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Declarations under Rule 4.17:

- as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))
- of inventorship (Rule 4.17(iv))

[Continued on next page]

(54) Title: SYSTEM AND METHOD FOR ONLINE AUCTION

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<input type="radio"/>	Featured Position		\$XX.XX	
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<input type="radio"/>	Bold		\$XX.XX	
<input type="radio"/>	Italics		\$XX.XX	
<input type="radio"/>	Seller Pays	1:100	1.25%*	~130a
<input type="radio"/>	Buyer Wins	1:50	2.5%*	~130b
<input type="radio"/>	Sweepstakes	1:86,400	2.9%*	~130c
<input type="radio"/>	Buyer Surprise	---	\$XX.XX	~130d
*Percent of final sales price - collected at end of auction				

FIG. 3

(57) Abstract: A computer-implemented method of conducting an online auction includes the steps of receiving listing information from a seller for creating a listing for a product offered for sale by the seller, enabling the seller to select a chance-based incentive to encourage bidders to bid on the product, storing the listing information in a computer searchable database, the listing information identifying those listings having associated chance-based incentives, receiving one or more search requests including search criteria from one or more bidders, searching a database for products matching the search criteria, transmitting information for those products matching the search criteria such that a list of those products matching the criteria can be displayed to one or more bidders and identifying those products having a chance-based incentive, receiving one or more bids for the product from one or more bidders and identifying a successful bid for the product and the successful bidder placing the successful bid and determining whether the successful bidder is the winner of the chance-based incentive.

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B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

IPC G06Q 30/00C0

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Korean utility models and applications for utility models since 1975.

Japanese utility models and applications for utility models since 1975.

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

e-KIPASS "online, sale, sweepstake, product, system, incentive, lottery"

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 20050171840 A1 (Rinehart; Steven) 4 August 2005 See abstract; figures 1-7; pages 1-2; claims 1-4	1-41
A	US 7424617 B2 (Boyd; Eric et al.) 30 September 2004 See abstract; figures 1-4; columns 1-4; claims 1-2	1-41
A	US 20030055727 A1 (Walker; Jay S. et al.) 20 May 2003 See abstract; figures 1-3; pages 1-2; claims 1-2	1-41

 Further documents are listed in the continuation of Box C. See patent family annex.

* Special categories of cited documents:

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Patent document cited in search report	Publication date	Patent family member(s)	Publication date
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US 7424617 B2	09.09.2008	AU 2001-283215 A8 AU 2001-83215 A1 AU 8321501 A US 2004-0193489 A1 US 2004-193489 A1 WO 02-15081 A1	25.02.2002 25.02.2002 25.02.2002 30.09.2004 30.09.2004 21.02.2002
US 2003-055727 A1	20.03.2003	None	