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(54) **CONTROLLING THE LOOK AND FEEL OF A WEB**

(52) **U.S. Cl. 715/513**

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(57) **ABSTRACT**

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A method, apparatus and article of manufacture, implementing the method, of integrating web applications is provided. In response to a request from a first web application that has a first web page having a first presentation format and a first behavior, in which the request specifies at least one setting, a second web application generates a second web page. The second web application is external to the first web application. The second web page has a second presentation format and a second behavior. The second web page is generated in accordance with the at least one setting, wherein the at least one setting controls, at least in part, at least one of the second presentation format and the second behavior. In another aspect of the invention, the at least one setting comprises one or any combination of a type setting, a style sheet setting and a graphics setting.

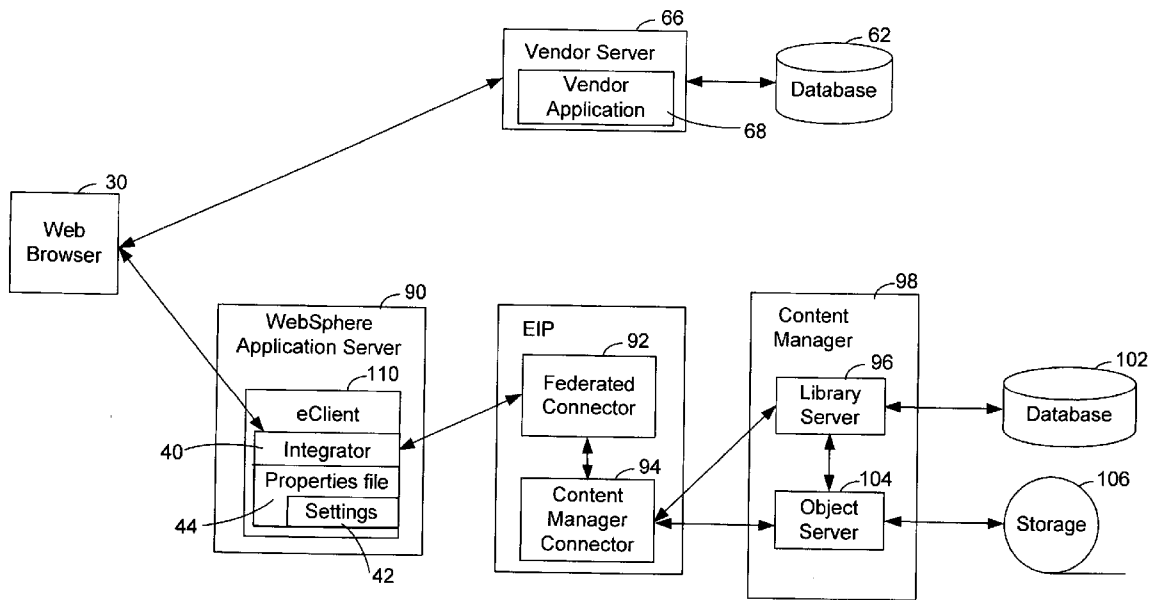
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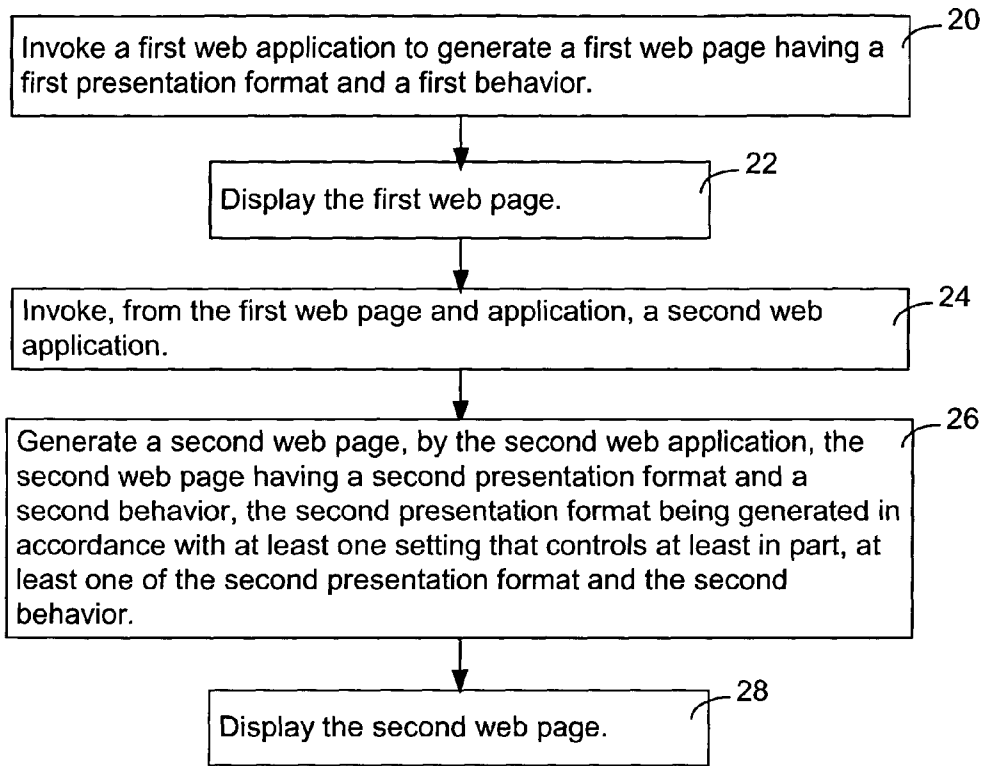


