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Cupps et al.

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[54] **INTERNET ONLINE ORDER METHOD AND APPARATUS**

[75] Inventors: **Bryan Cupps**, Bothell, Wash.; **Tim Glass**, Aptos, Calif.

[73] Assignee: **FOOD.COM**, San Francisco, Calif.

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[51] **Int. Cl.**⁶ **G06F 17/60**

[52] **U.S. Cl.** **705/26; 705/26; 705/37; 705/27**

[58] **Field of Search** **705/26; 340/994; 379/201**

Primary Examiner—Kevin J. Teska
Assistant Examiner—Mark J. Fink
Attorney, Agent, or Firm—Flehr Hohbach Test Albritton & Herbert; Steven F. Caserza

[57] **ABSTRACT**

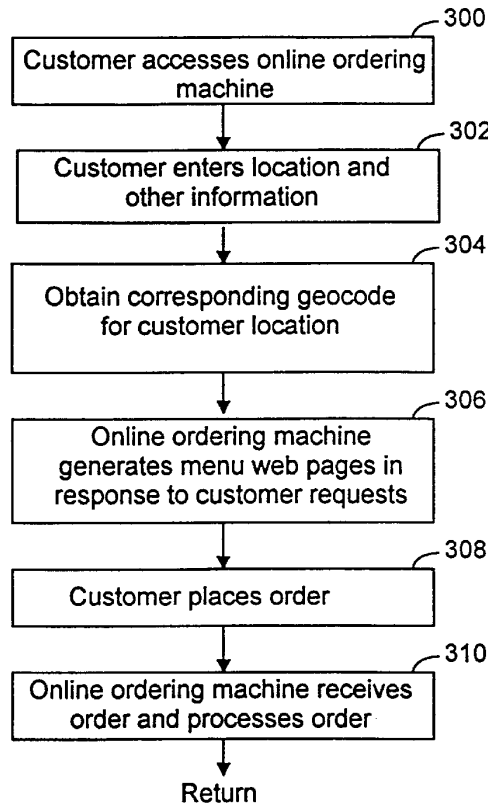
A system and method for providing an online ordering machine that manages the distribution of home delivered products over a distributed computer system is herein disclosed. The distributed computer system includes a group of customers connected to client computers and at least one server computer system that executes the online ordering machine. The online ordering machine provides the customers with product information from various vendors whose delivery range is within the customer's location or with product information from vendors having take out service within a specified range from the customer's location. The vendor's and customer's location is associated with a geocode representing the latitude and longitude coordinates of the location. The search for the vendors servicing the customer's location is done using the geocodes. The online ordering machine accepts orders from the customer for a particular product from a selected vendor. The order is converted into voice instructions which are transmitted to the vendor through a telephone call. The vendor receives the telephonic order and responds to voice-prompted instructions used to confirm the order.

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40 Claims, 20 Drawing Sheets



