

Title (en)

SOCIAL NETWORKING PLATFORM FOR BUSINESS-TO-BUSINESS INTERACTION

Title (de)

SOLZIALE VERNETZUNGSPLATTFORM FÜR INTERAKTION ZWISCHEN UNTERNEHMEN

Title (fr)

PLATEFORME DE MISE EN RÉSEAU SOCIAL POUR INTERACTION D'ENTREPRISE À ENTREPRISE

Publication

**EP 1977378 A2 20081008 (EN)**

Application

**EP 07710068 A 20070111**

Priority

- US 2007060407 W 20070111
- US 75843106 P 20060111
- US 55336206 A 20061026

Abstract (en)

[origin: WO2007082274A2] A social network for business-to-business platform using an e-commerce platform and system consolidate a tiered vertical market space by connecting multiple vendors to a target audience or consumer class through an affiliate network. In one embodiment, an affiliate network (200) includes consumer platforms (220), vendor platforms (230) and affiliate platforms (240), all connected via a social network for business-to-business platform (210). The social network for business-to-business platform (210) includes a number of web pages that may include content (213) of interest to the consumers (220), as well as a market place (212) by which consumers (220) can purchase products from the various vendors (230). In addition, consumers (220) may be referred to the platform (210) by the affiliate platforms (240). In such cases, affiliate branding information may be displayed in connection with the interfaces of the social network for business-to-business platform (210), and referral fees may be generated for the affiliates. The social network for business-to-business platform (210) may provide a variety of administrative functions, as well as generating content for use by the affiliate platforms (240).

IPC 8 full level

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CPC (source: EP)

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Citation (search report)

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