



- [54] **METHOD AND SYSTEM FOR TRACKING THE PURCHASE OF A PRODUCT AND SERVICES OVER THE INTERNET**
- [75] Inventors: **John K. Arnold**, Kent; **John R. Bennett**, Seattle; **Peter O. Claar**, Seattle; **Kurt D. Dahl**, Seattle; **Jennifer L. Dobson**, Seattle; **Charles A. Fontaine**, Seattle; **Philip H. Johanson**, Seattle; **Donald G. McGuire**, Mount Vernon; **Mary Swanson**, Edmonds; **David G. Wagner**, Issaquah; **Steve Wainright**, Seattle, all of Wash.
- [73] Assignee: **InfoSpace.com, Inc.**, Redmond, Wash.
- [21] Appl. No.: **08/704,143**
- [22] Filed: **Aug. 28, 1996**
- [51] **Int. Cl.<sup>7</sup>** ..... **G06F 17/60; G06F 17/30**
- [52] **U.S. Cl.** ..... **709/200; 709/202; 709/203; 709/204; 709/217; 709/219; 709/227; 709/228; 709/229; 705/26; 705/27**
- [58] **Field of Search** ..... **395/200.3-200.36, 395/200.47-200.5, 200.57-200.6; 707/10; 705/26-27, 39-40; 345/335; 709/200-206, 217-219, 227-229, 245-246**

5,692,132	11/1997	Hogan	705/27
5,708,780	1/1998	Levergood et al.	709/229
5,710,887	1/1998	Chelliah et al.	709/217
5,715,314	2/1998	Payne et al.	380/24
5,717,860	2/1998	Graber et al.	709/227
5,724,424	3/1998	Gifford	380/24
5,729,594	3/1998	Klingman	705/26
5,757,917	5/1998	Rose et al.	705/26
5,758,328	5/1998	Giovannoli	705/26
5,826,242	10/1998	Montulli	709/228
5,923,846	7/1999	Gage et al.	709/217

Primary Examiner—Zarni Maung  
 Assistant Examiner—Bharat Barot  
 Attorney, Agent, or Firm—Christensen O'Connor Johnson & Kindness PLLC

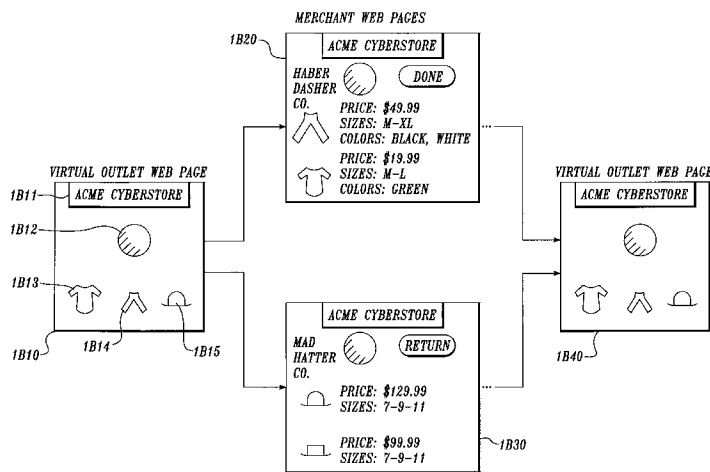
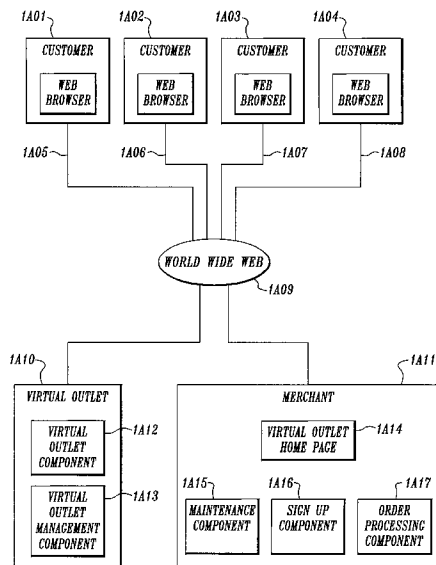
[57] **ABSTRACT**

