

Title (en)
METHOD FOR MARKETING GOODS OR SERVICES BY ELECTRONIC MEANS ON INTERNET-TYPE NETWORKS

Title (de)
VERFAHREN ZUM VERMARKTEN VON WAREN ODER DIENSTEN MIT ELEKTRONISCHEN MITTELN AUF EINEM NETZ VOM TYP INTERNET

Title (fr)
PROCEDE DE COMMERCIALISATION DE BIENS OU DE SERVICES PAR DES MOYENS ELECTRONIQUES SUR DES RESEAUX DU TYPE INTERNET

Publication
EP 1238323 A2 20020911 (FR)

Application
EP 00988940 A 20001215

Priority
• FR 0003563 W 20001215
• FR 9915903 A 19991216

Abstract (en)
[origin: WO0144887A2] The invention concerns a method for displaying data in a multimedia file, based a request presented by a user on an open computer network comprising a plurality of computer terminals enabling transmission of graphic data displayed in multimedia files. Said method comprises a data input step by the user which consists in selecting an image which consists in selecting an image comprising at least an object, step processing the request, a step interrogating a database based on said request, a step establishing a file comprising the set of replies associated with said request. The invention is characterised in that the processing step includes the retrieval of objects contained in the specific image, the step interrogating the database includes comparing the objects contained in the specific image with those contained in said database.

IPC 1-7
G06F 1/00

IPC 8 full level
G06F 17/30 (2006.01); **G06Q 30/00** (2006.01)

CPC (source: EP US)
G06F 16/583 (2018.12 - EP US); **G06Q 30/06** (2013.01 - EP US)

Citation (search report)
See references of WO 0144887A2

Citation (examination)
• US 5852823 A 19981222 - DE BONET JEREMY S [US]
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Designated contracting state (EPC)
AT BE CH CY DE DK ES FI FR GB GR IE IT LI LU MC NL PT SE TR

DOCDB simple family (publication)
WO 0144887 A2 20010621; WO 0144887 A3 20020411; AU 2527501 A 20010625; EP 1238323 A2 20020911; FR 2802670 A1 20010622; FR 2802670 B1 20020215; US 2002184203 A1 20021205

DOCDB simple family (application)
FR 0003563 W 20001215; AU 2527501 A 20001215; EP 00988940 A 20001215; FR 9915903 A 19991216; US 17126502 A 20020613