

Title (en)

METHOD AND APPARATUS FOR WORD OF MOUTH SELLING VIA A COMMUNICATIONS NETWORK

Title (de)

VERFAHREN UND VORRICHTUNG FÜR MUNDPROPAGANDA-VERKAUF ÜBER EIN KOMMUNIKATIONSNETZ

Title (fr)

PROCEDE ET APPAREIL DE VENTE PAR BOUCHE A OREILLE PAR LE BIAIS D'UN RESEAU DE COMMUNICATIONS

Publication

EP 1763831 A4 20090304 (EN)

Application

EP 05738690 A 20050421

Priority

- US 2005013701 W 20050421
- US 52141104 P 20040421
- US 99712104 A 20041124
- US 4454405 A 20050126
- US 4516405 A 20050127

Abstract (en)

[origin: WO2005106744A2] A selling method and system that allows individuals or groups to interactively select associate products and services with their online presence in exchange for the online service, as part of an online service, or for some reward, monetary or otherwise. Individuals or groups select products and services form a pool of partner e-commerce retailers or import them from their purchasing histories based on personal preference and may use them as a means of expression for their online audience as part of an online service. This provides e-commerce retailers with self-selected targeted marketing and referral selling to affinity groups, the online version of word of mouth selling. E-commerce retailers share revenue and pay for referrals that occur via this word of mouth selling framework. Online services that have any form of user identity within the context of a larger audience may utilize this form of user based referral selling as a revenue generating tool.

IPC 8 full level

G06Q 30/00 (2012.01)

CPC (source: EP)

G06Q 30/02 (2013.01); **G06Q 30/06** (2013.01)

Citation (search report)

- [L] "STATEMENT IN ACCORDANCE WITH THE NOTICE FROM THE EUROPEAN PATENT OFFICE DATED 1 OCTOBER 2007 CONCERNING BUSINESS METHODS - EPC / ERKLAERUNG GEMAESS DER MITTEILUNG DES EUROPÄISCHEN PATENTAMTS VOM 1.OKTOBER 2007 UEBER GESCHAEFTSMETHODEN - EPU / DECLARATION CONFORMEMENT AU COMMUNIQUE DE L'OFFICE EUROP", JOURNAL OFFICIEL DE L'OFFICE EUROPEEN DES BREVETS.OFFICIAL JOURNAL OF THE EUROPEAN PATENT OFFICE.AMTSBLATTT DES EUROPÄISCHEN PATENTAMTS, OEB, MUNCHEN, DE, 1 November 2007 (2007-11-01), pages 592 - 593, XP007905525, ISSN: 0170-9291
- See references of WO 2005106744A2

Designated contracting state (EPC)

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Designated extension state (EPC)

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DOCDB simple family (publication)

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