a portable media device (110) integrated with at least one user terminal (105), by the processor (135) via an output module (150)*”, is in paragraph [0022] of the Detailed Description as originally filed.

Respectfully submitted

By, /Vatsal Singhal/

Enclosures: Substitute claim pages