

EUROPEAN PATENT OFFICE  
U.S. PATENT AND TRADEMARK OFFICE

CPC NOTICE OF CHANGES 1034

DATE: JANUARY 1, 2021

PROJECT DP0220

**The following classification changes will be effected by this Notice of Changes:**

| <u>Action</u>         | <u>Subclass</u> | <u>Group(s)</u> |
|-----------------------|-----------------|-----------------|
| <b>DEFINITIONS:</b>   |                 |                 |
| Definitions Modified: | G06Q            | 30/0255         |

**No other subclasses/groups are impacted by this Notice of Changes.**

**This Notice of Changes includes the following [Check the ones included]:**

1. CLASSIFICATION SCHEME CHANGES

- A. New, Modified or Deleted Group(s)
- B. New, Modified or Deleted Warning(s)
- C. New, Modified or Deleted Note(s)
- D. New, Modified or Deleted Guidance Heading(s)

2. DEFINITIONS

- A. New or Modified Definitions (Full definition template)
- B. Modified or Deleted Definitions (Definitions Quick Fix)

3.  REVISION CONCORDANCE LIST (RCL)

4.  CHANGES TO THE CPC-TO-IPC CONCORDANCE LIST (CICL)

5.  CHANGES TO THE CROSS-REFERENCE LIST (CRL)

## **2. A. DEFINITIONS (modified)**

### **G06Q 30/0255**

#### **Definition statement**

Replace: The existing Definition statement text with the following revised text.

Subject matter drawn to the analysis or interpretation of user data related to past interests, purchases, or preferences of a user or group of users in order to provide a present or future promotion to a target user or group.

#### Notes:

- For classification herein, the user data may include data of the target user or group, or may include data of a user or users other than the target user or group.
- User data may include data obtained from online sources (e.g., website cookies, social networks, etc.) or offline sources (e.g., discount cards, in-store activity, etc.).