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Ross, Jr. et al.

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(54) **SYSTEM AND METHOD FOR FACILITATING INTERNET COMMERCE WITH OUTSOURCED WEBSITES**

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(73) Assignee: **DDR Holdings, LLC**, Dunwoody, GA (US)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 104 days.

This patent is subject to a terminal disclaimer.

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(21) Appl. No.: **10/461,997**

Primary Examiner—Jason D Cardone

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(74) *Attorney, Agent, or Firm*—Louis J. Hoffman

(65) **Prior Publication Data**

(57) **ABSTRACT**

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Related U.S. Application Data

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(60) Provisional application No. 60/100,697, filed on Sep. 17, 1998.

(51) **Int. Cl.**
G06F 15/16 (2006.01)
G06F 17/21 (2006.01)

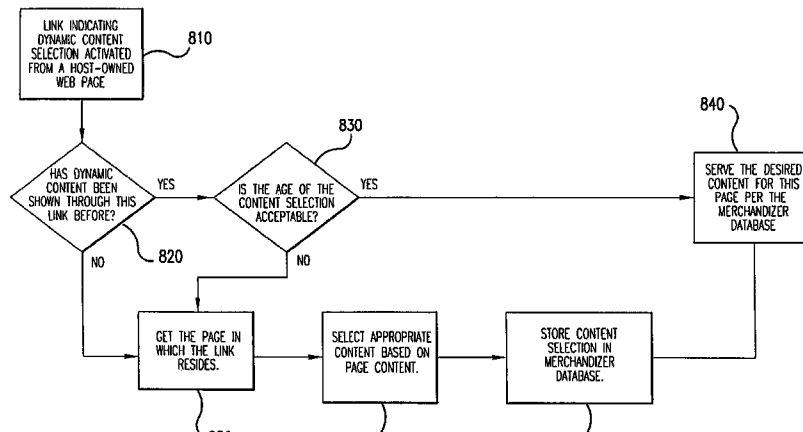
(52) **U.S. Cl.** **709/218; 715/501.1**

(58) **Field of Classification Search** **709/218, 709/219, 228; 715/501.1, 744, 746, 738, 715/760, 804; 705/26**

See application file for complete search history.

An e-commerce outsourcing system and method provides hosts with transparent, context-sensitive e-commerce supported pages. The look and feel of a target host is captured for future use. The host is provided with one or more links for inclusion within a page on the host website that correlates with a selected commerce object, which may be contextually related to material in the page. The commerce object can be a product, a product category, or a dynamic selection indicator. Upon activation of the provided link, a visitor computer is served with a page with the look and feel of the host website and with content based upon the associated commerce object. Where the commerce object is a dynamic selection indicator, the content is selected at the time of activation based upon an analysis of the page containing the activated link.

