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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.

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

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(51) **Int. Cl.**

G06F 15/16 (2006.01)

G06F 17/21 (2006.01)

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

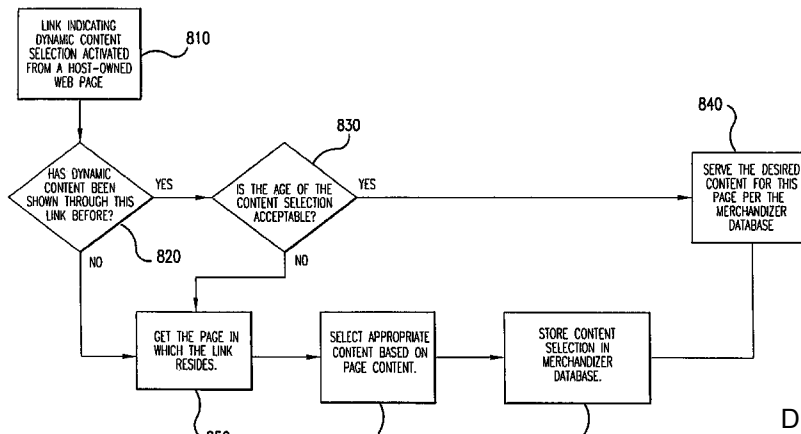
(58) **Field of Classification Search** **709/218, 709/219, 228; 715/501.1, 744, 746, 738, 715/760, 804; 705/26**

(57) **ABSTRACT**

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.

See application file for complete search history.

27 Claims, 24 Drawing Sheets



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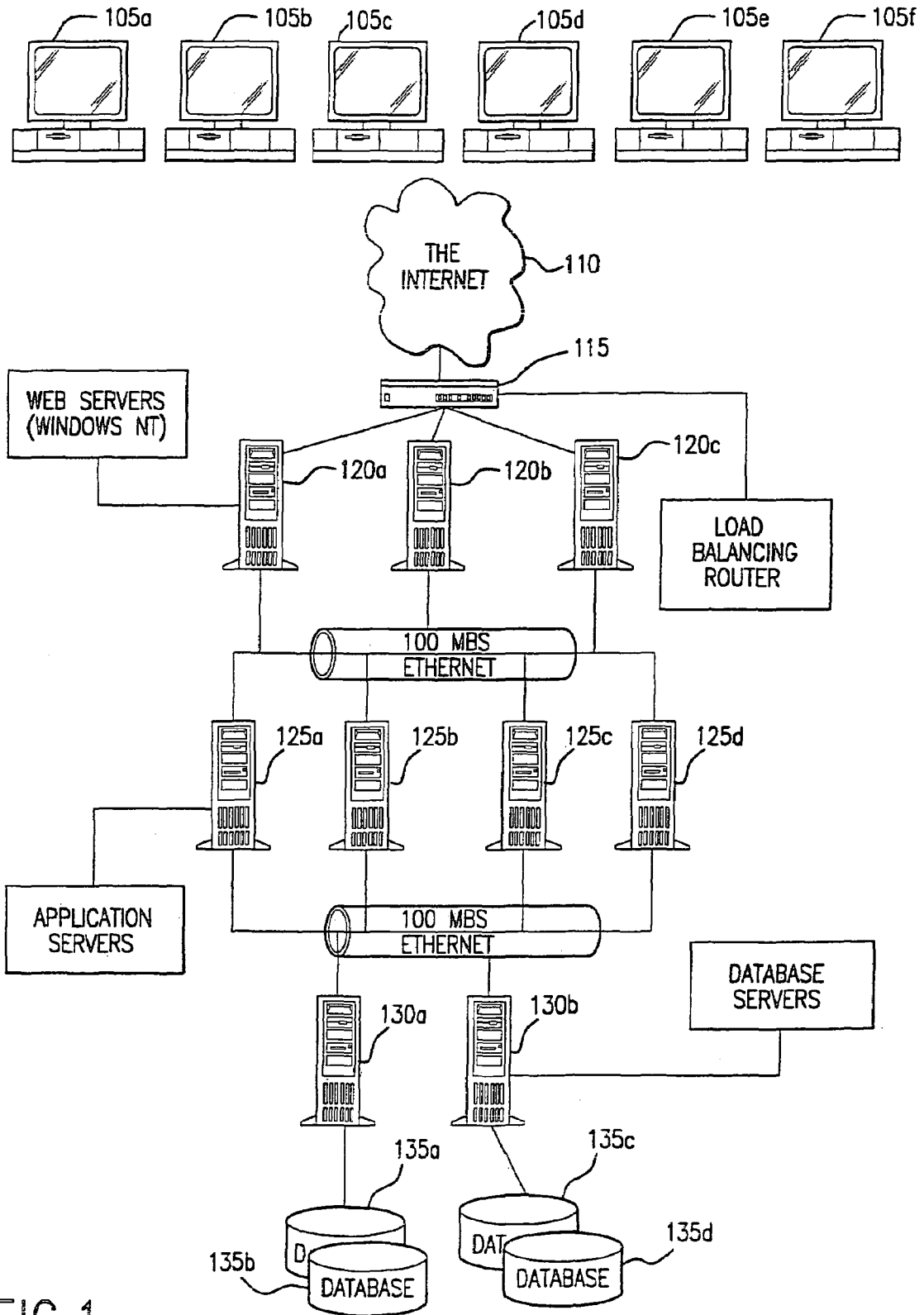


