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(12) **United States Patent**  
**Ross, Jr. et al.**

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(54) **METHOD AND COMPUTER SYSTEM FOR SERVING COMMERCE INFORMATION OF AN OUTSOURCE PROVIDER IN CONNECTION WITH HOST WEB PAGES OFFERING COMMERCIAL OPPORTUNITIES**

(58) **Field of Classification Search**  
CPC . G06Q 30/0631; G06Q 30/06; G06Q 30/0274  
(Continued)

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*Primary Examiner* — Yogesh C Garg  
(74) *Attorney, Agent, or Firm* — Louis J. Hoffman

(57) **ABSTRACT**

An ecommerce 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.

**20 Claims, 24 Drawing Sheets**

(71) Applicant: **DDR Holdings, LLC**, Dunwoody, GA (US)

(72) Inventors: **D Delano Ross, Jr.**, Peachtree Corners, GA (US); **Daniel D Ross**, Dunwoody, GA (US); **Joseph R Michaels**, Bellevue, WA (US); **William R May**, Atlanta, GA (US); **Richard A Anderson**, Powder Springs, GA (US)

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

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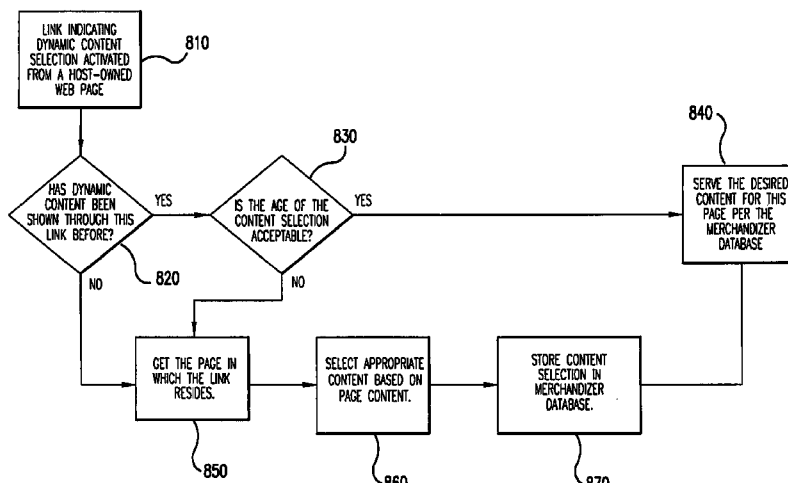
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CPC ..... **G06Q 30/0613** (2013.01); **G06Q 30/0274** (2013.01)



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**(58) Field of Classification Search**

USPC ..... 705/26.1, 26.41  
See application file for complete search history.

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