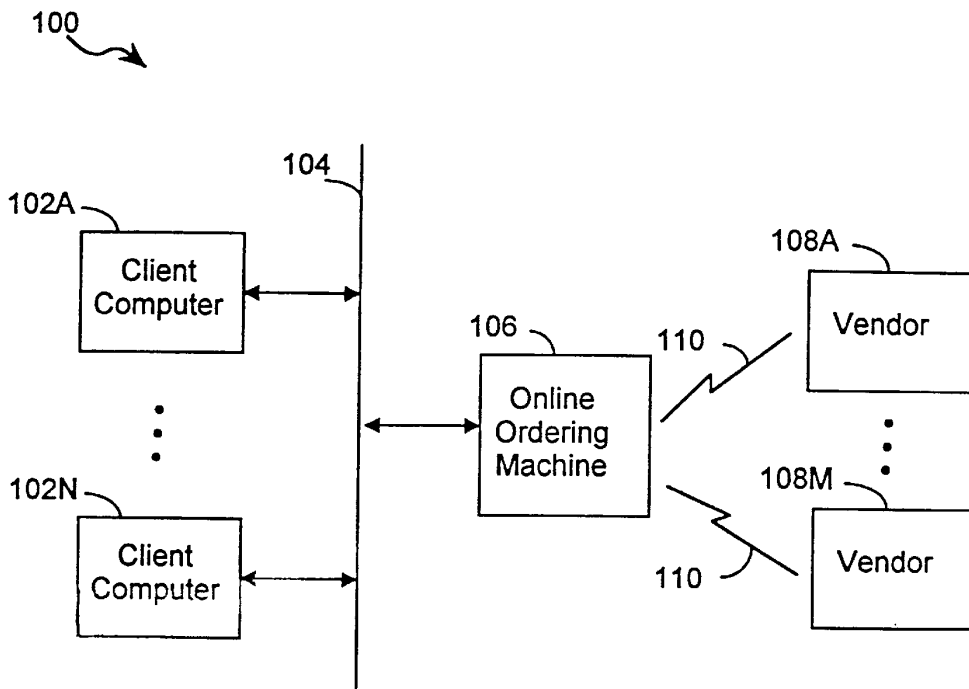


FIG. 1

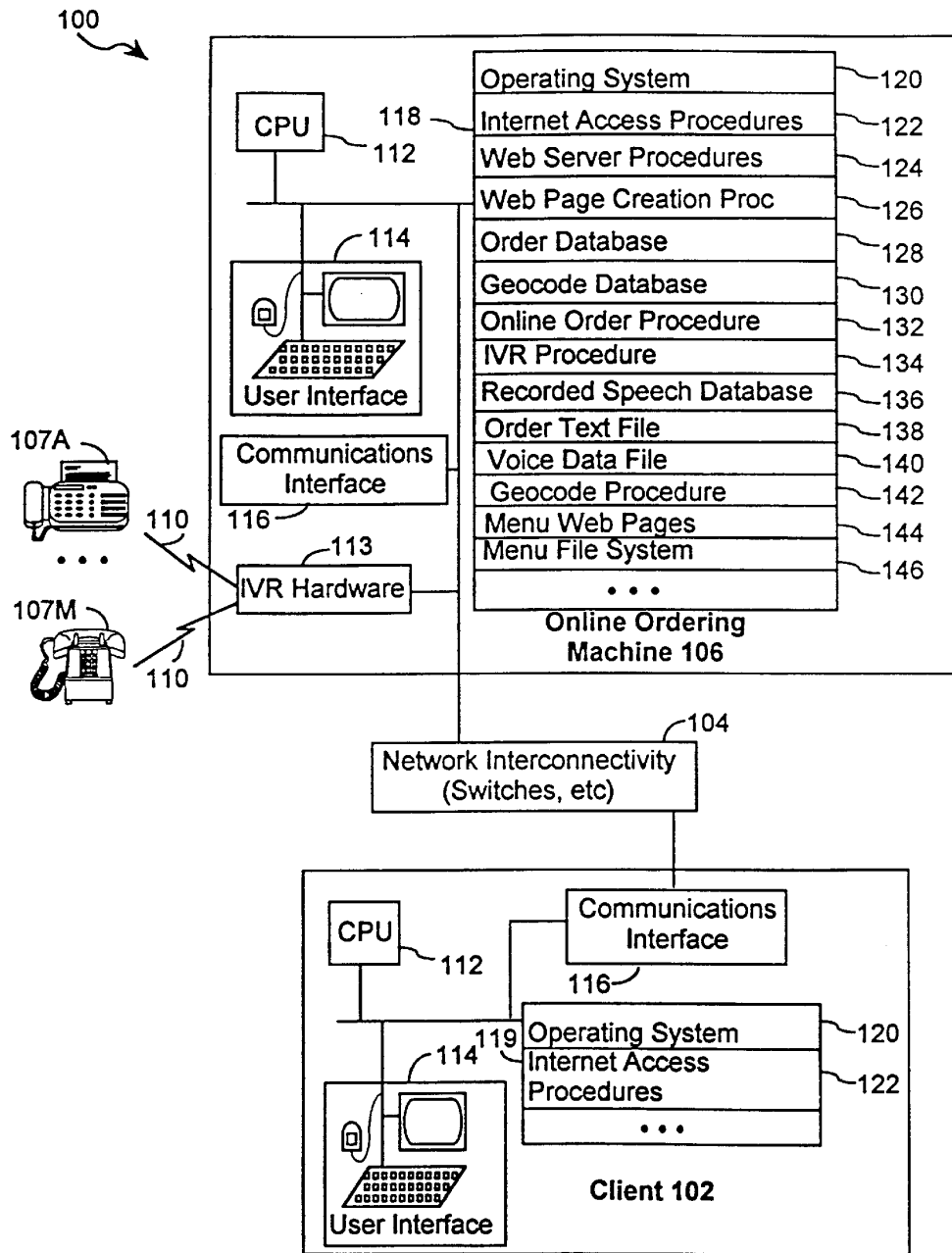


FIG. 2