Fig. 1

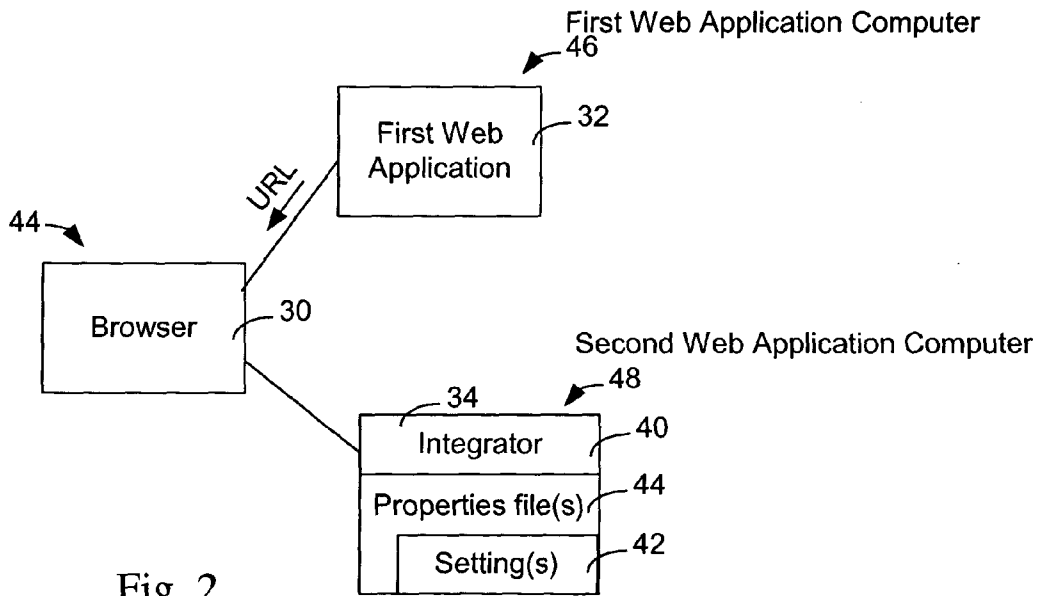


Fig. 2

