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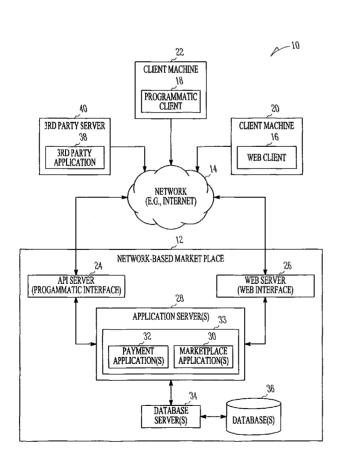


FIG. 1

(57) Abstract: A system to assist sellers create automated sales for products and services the seller has made available for purchase. The embodiments include receiving sales information that includes data item information that identifies a plurality of data items that are offered for purchase by a seller on a network-based marketplace. The system provides means for scheduling a sale based on the sale information, the sale to begin at a first time and end at a second time, the first time associated with a reduction of a plurality of prices to a plurality of discounted prices. The plurality of prices respectively associated with the plurality of data items. The plurality of discounted prices respectively associated with the plurality of data items and the second time associated with a restoration of the plurality of prices for the plurality of data items.



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C. DOCUMENTS CONSIDERED TO BE RELEVANT			
Category* Citation	of document, with indication, where ap	propriate, of the relevant passages	Relevant to claim No.
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