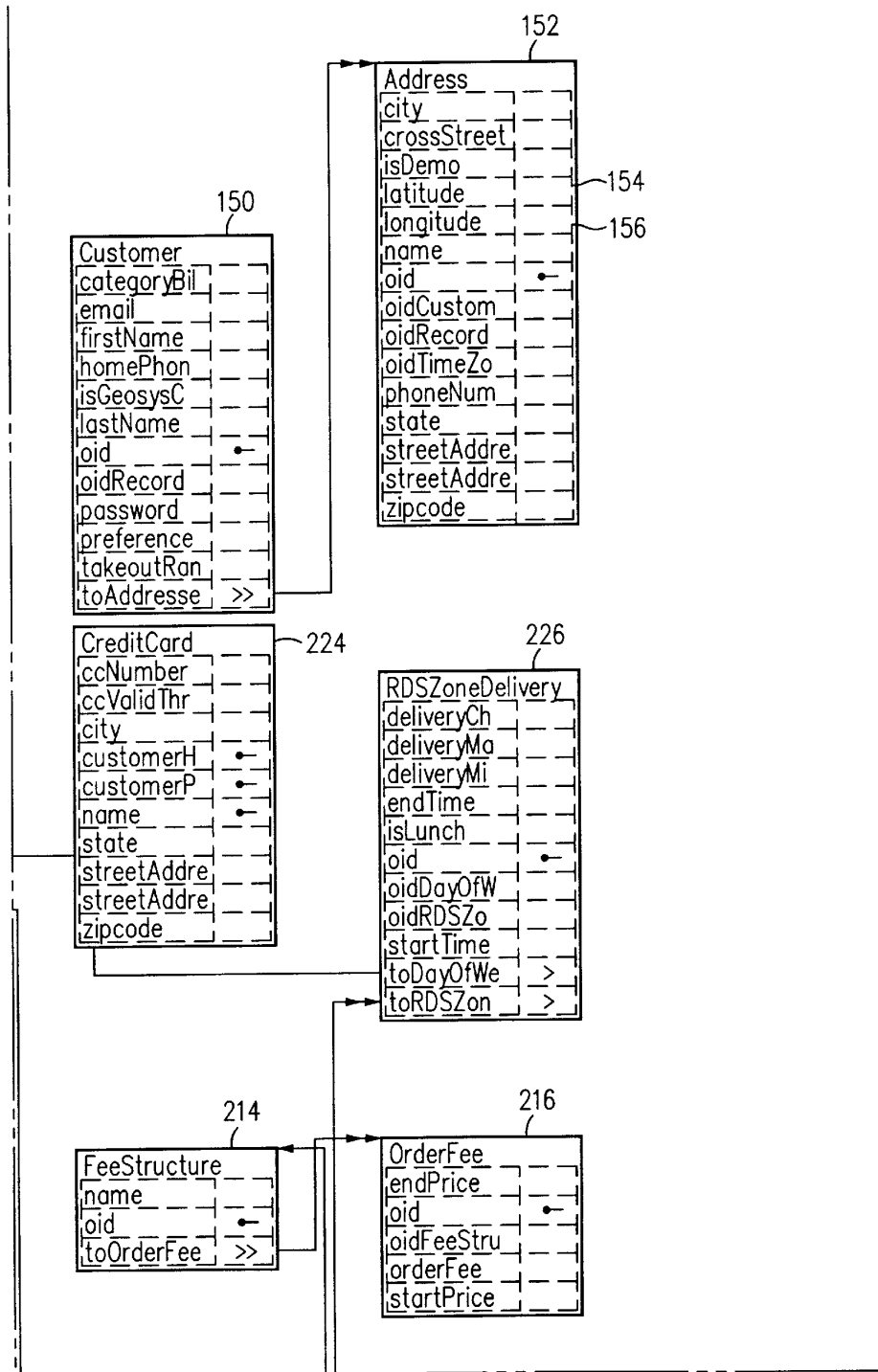


FIG. 3B

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