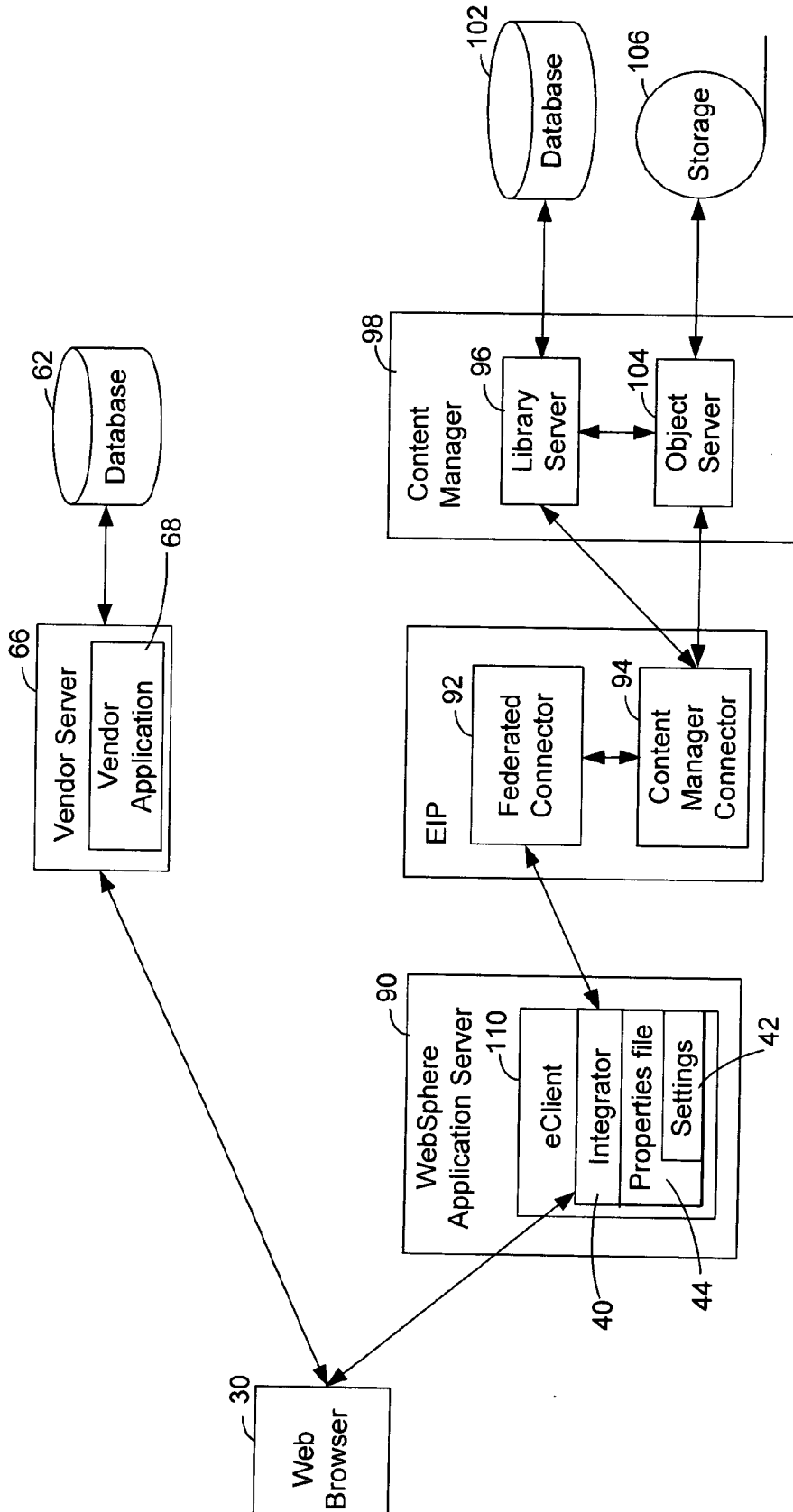


Fig. 3

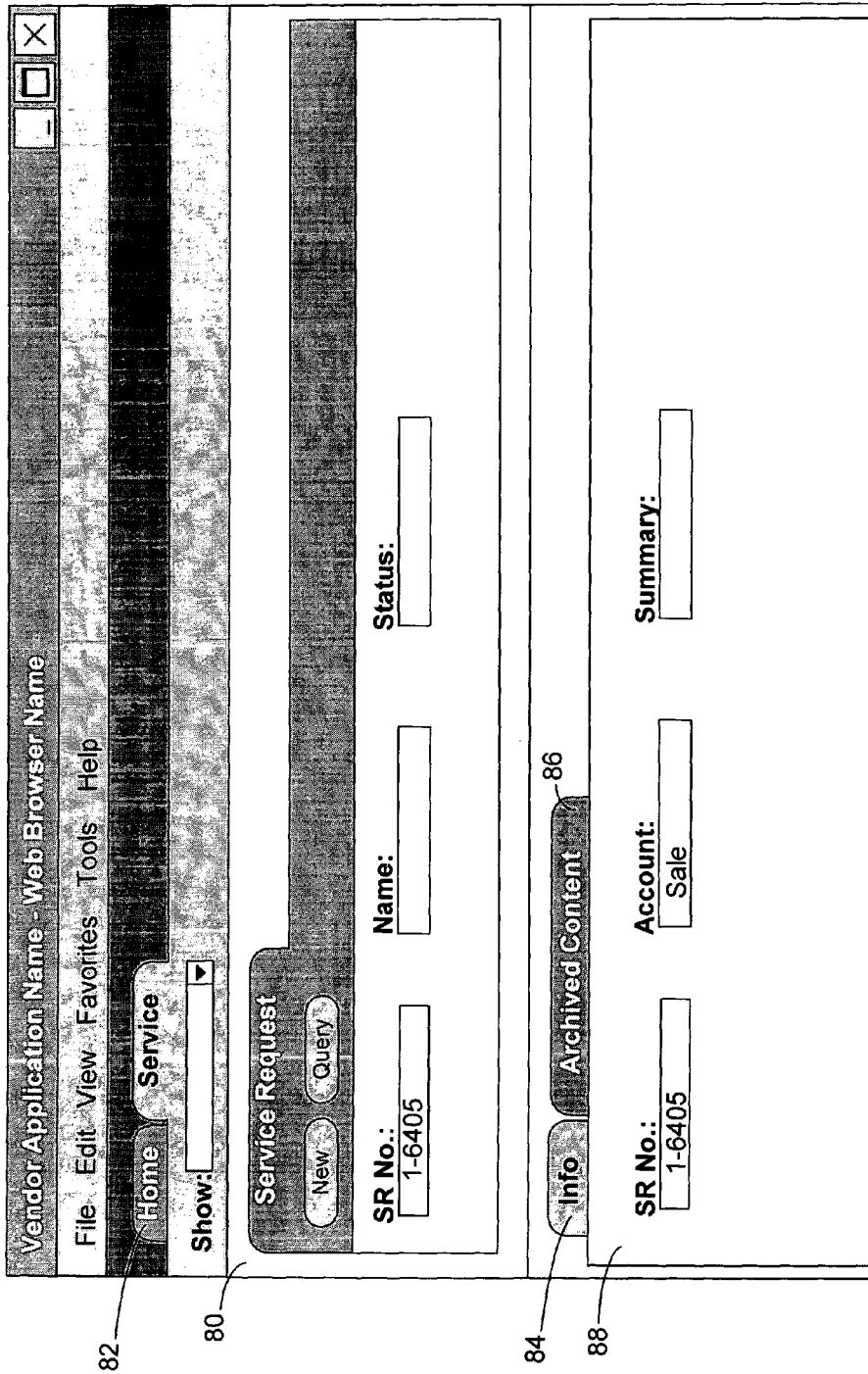


