



US005897622A

United States Patent [19]

[11] **Patent Number:** **5,897,622**

Blinn et al.

[45] **Date of Patent:** **Apr. 27, 1999**

- [54] **ELECTRONIC SHOPPING AND MERCHANDISING SYSTEM**
- [75] Inventors: **Arnold Blinn**, Bellevue, Wash.; **Michael Ari Cohen**, San Francisco, Calif.; **Michael Lorton**; **Gregory J. Stein**, both of Redmond, Wash.
- [73] Assignee: **Microsoft Corporation**, Redmond, Wash.
- [21] Appl. No.: **08/732,012**
- [22] Filed: **Oct. 16, 1996**
- [51] Int. Cl.⁶ **G06F 17/60**; G06F 13/00; G06F 15/16
- [52] U.S. Cl. **705/26**; 705/27; 707/3; 707/104; 707/501; 707/513
- [58] **Field of Search** 705/26, 27, 30, 705/35, 39; 707/1, 2, 3, 4, 5, 6, 10, 100, 102, 103, 104, 501, 509, 513; 395/200.31, 200.33, 200.47, 200.49

Olympia; "Cold Fusion 1.5; Autobahn"; *DBMS*; v9 n8; p. 33(4); Jul. 1996; Dialog: File 275, Acc#01955956.
 eShop Technology overview, Internet address: <http://www.eshop.com/corp/technology.html>. This reference was copied from the Internet and printed in or about May 1996; the pages are dated Jan. 1, 1996.
 eShop In The News—Recent Press Release, Internet address: <http://www.eshop.com/corp/press.html>. This reference was copied from the Internet and printed in or about May 1996; the pages are dated Jan. 1, 1996. Dates are listed for press releases of Nov. 7, 1995, Dec. 7, 1995 and Jan. 23, 1996.
eShop™ Technology Merchant Manual, Feb. 21, 1996. This document contains proprietary material subject to M.P.E.P. § 724.

Primary Examiner—Stephen R. Tkacs
Attorney, Agent, or Firm—Lee & Hayes, PLLC

- [56] **References Cited**
- U.S. PATENT DOCUMENTS
- 5,708,825 1/1998 Sotomayor 395/762
- 5,754,772 5/1998 Leaf 395/200.33
- 5,761,656 6/1998 Ben-Shachar 707/4
- 5,802,518 9/1998 Karaev et al. 707/9

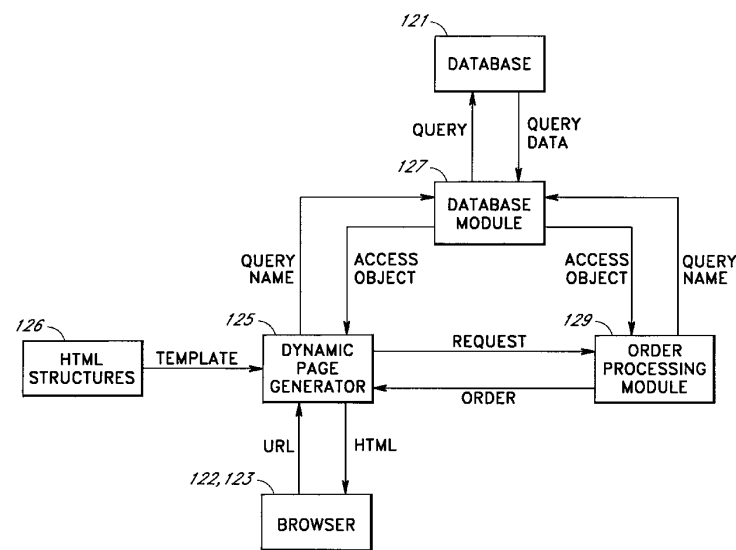
[57] ABSTRACT

The present invention provides a merchant system for online shopping and merchandising. The merchant system architecture provides great flexibility for a merchant to adapt the merchant system to their existing business practices, promotions and databases. The merchant system includes a dynamic page generator, a configurable order processing module and a database module capable of retrieving data from the database without regard to its schema. The present invention enables merchants to create electronic orders which are easily adaptable for different sales situations. The order processing module includes multiple configurable stages to process a merchant's electronic orders. The merchant system is capable of generating pages dynamically using templates having embedded directives. The database module and the dynamic page generator allow merchants to modify their databases and page displays without having to reengineer the merchant system.

OTHER PUBLICATIONS

Andraka; "Put Your Database on the Web"; *Data Based Advisor*; v14 n6; p. 12(3); Jun. 1996; Dialog: File 275, Acc#01941476.
 Vaughan-Nichols; "Unleashing Databases on the Web—True Wealth and Power Belong to Those Who Control Information Access"; *NetGuide*, 1996; n307; p. 111; Jul. 1, 1996; Dialog: File 647, Acc#01097465.