27 Claims, 24 Drawing Sheets



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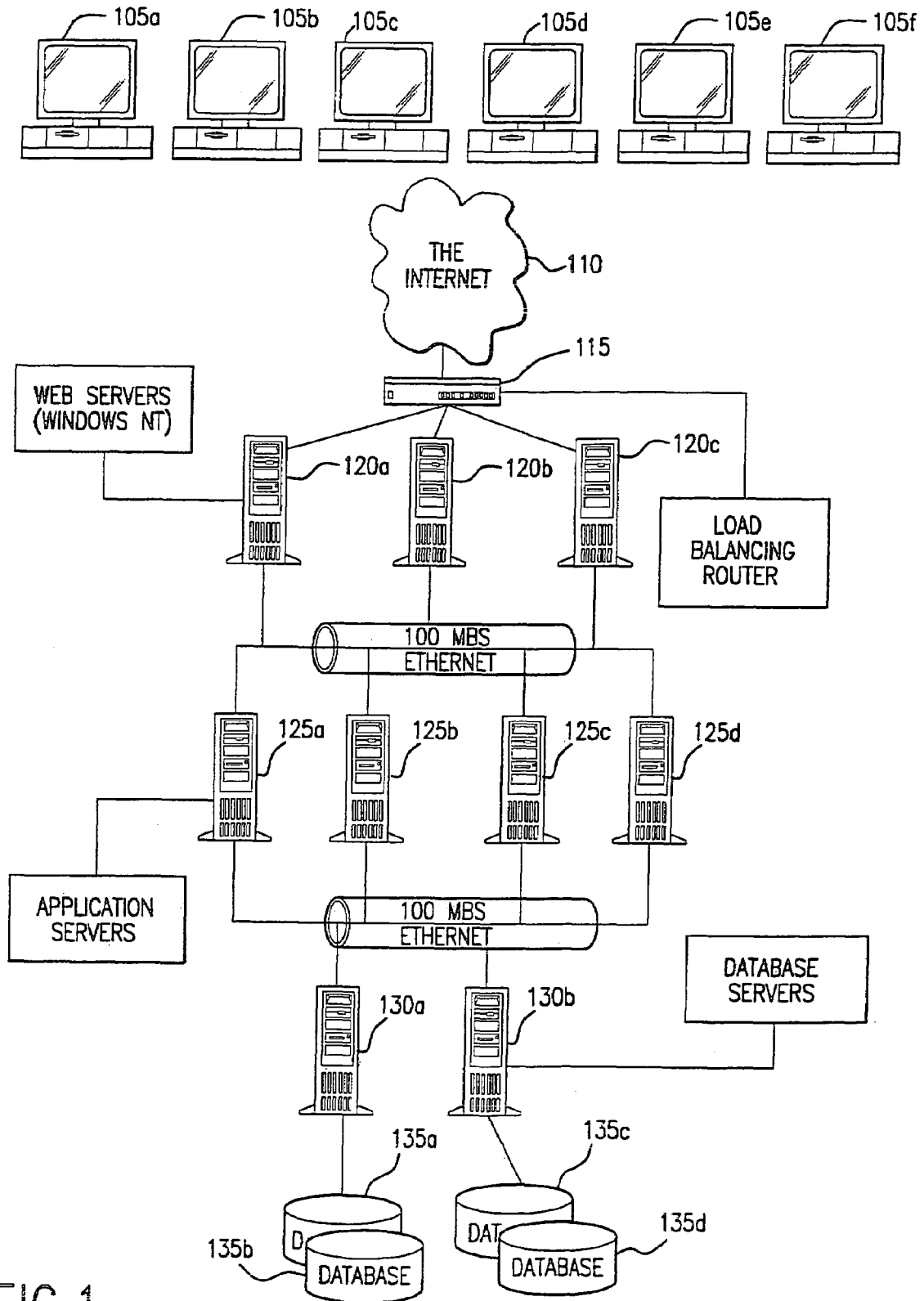