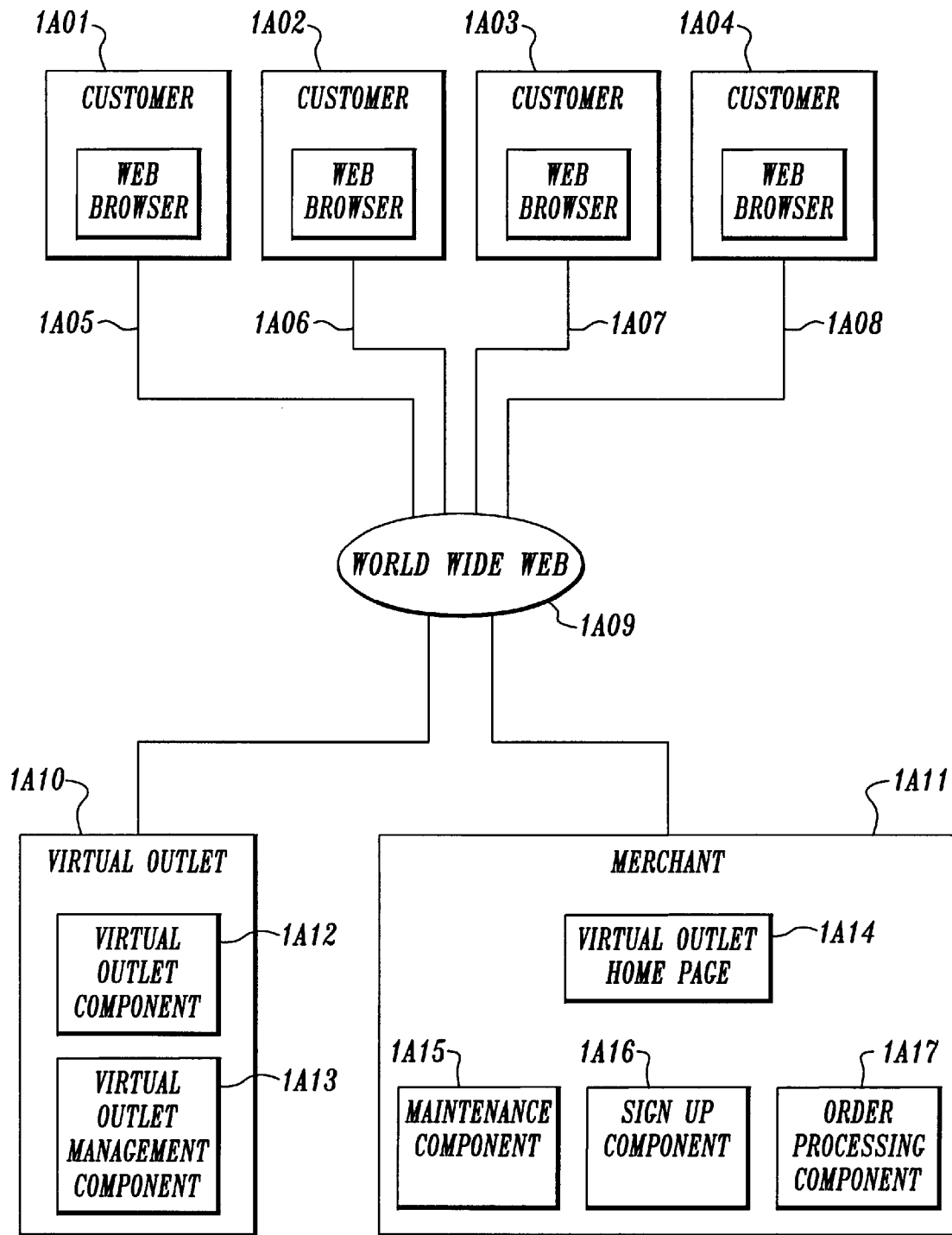
A method for establishing and maintaining a virtual outlet ("VO") relationship on the Internet between an entity that controls and manages a Web site constituting a VO and a merchant that controls and manages a different Web site. The VO presents a series of VO Web pages to customers that contain descriptive information about products from one or more merchants. Customers can link through the VO Web pages directly to a merchant Web page provided to the customer computer by the merchant computer for the purpose of obtaining more detailed information about the product and for ordering the product. When the customer has finished ordering a product, the customer computer returns to a VO Web page. To the customer, it appears that the entire ordering process is conducted entirely within the VO Web pages. The merchant then credits the VO for the sale of the product to the customer, charges the purchase to the customer, and sends the ordered product to the customer.

