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Hartman et al.

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- [54] **METHOD AND SYSTEM FOR PLACING A PURCHASE ORDER VIA A COMMUNICATIONS NETWORK**
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- [73] Assignee: **Amazon.com, Inc.**, Seattle, Wash.
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- [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

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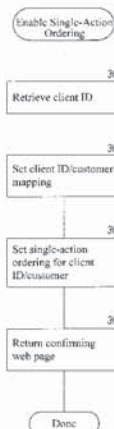
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[57] ABSTRACT

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



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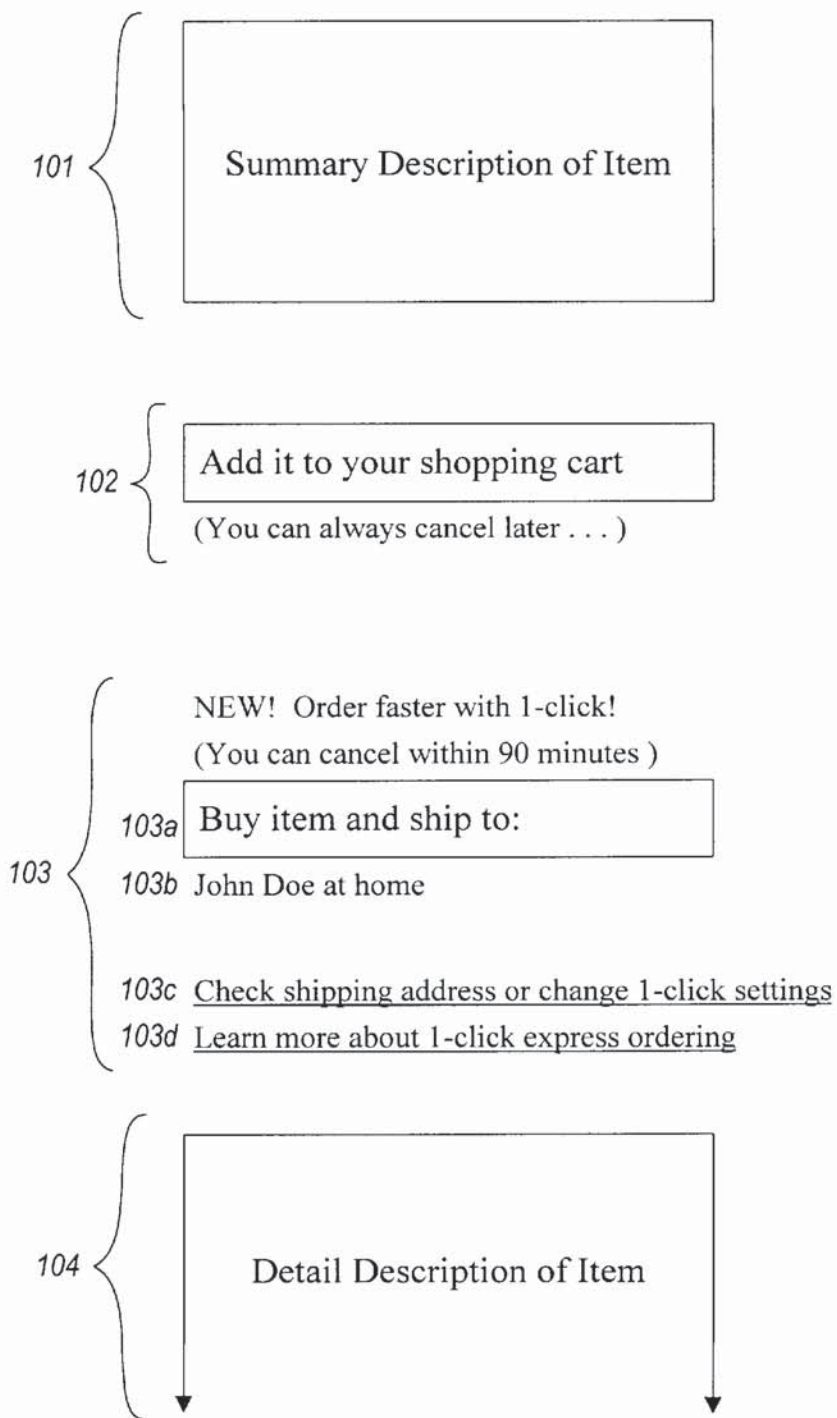


Fig. 1A

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

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