64 Claims, 18 Drawing Sheets



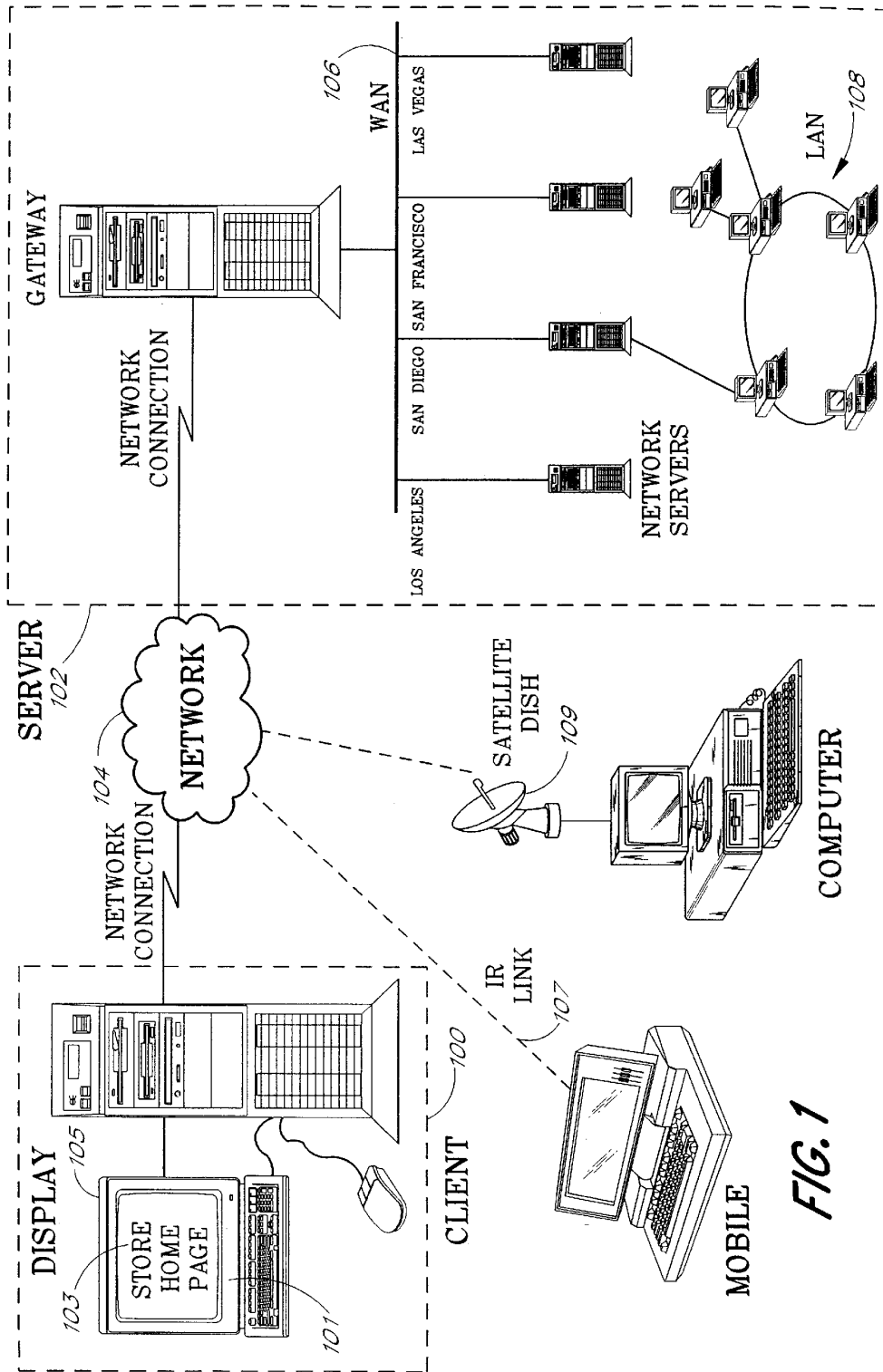


FIG. 1

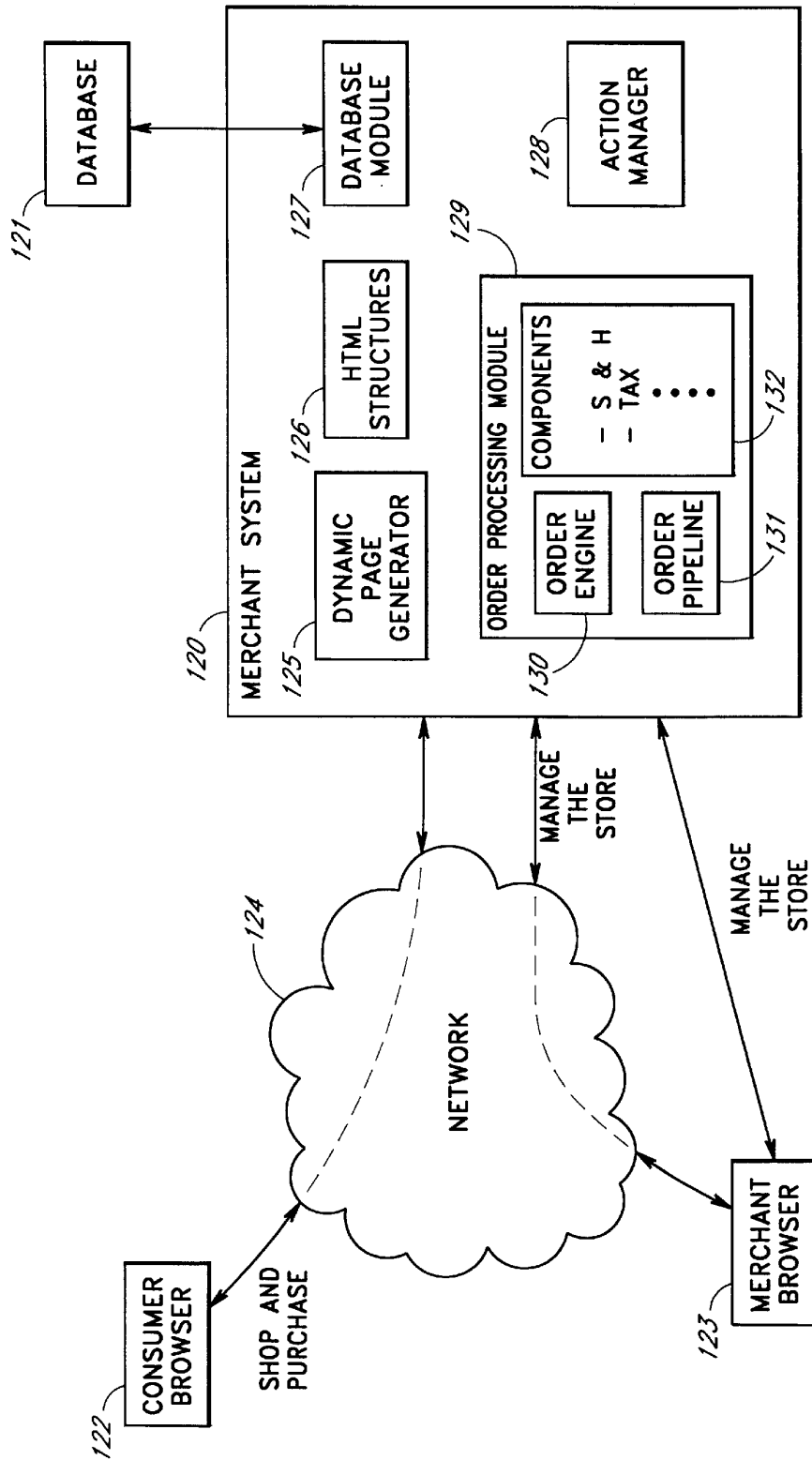


FIG. 2

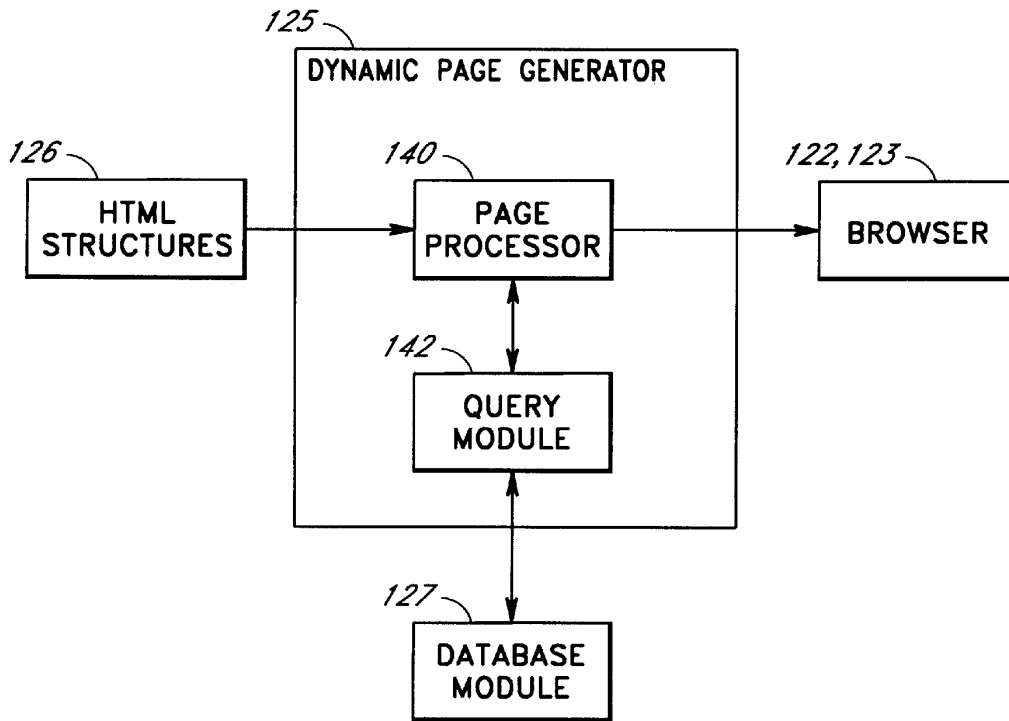


FIG. 3A

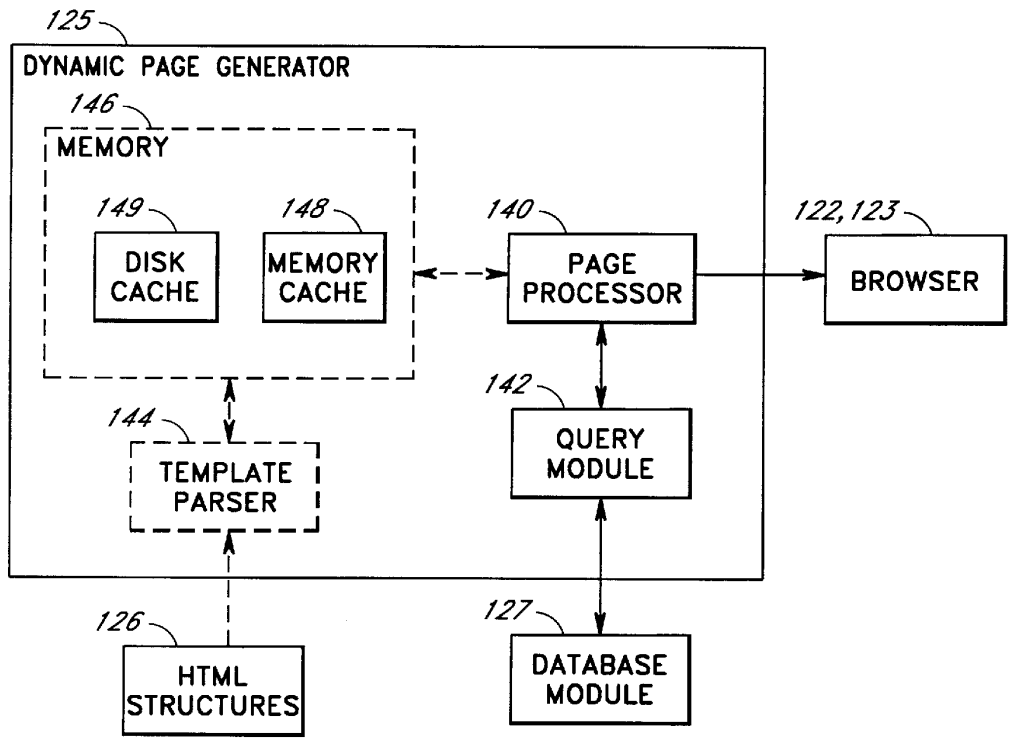


FIG. 3B

Explore Litigation Insights

Docket Alarm provides insights to develop a more informed litigation strategy and the peace of mind of knowing you're on top of things.

Real-Time Litigation Alerts



Keep your litigation team up-to-date with **real-time alerts** and advanced team management tools built for the enterprise, all while greatly reducing PACER spend.

Our comprehensive service means we can handle Federal, State, and Administrative courts across the country.

Advanced Docket Research



With over 230 million records, Docket Alarm's cloud-native docket research platform finds what other services can't. Coverage includes Federal, State, plus PTAB, TTAB, ITC and NLRB decisions, all in one place.

Identify arguments that have been successful in the past with full text, pinpoint searching. Link to case law cited within any court document via Fastcase.

Analytics At Your Fingertips



Learn what happened the last time a particular judge, opposing counsel or company faced cases similar to yours.

Advanced out-of-the-box PTAB and TTAB analytics are always at your fingertips.

API

Docket Alarm offers a powerful API (application programming interface) to developers that want to integrate case filings into their apps.

LAW FIRMS

Build custom dashboards for your attorneys and clients with live data direct from the court.

Automate many repetitive legal tasks like conflict checks, document management, and marketing.

FINANCIAL INSTITUTIONS

Litigation and bankruptcy checks for companies and debtors.

E-DISCOVERY AND LEGAL VENDORS

Sync your system to PACER to automate legal marketing.