[56] **References Cited**  
 U.S. PATENT DOCUMENTS

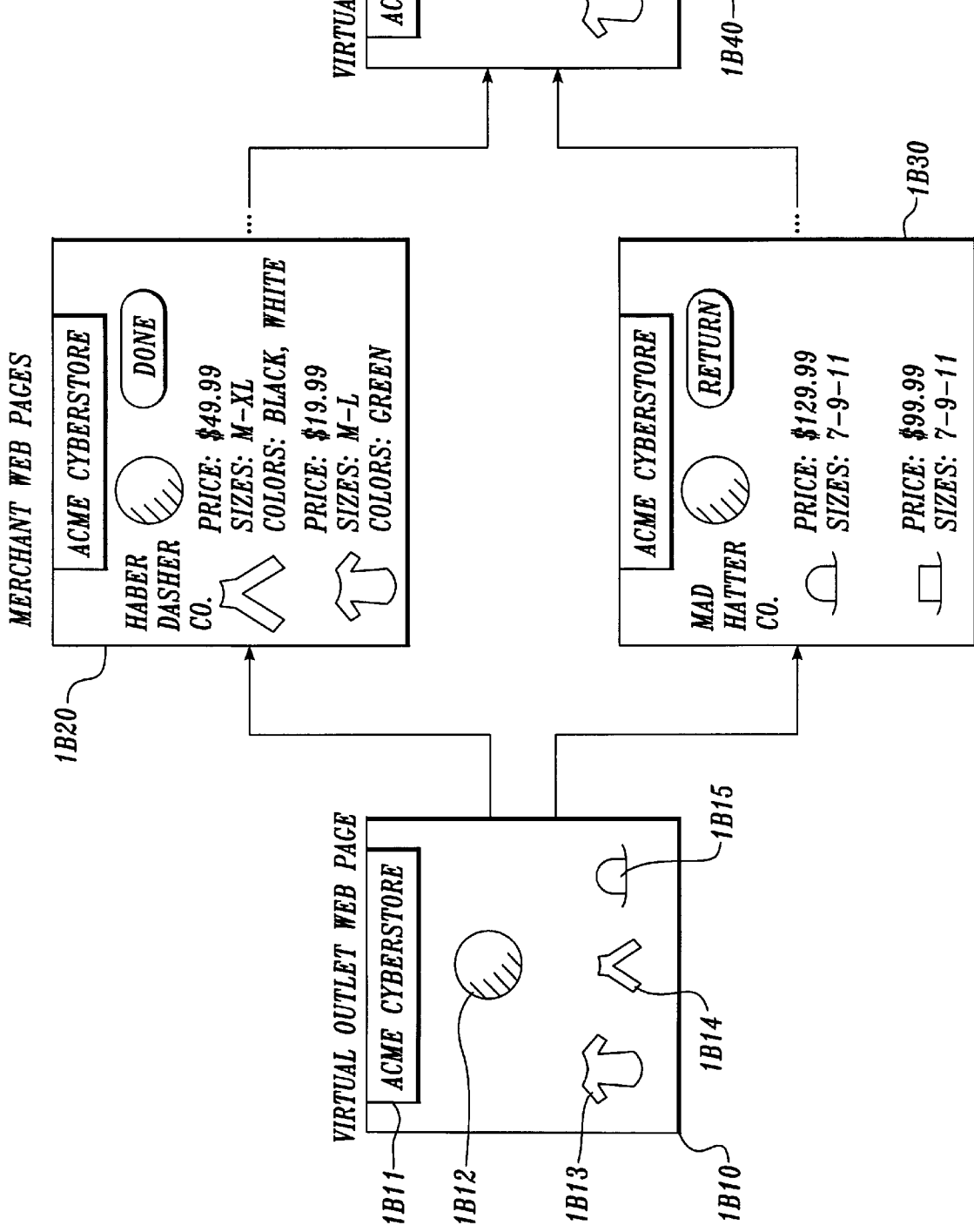
5,590,197	12/1996	Chen et al.	380/24
5,603,029	2/1997	Aman et al.	709/105
5,623,656	4/1997	Lyons	709/206
5,664,110	9/1997	Green et al.	705/26
5,671,279	9/1997	Elgamal	380/23