FIG. 1

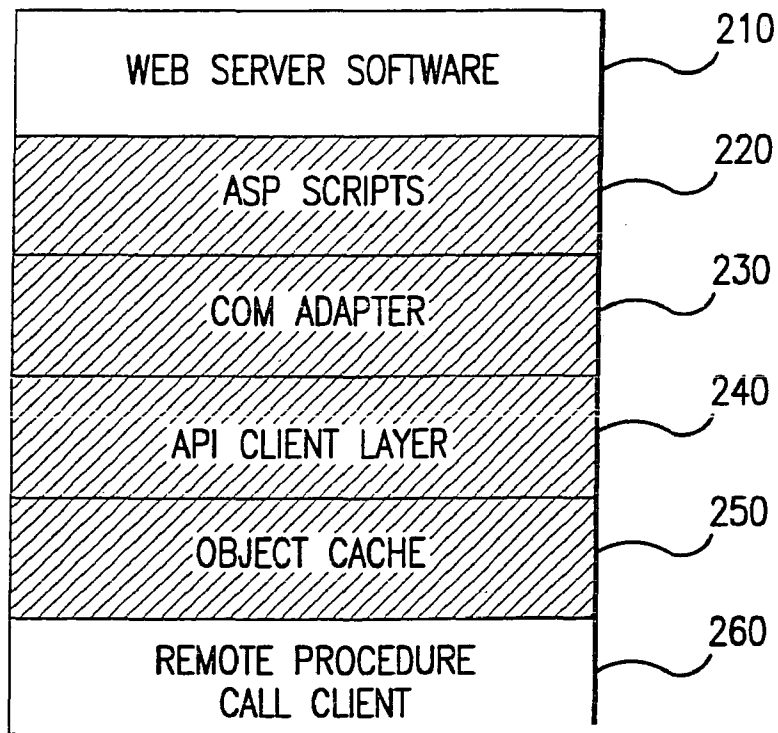


FIG.2

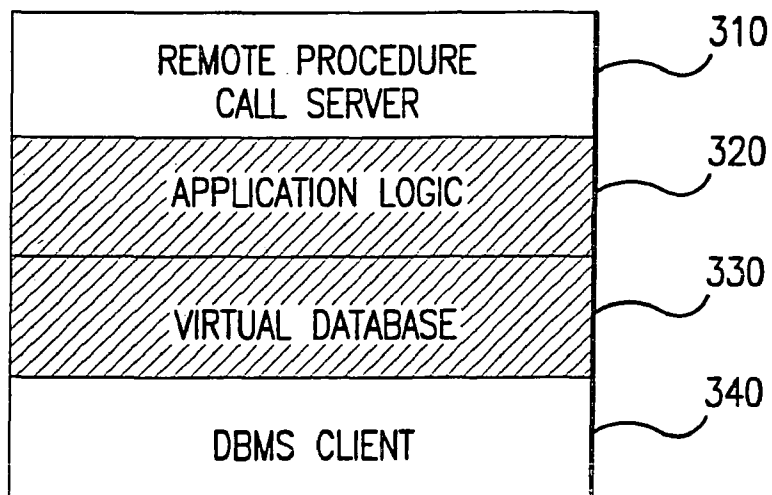


FIG.3