Fig. 4

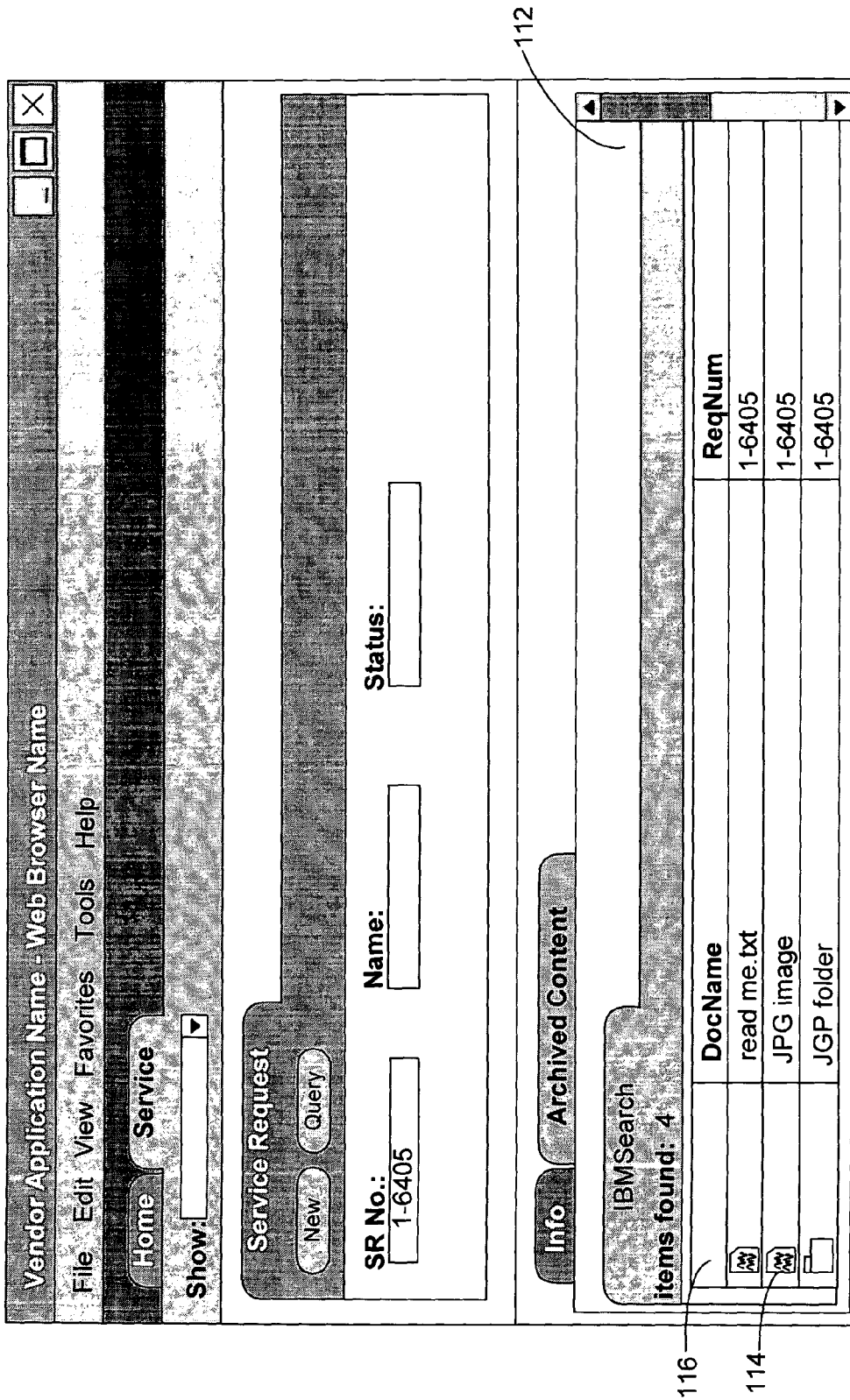


Fig. 5

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