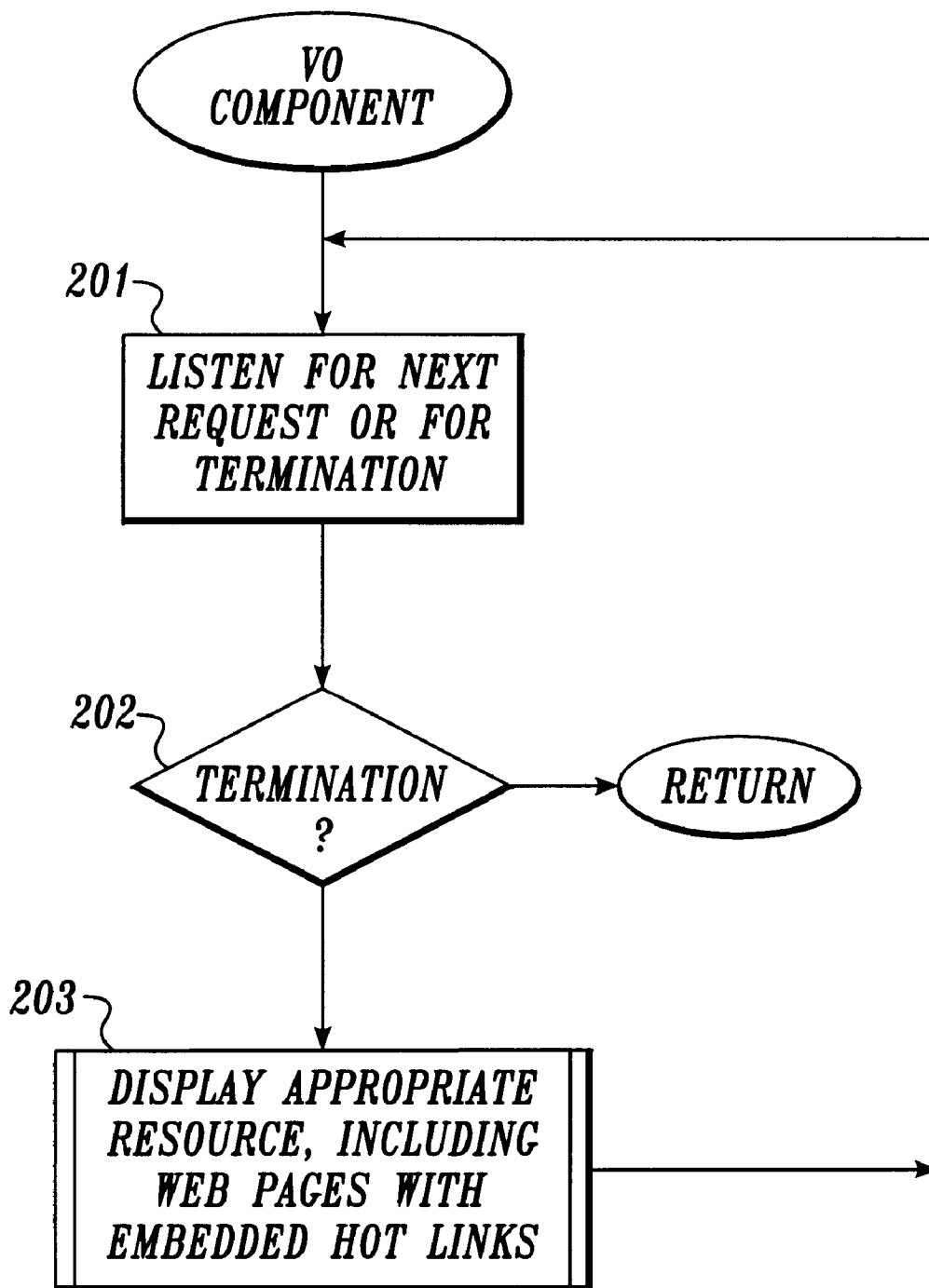
**28 Claims, 28 Drawing Sheets**



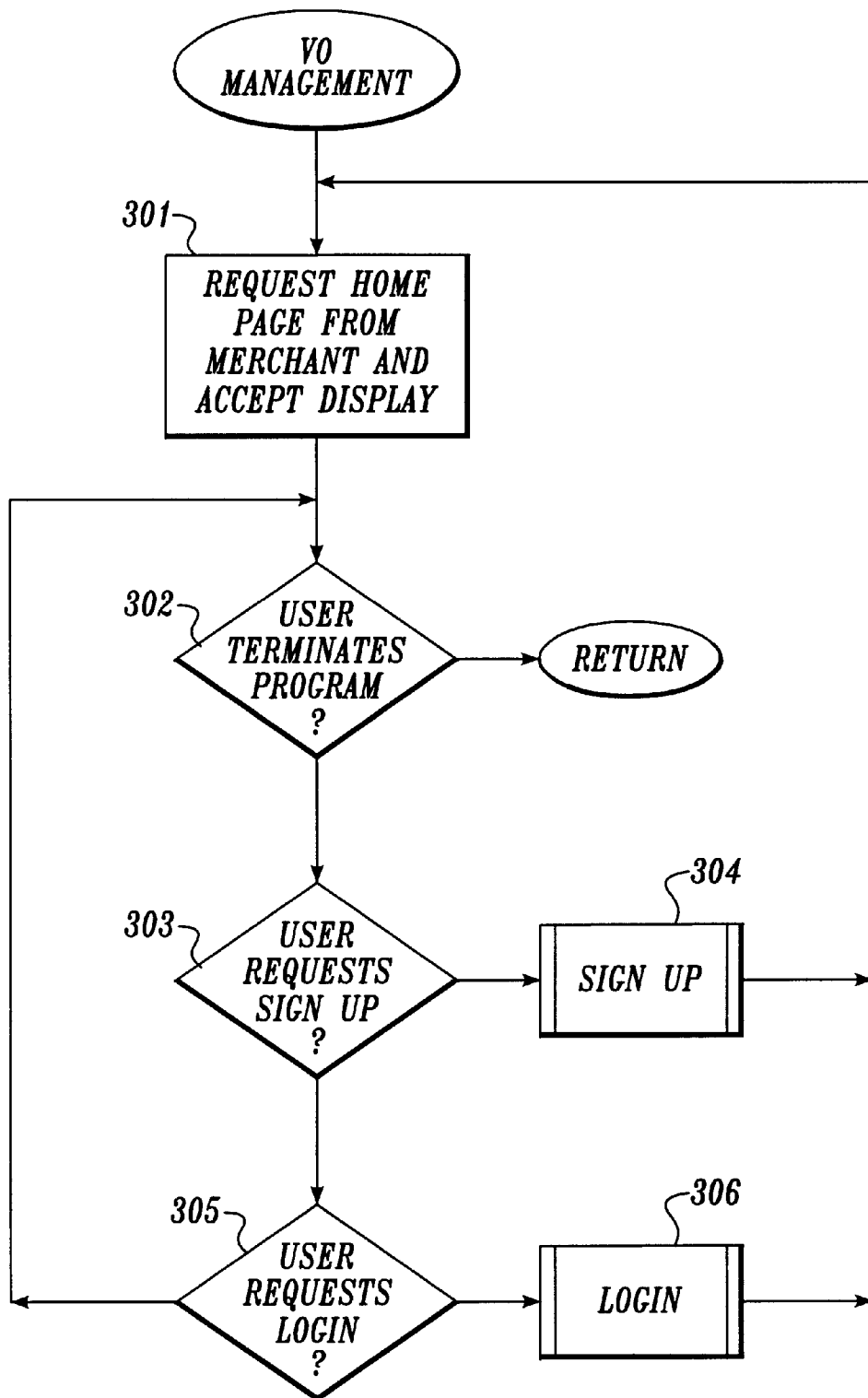


*Fig. 1A*





*Fig. 2*



*Fig. 3*

# 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.