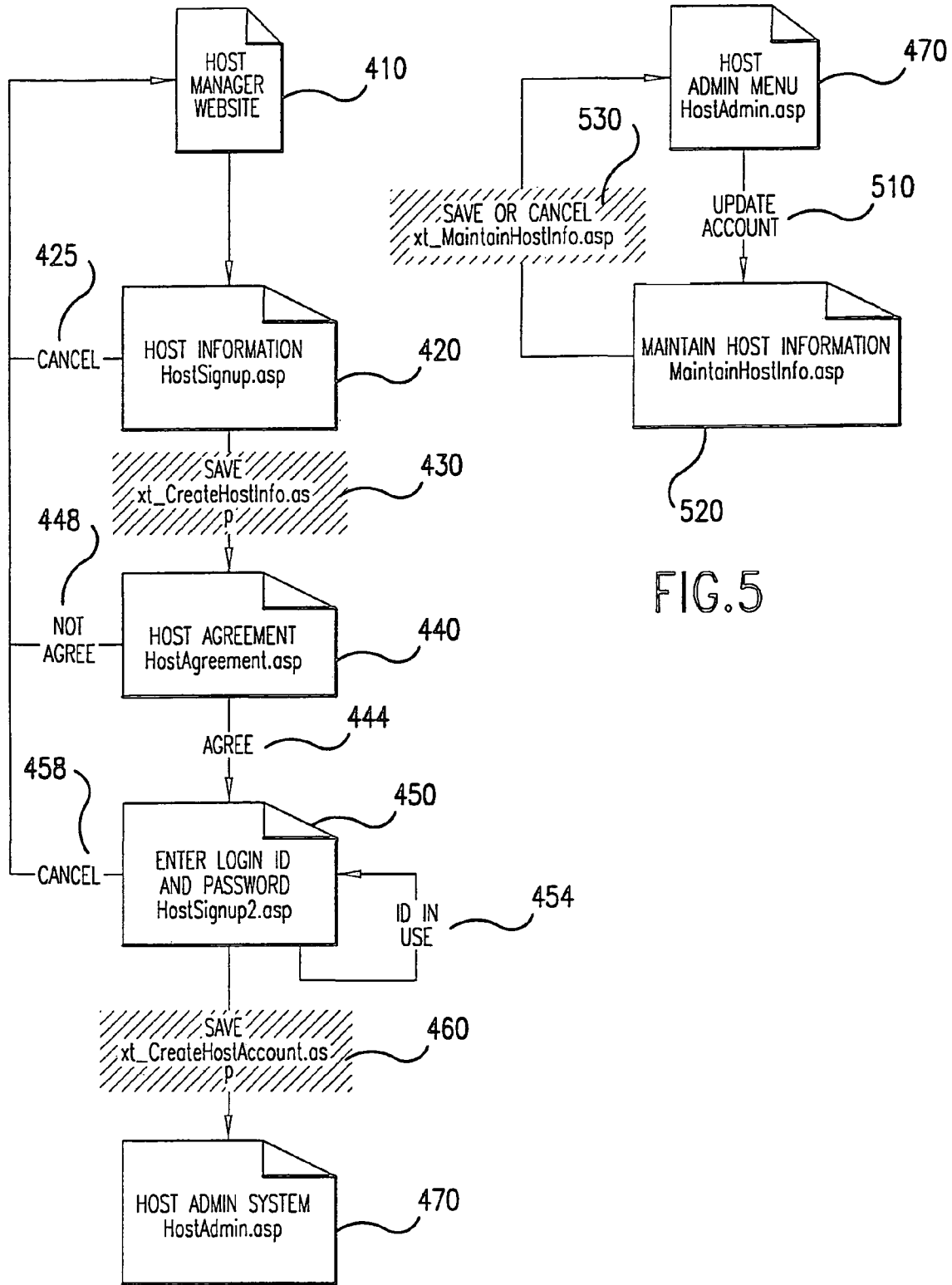


FIG. 5

FIG. 4

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