

Title (en)

METHOD AND SYSTEM FOR DEFINING A PROMOTION

Title (de)

VERFAHREN UND SYSTEM ZUM DEFINIEREN EINES SONDERANGEBOTS

Title (fr)

PROCEDE ET SYSTEME DE DEFINITION D'UNE PROMOTION

Publication

EP 1311995 A1 20030521 (EN)

Application

EP 01933200 A 20010509

Priority

- US 0114879 W 20010509
- US 59666400 A 20000619

Abstract (en)

[origin: WO0198987A1] A system for defining an item promotion over a network includes a promotion server system and a commercial server system selectively coupleable to the promotion server system. The promotional server system includes promotion defining code for prompting the commercial server system to input terms of the item promotion and electronic coupon generating code for generating an electronic coupon representative of the item promotion based on the promotion terms input by the commercial server system.

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G06F 17/60

IPC 8 full level

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CPC (source: EP)

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