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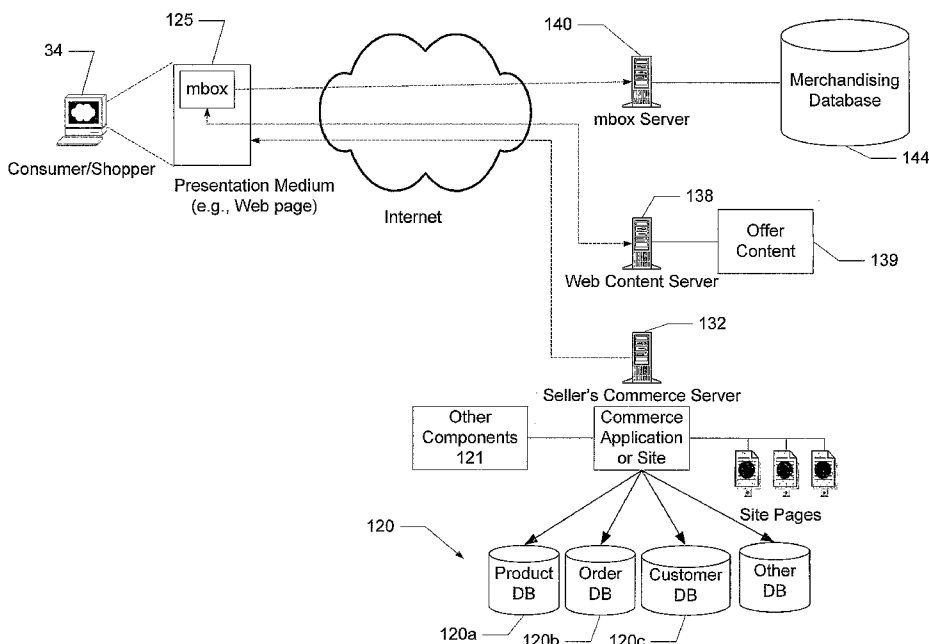
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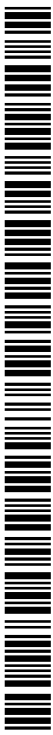
For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

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(54) Title: METHOD AND SYSTEM FOR COLLECTING ONLINE MERCHANDISING DATA



(57) Abstract: A method and system for automating electronic merchandising and product recommendation by creating a third party merchandising product database populated with data obtained directly at the point of sale. According to one embodiment, collection or direct importation of such data from an existing physical source or a product or merchandising database, which can be complex and costly, is not required. As a result, the cost of creating a usable merchandising system and database is reduced.



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**INTERNATIONAL SEARCH REPORT**

International application No.  
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**A. CLASSIFICATION OF SUBJECT MATTER**  
 IPC: **G06F 7/00(2006.01)**  
  
 USPC: 707/1,10,100,102  
 According to International Patent Classification (IPC) or to both national classification and IPC

**B. FIELDS SEARCHED**

Minimum documentation searched (classification system followed by classification symbols)  
 U.S. : 707/1,10,100,102

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

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

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 6,535,880 B1 (MUSGROVE et al.) 18 March 2003 (18.03.2003), column 5, lines 11-46.	1-30

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

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"O" document referring to an oral disclosure, use, exhibition or other means		
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