

- [54] **METHOD AND SYSTEM FOR PLACING A PURCHASE ORDER VIA A COMMUNICATIONS NETWORK**
- [75] Inventors: **Peri Hartman; Jeffrey P. Bezos; Shel Kaphan; Joel Spiegel**, all of Seattle, Wash.
- [73] Assignee: **Amazon.com, Inc.**, Seattle, Wash.
- [21] Appl. No.: **08/928,951**
- [22] Filed: **Sep. 12, 1997**
- [51] **Int. Cl.⁶** **G06F 17/60**
- [52] **U.S. Cl.** **705/26; 705/27; 345/962**
- [58] **Field of Search** **705/26, 27; 380/24, 380/25; 235/2, 375, 378, 381; 395/188.01; 345/962**

“Pacific Coast Software Software creates virtual shopping cart.” Sep. 6, 1996. M2 Communications Ltd 1996.
 “Software Creates Virtual Shopping Cart.” Sep. 5, 1996. Business Wire, Inc.
 Terdoslavich, William. “Java Electronic Commerce Framework.” Computer Reseller News, Sep. 23, 1996, CMP Media, Inc., 1996, pp. 126, [http://www.elibrary.com/id/101/101/getdoc . . . rydocid=902269@library_d&dtype=0-0&dinst=](http://www.elibrary.com/id/101/101/getdoc...rydocid=902269@library_d&dtype=0-0&dinst=). [Accessed Nov. 19, 1998].
 “Internet Access: Disc Distributing Announces Interactive World Wide.” Cambridge Work-Group Computing Report, Cambridge Publishing, Inc., 1995, [http://www.elibrary.com/id/101/101/getdoc . . . docid=1007497@library_a&dtype=0-0&dinst=0](http://www.elibrary.com/id/101/101/getdoc...docid=1007497@library_a&dtype=0-0&dinst=0). [Accessed Nov. 19, 1998].

(List continued on next page.)

Primary Examiner—James P. Trammell
Assistant Examiner—Demetra R. Smith
Attorney, Agent, or Firm—Perkins Coie LLP

[56] **References Cited**

U.S. PATENT DOCUMENTS

4,937,863	6/1990	Robert et al.	380/4
5,204,897	4/1993	Wyman	380/4
5,260,999	11/1993	Wyman	384/4
5,627,940	5/1997	Rohra et al.	395/12
5,640,501	6/1997	Turpin	395/768
5,640,577	6/1997	Scharmer	395/768
5,664,111	9/1997	Nahan et al.	705/27
5,715,314	2/1998	Payne et al.	380/24
5,715,399	2/1998	Bezos	705/27
5,727,163	3/1998	Bezos	705/27
5,745,681	4/1998	Levine et al.	395/200.3
5,758,126	5/1998	Daniels et al.	395/500

FOREIGN PATENT DOCUMENTS

0855659 A1	1/1998	European Pat. Off.	G06F 17/30
0855687 A2	1/1998	European Pat. Off.	G07F 19/00
0845747A2	6/1998	European Pat. Off.	G06F 17/60
0883076A2	12/1998	European Pat. Off.	G06F 17/60
WO 95/30961	11/1995	WIPO	G06F 17/60
WO 96/38799	12/1996	WIPO	G06F 17/60
WO 98/21679	5/1998	WIPO	G06F 17/60

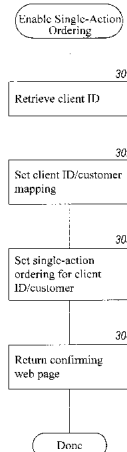
OTHER PUBLICATIONS

Jones, Chris. “Java Shopping Cart and Java Wallet; Oracles plans to join e-commerce initiative.” Mar. 31, 1997, Info-World Media Group.

[57] **ABSTRACT**

A method and system for placing an order to purchase an item via the Internet. The order is placed by a purchaser at a client system and received by a server system. The server system receives purchaser information including identification of the purchaser, payment information, and shipment information from the client system. The server system then assigns a client identifier to the client system and associates the assigned client identifier with the received purchaser information. The server system sends to the client system the assigned client identifier and an HTML document identifying the item and including an order button. The client system receives and stores the assigned client identifier and receives and displays the HTML document. In response to the selection of the order button, the client system sends to the server system a request to purchase the identified item. The server system receives the request and combines the purchaser information associated with the client identifier of the client system to generate an order to purchase the item in accordance with the billing and shipment information whereby the purchaser effects the ordering of the product by selection of the order button.

26 Claims, 11 Drawing Sheets



OTHER PUBLICATIONS

Nance, Barry, "Reviews: A Grand Opening for Virtual Storefront With Middleware." Jun. 1, 1997, CMP Media, Inc. 1997, p. 80, [http://www.elibrary.com/getdoc.cgi?id=117 . . . docid=1257247@library__a&dtype=0-0&dinst=0](http://www.elibrary.com/getdoc.cgi?id=117...docid=1257247@library__a&dtype=0-0&dinst=0). [Accessed Nov. 19, 1998].

"Go-Cart Shopping Cart Software Features." 1996 GO International, Inc. <http://www.go-cart.com/features.html>. [Accessed Nov. 19, 1998].

"PerlShop Manual (version 2.2)." 1996, ARPAnct Corp. <http://www.w3u.com/grokksoft/shop/perlman.html>. [Accessed Nov. 19, 1998].