FIG. 1

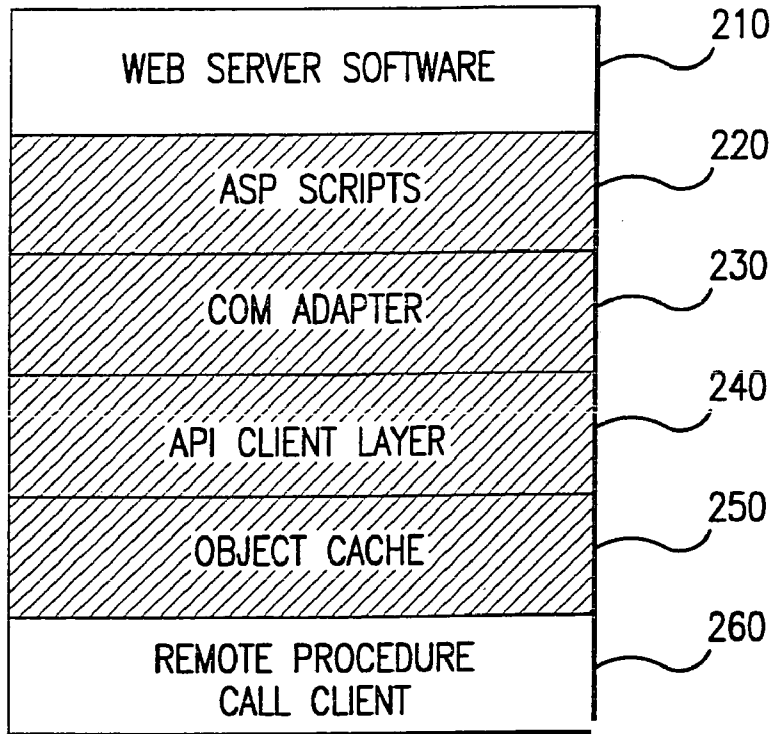


FIG.2

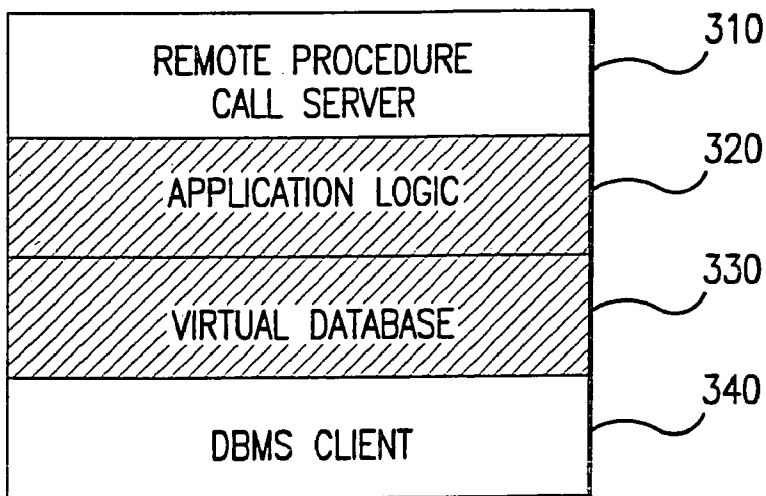


FIG.3

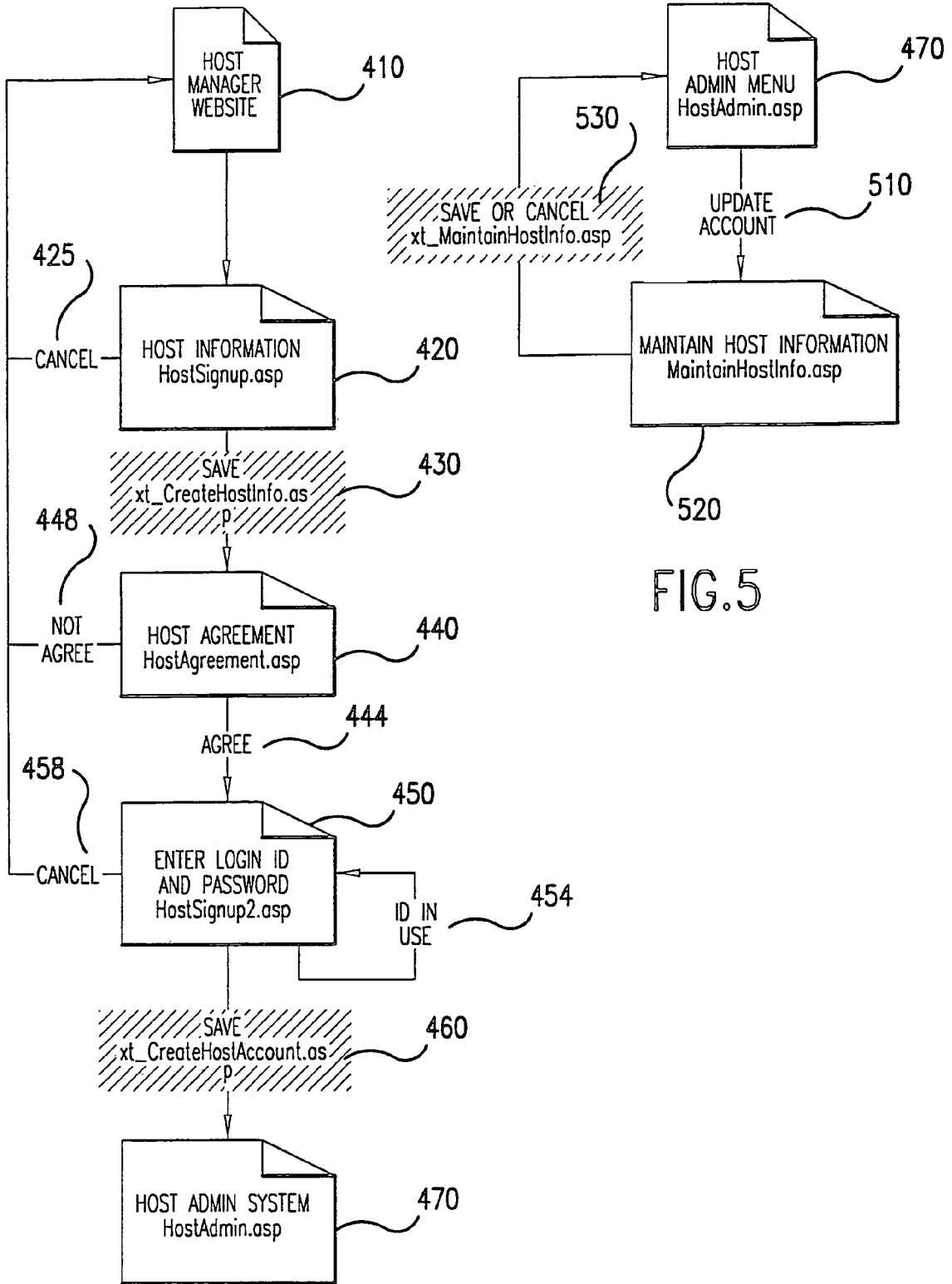


FIG. 5

FIG. 4

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