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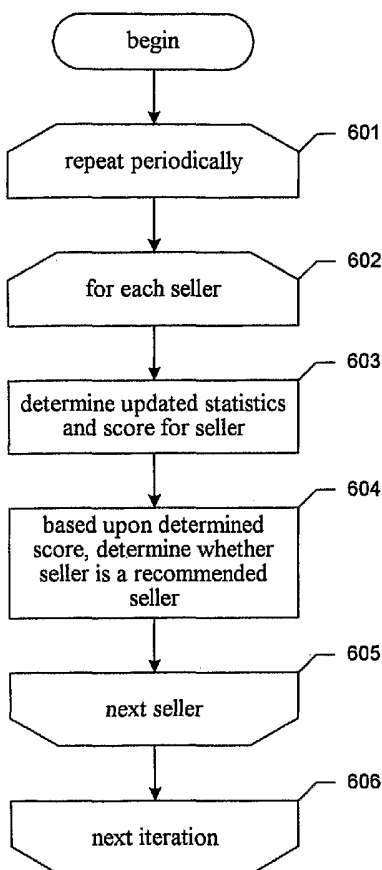
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[Continued on next page]

(54) Title: PROFILING ITEM SELLERS TO INFORM ITEM PURCHASING DECISIONS AND BUILD TRUST IN A MULTIPLE-SELLER MARKETPLACE



(57) Abstract: A facility for responding to a request for information about an item is described. The facility receives a request for information about the item. Among a plurality of sellers, the facility identifies those sellers (1) that are offering the item for sale, (2) whose availability level for the selected item exceeds a predetermined availability threshold, and (3) that have a seller score relating to a number of different items offered for sale by the seller that exceeds a predetermined score threshold. The facility uses the identified sellers and the price of the item to select the featured seller of the item. The facility replies to the request for information with a web page containing both information describing the item and a control that can be activated to order the item from the featured seller.

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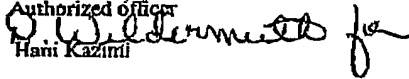
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<p>B. FIELDS SEARCHED</p> <p>Minimum documentation searched (classification system followed by classification symbols) U.S. : 705/26,27,37; 707/104.1</p> <p>Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched NONE</p> <p>Electronic data base consulted during the international search (name of data base and, where practicable, search terms used) WEST</p>												
<p>C. DOCUMENTS CONSIDERED TO BE RELEVANT</p> <table border="1"> <thead> <tr> <th>Category *</th> <th>Citation of document, with indication, where appropriate, of the relevant passages</th> <th>Relevant to claim No.</th> </tr> </thead> <tbody> <tr> <td>X</td> <td>US 6,662,192 B1 (REBANE) 09 December 2003 (09.12.03), entire document.</td> <td>1-30</td> </tr> <tr> <td>A</td> <td>US 6,574,608 B1 (DAHOD et al) 03 June 2003 (03.06.03), entire document.</td> <td>1-30</td> </tr> </tbody> </table>			Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.	X	US 6,662,192 B1 (REBANE) 09 December 2003 (09.12.03), entire document.	1-30	A	US 6,574,608 B1 (DAHOD et al) 03 June 2003 (03.06.03), entire document.	1-30	
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