"Sax Software Announces Sax NetSell; Sax NetSell's design-time ActiveX controls make Internet commerce easy." 1997, Sax Software Corp.

Baron, Chris and Bob Weil, "Implementing a Web Shopping Cart," *Dr. Dobb's Journal*, Sep. 1996, pp. 64, 66, 68-69, and 83-85.

Hoque, Reaz, "A Shopping Cart Application with JavaScript," *Web Techniques*, May 1998, pp. 63, 65-66, and 68.

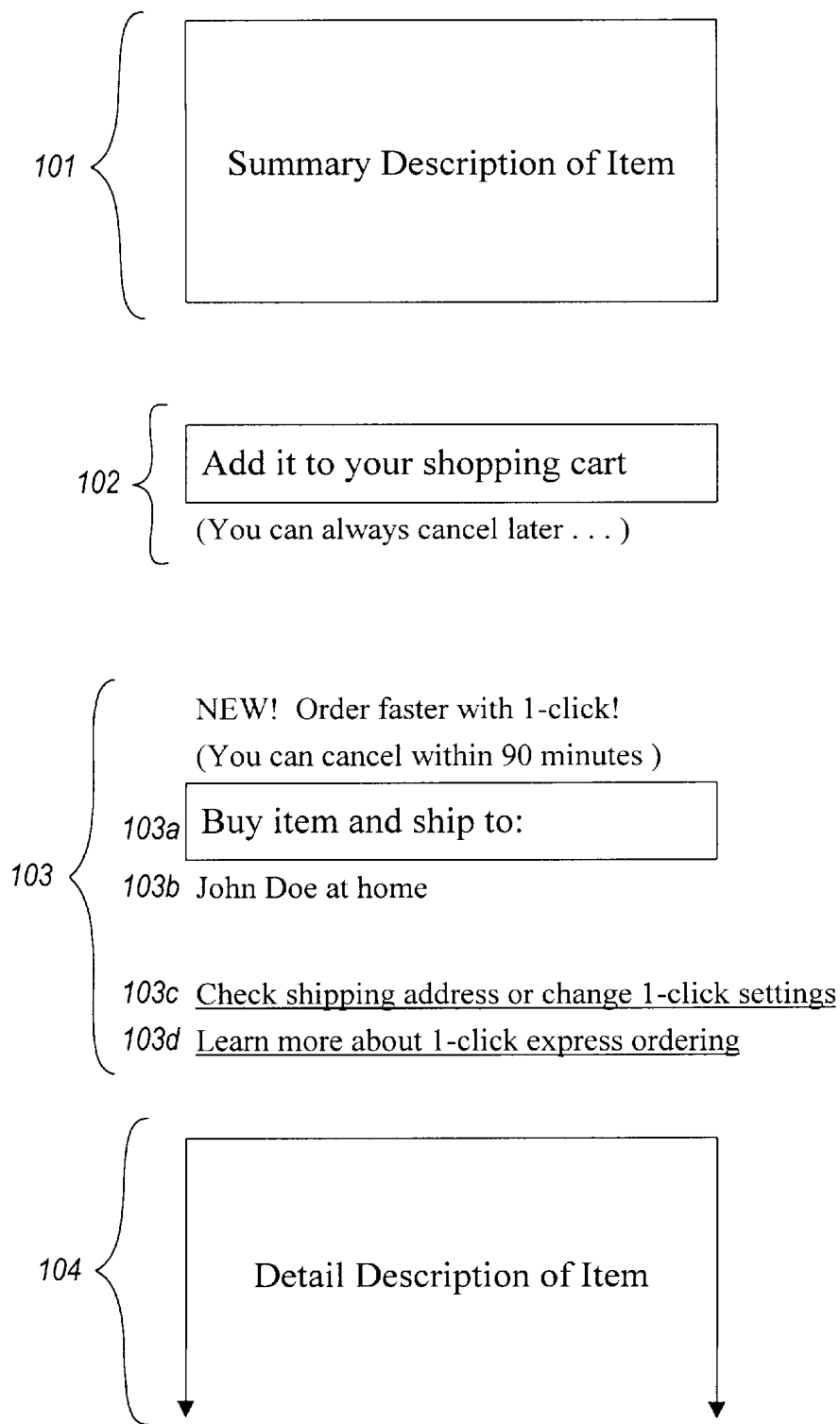


Fig. 1A

105 { Thank you for your 1-click order!

A quantity of 1 of [the item] will be shipped to you as soon as possible. We will do our best to minimize your shipping costs by combining your 1-click orders into as few shipments as possible.

Please continue browsing.

Review or change your 1-click orders

101 {

Summary Description of Item

⋮

Fig. 1B

Summary of 1-Click Express Orders

Press this button if you Changed Quantities of any item below. If you don't press it, your changes won't "stick." You can set the quantity to 0 (zero) to cancel an item.

The 1-click orders below (available in 3 or fewer days) will be shipped together.

106 {

Order # 098337		
1	Item 1	\$10.00
1	Item 2	\$15.00
	Total	\$25.00

The 1-click orders below (available in one week or more) will be shipped together.

107 {

Order # 098336		
1	Item 3	\$20.00
1	Item 4	\$ 6.00
	Total	\$26.00

108 {

Ship to:	John Doe at home
Shipment Method:	Standard Domestic Shipping
Payment Method:	**** _**** _***1_2345
<div style="border: 1px solid black; padding: 5px; display: inline-block;">Continue Shopping</div>	

1-Click Express shipping policies

Fig. 1C

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.